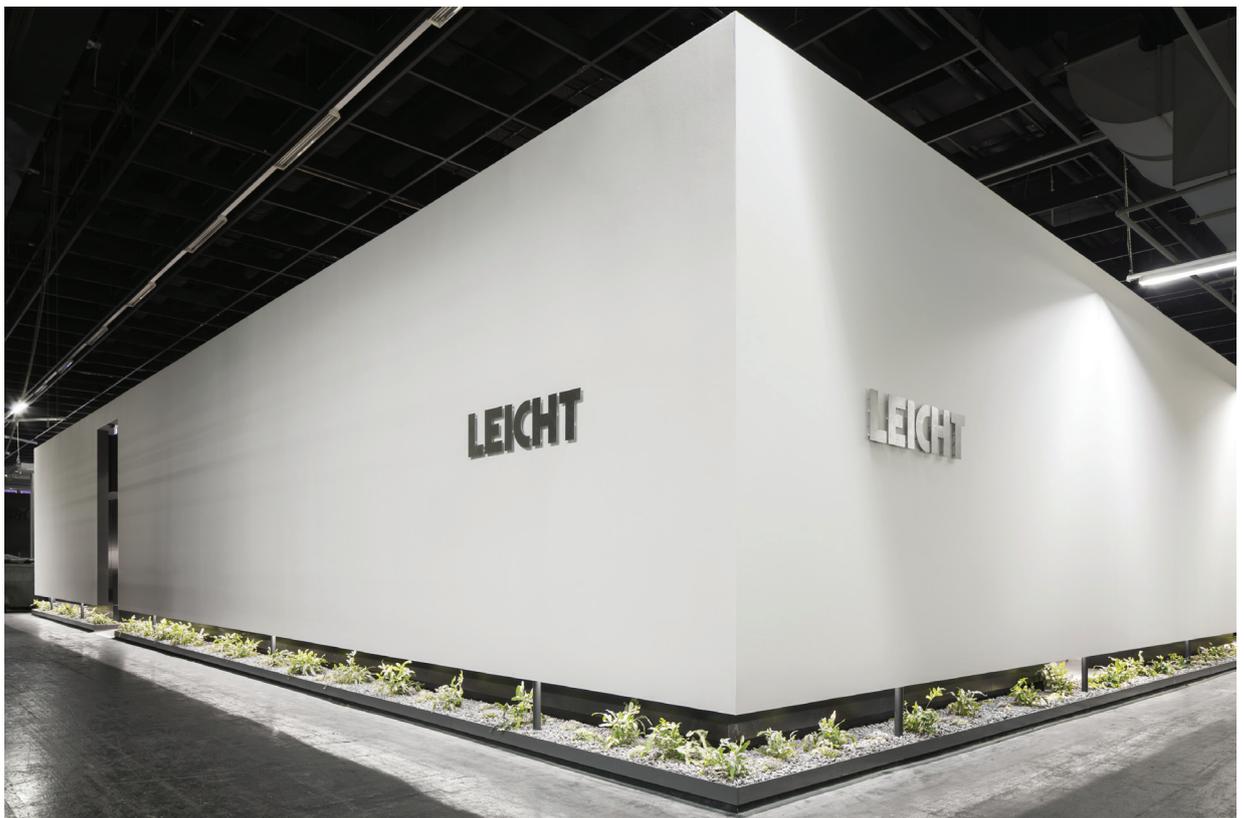


## Commitment to modernity and homeliness: showcasing the architectural brand LEICHT Küchen at Living Kitchen 2019

LEICHT is underlining the architectural dimension of its kitchens with an exceptional fair stand.



Fair stand LEICHT Küchen | Photo: LEICHT / C. Meyer

### The LEICHT Küchen fair stand: a floating cube making a clear statement

A pure white shell encloses the area. There is air between the outer walls and the floor; ferns and succulents in a dark bed of gravel add a touch of Asian flair. This open area links the outside to the inside. The light cube seems to float in space; it does not appear to have many supports and magically draws visitors to it. Two openings provide access to the inside: extremely tall wall sections which give visitors the feeling they are stepping through a high, slimline gateway. The LEICHT fair stand, developed together with Stuttgart-based interior designer Angelika Ertl, is pure commitment to a linear, minimalistic design language. The concept was inspired by the architectural ideas of modernity: the functional and clearly structured buildings of a Le Corbusier and other representatives of the architectural style that shaped the twentieth century and is once more in focus in 2019, the movement's centenary year.

### **Feel-good atmosphere inside: entering the homely world of LEICHT Küchen**

Inside the mood changes: the encasing architecture is black within and more subdued to give the six kitchens in the exhibition space – they stand out from their outer limits. You immediately notice the outsized wall coverings measuring 1.20 m x 1.20 m, niches with tiling patterns, the angular contours of Fios shelving, the joint as an amazing moment of interior design: with its trade fair stand, LEICHT is also interpreting the credo of modernity – „form follows function“ – but in a homely way. There is a dark, calm atmosphere which is the perfect platform for the natural, „non-colourful“ colour and material concept of the kitchens exhibited: the fine woods, including elegant chestnut, the high-grade glass display cabinets and glass fronts, the heavy oak and granite, the metal framework constructions in black and bronze, and the top-class lacquers as well as the Le Corbusier colours.

The front area of the stand features both a bar and reception. The wall elements keep their distance from the outside shell and are clad in outsized dark and gold-coloured panels. In the middle of the stand, there is a core around and in which two kitchens are presented, linked to each other through the common use of the room-in-room concept developed by LEICHT. At the rear of the stand, the kitchens are presented in a homely situation, connected by an integrated fireplace with a lounge area. The overall homely atmosphere of the stand is only contrasted by a glass white kitchen which, fittingly for the season, is reminiscent of frozen ice.

### **LEICHT Küchen – appreciated by architects**

The idea to shine a light on LEICHT as an architectural brand came about in the collaboration between the company and the interior designer Angelika Ertl (RAUMWEISE INNENARCHITEKTUR). The stand architecture focuses on the identity of LEICHT as an architectural brand at different levels. Stefan Waldenmaier, CEO of LEICHT Küchen AG, Waldstetten: „We wanted to create a congenial setting for our highly functional kitchens which give planners and architects fantastic opportunities. The functional austerity of our products was to be showcased on an equally austere platform – so that the homely aura of our kitchens was given the perfect stage. The great emotionality that distinguishes all LEICHT kitchens and which comes about with the high-grade materials and unique planning approach, are particularly effective in a clear puristic environment.“ Angelika Ertl adds: „Stefan Waldenmaier already had a clear vision for the fair stand in Cologne which I spontaneously shared in entirety. We soon had the idea of focussing on a few principles of modern architecture: the vision of a cube that seems to exist with very little support, that is transparent and looks bright.

Here we are referring to Le Corbusier's principle of support and give the area under the three outer walls, which is normally constructed, a new function in the form of a planted flower bed.“ Stefan Waldenmaier adds: „Personally I can see that certain parts of our stand use approaches you can see in buildings designed by Japanese architects, for example buildings by Tadao Ando. But that is subjective – due to its great simplicity, our stand is also a projection space for individual perceptions.“

Angelika Ertl: „With this stand we have created an architecture which makes the architectural expertise of LEICHT visible in its expression of design.“ And she explains why it is that architects greatly appreciate the kitchens from the manufacturer from Waldstetten, southern Germany: „Architects love these kitchens because of their clear design language, their geometric beauty and the high-grade material and colour concept, including the Le Corbusier colours. A line-like handle which runs across the kitchen front as a monochrome horizontal line in all possible front colours is imprinted on the customers' memory as a typically minimalistic feature. Furthermore, LEICHT provides intelligent solutions, for example for making corners useful and making the best possible use of the available space.“

### **Signal to trade**

Incidentally, the showcasing at the trade fair in Cologne is also a signal to trade. With it, LEICHT is opening up the market for its trade partners even more clearly in the direction of stylistically discerning customers, who are both knowledgeable in architectural terms and have purchasing power. Stefan Waldenmaier: „We want to inspire trade and provide dealers with a visionary view with this strong general concept. With it we define our stylistic understanding for the kitchen as a living area and for the materials – and we also show our expertise in interior design.“

**Angelika Ertl and her studio RAUMWEISE INNENARCHITEKTUR in Stuttgart**

Angelika Ertl, born in 1964 in Hamburg, first completed an apprenticeship as an interior decorator after her Abitur („A“ levels) before embarking on a course of studies in interior design in Düsseldorf in 1989. In 1998, she moved to Stuttgart where she initially worked in the office of Prof. Göbel before being appointed exhibition architect for the state of Baden-Württemberg in 2001. She has been working freelance since 2007 with her own studio RAUMWEISE INNENARCHITEKTUR. Aesthetics, function, individuality, quality and responsibility are terms which are important to her in her work. Angelika Ertl sees her mission as an interior designer as being able to make the relevant values and strengths of a company visible in design. Her installations all underline the motto „timeless plans for sustainable realisation“.

Thank you in advance for sending us a courtesy copy on publication.