

“Architekturwerkstatt” – successful start to the new showroom centre at the Küchenmeile 2019

On Saturday, 14 September, the new showroom centre “Architekturwerkstatt” with its particularly architectural approach opened its doors in Löhne. The opening ceremony began at 9 am with the cutting of the red ribbon and it quickly became apparent that the exhibitors LEICHT Küchen, LIEBHERR, V-ZUG, Inalco and GESSI would be able to look happily on a successful transformation of the former warehouse into the shared, contemporary showroom centre. Stefan Waldenmaier, CEO of LEICHT Küchen AG, Waldstetten, and initiator of the “Architekturwerkstatt”: “We are proud of what we have been able to achieve here together in 12 months. Overall we can safely say that, with our development, ‘Weidengrund’ has been given an architectural upgrade.” With around 3,500 visitors, the opening week fulfilled all expectations with a particularly qualified audience and confirmed the successful start at the new site. Dealers too gave positive feedback: “The Architekturwerkstatt is a major asset for everyone involved. We can use synergies together here and trade will benefit from the comprehensive partner offerings.”



Architekturwerkstatt, Löhne, September 2019; Photo: LEICHT / Constantin Meyer

The name says it all: architectural quality for the premium market

The overall result is compelling: the “Architekturwerkstatt” is a unique showroom centre designed as a communicative place of exchange and all-embracing inspiration. At the same time, the individual presentations of the exhibitors LEICHT Küchen, LIEBHERR, V-ZUG, Inalco and GESSI at the Küchenmeile 2019 showed top-quality, sophisticated and complementary kitchen and living concepts for the premium market on a total of 2,000 m².

“We are highly satisfied with the organisation and the start to the new ‘Architekturwerkstatt’. The fair was a total success for us – focussing on ‘everything for the kitchen as a living area’ five well-known companies presented premium products, current trends and unique technologies for sophisticated kitchen and living concepts in a partnership without any competition. The five equally balanced showroom concepts united under one roof provided our dealers with new impulses and presented innovations from the world of kitchens,” said Jochen Roth, Sales Manager, Business Area DE, Sales KsFs Retail, Liebherr-Hausgeräte Vertriebs- und Service GmbH. To achieve this, the owners and main tenants worked excellently hand in hand over the past twelve months. They implemented their ambitious goal together in a pragmatic way and were thus able to adhere to the tight time frame, helped by direct communication with local authorities, and open the showroom centre within just one year. Investments made in the conversion of the warehouse, for the exterior as well as the entire interior area, totalled more than 1 million euros. Furthermore, the individual exhibitors invested considerable sums of money on their own particular stands – and the results certainly justify both the efforts and expense. Stefan Waldenmaier concludes: “Everyone involved more than fulfilled the whole idea of the showroom centre – to create a stylish and architectural quality and render it in a compelling way. We are now convinced that we can welcome discerning visitors to the ‘Architekturwerkstatt’ with an adequate presentation of each particular brand at all times, not only during the Küchenmeile.”

The future with the “Architekturwerkstatt”: using synergies and preserving a strong brand presence

With the new showroom centre, the premium brands LEICHT Küchen, LIEBHERR, V-ZUG, Inalco and GESSI have created a presentation platform to be used all year round. Along with the highlight of the industry calendar, the Küchenmeile, the showroom will host various customer events throughout the year. These might be joint events or events held by the individual exhibitors. Furthermore, each manufacturer will use this site as a possible sales office for northern Germany or even the whole country. This network of five premium manufacturers is already focusing on the future: the first phase was the launch of the brand presentation in the new showroom centre with the now familiar exhibition space. But by September 2020 an adjacent hall, which has recently become available, is to be integrated in the successful “Architekturwerkstatt” concept. The corresponding planning ideas are already being discussed and first requests to be part of this attractive showroom centre have already been received.

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