



**Koelnmesse // LivingKitchen
International Press Conference, 28 September 2016
A-Salzburg**

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of The Modern Kitchen working group (AMK),
Mannheim
(the spoken word prevails)

**LivingKitchen 2017 –
The leading trade fair for the new status symbol**

Ladies and Gentlemen,

It is with great honour and joy that in my capacity as Executive Director of The Modern Kitchen working group (AMK) I am here today to talk to you about LivingKitchen.

Perhaps I should say a few words of introduction about the AMK: The AMK is the association of the entire kitchen industry, it therefore encompasses both the kitchen industry and the kitchen trade. Its members include 139 renowned companies. All of these companies are manufacturers of kitchen furniture, built-in appliances, sinks and accessories, as well as the leading trade cooperations for kitchens and service providers from the kitchen industry. The AMK has an international alignment and also has numerous members from countries across Europe. Furthermore, it has its own subsidiary in

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China, which supports its member companies with their sales activities in China.

It is therefore not surprising that a large share of the companies exhibiting at LivingKitchen are members of the AMK.

The kitchen is on its way to becoming a status symbol. After the AMK Press Conference, the *dpa* brought the headline: "The kitchen is replacing the car as a status symbol" and the headlines of the *Frankfurter Allgemeine Zeitung* and *Die Welt* were both identical: "The kitchen is becoming the new status symbol". In total, over 50 national newspapers reported on this development. LivingKitchen in Cologne will thus not only be presenting kitchens, but indeed the new status symbol of the Germans.

Living 2016: The kitchen is the heart of the home

Kitchen 2016: A new cosiness and lifestyle

Technology 2016: Networking with personal added value

When one looks at the more recent evolution of living a little more closely, it is easy to see that the modern-day kitchen is the room in the house which has changed the most since its invention around 90 years ago. This development has particularly been significant over the last 15 years.

Ninety years ago, meals were prepared and cooked in an area smaller than 10 square metres. Isolated from the rest of the family, the housewives were left to prepare the "daily bread". The family then ate together in the dining room. In the post-war home, with the development of the so-called eat-in kitchen, the area was somewhat bigger, characterised by the integration of an eating area. The kitchen was already the focal point for the whole family already in those days.

As homes grew in size, so did the kitchen. At the same time, the traditional role of the housewife was experiencing a fundamental

shake-up and the work involved in cooking also underwent a significant re-evaluation. TV chefs contributed to this and still do. Manufacturers of kitchen appliances and kitchen furniture took the opportunity to integrate aesthetics and design into the overall concept of the kitchen, but also to promote functionality and practicality. A real living evolution evolved with the fusion of the living areas into an open plan area. The modern kitchen is therefore, for me, the best example of real progress in the area of living.

The general outline: the open kitchen

The average size of the kitchen is growing in Germany. The open living kitchen is frequently implemented when renovation work is carried out. Tradesmen, who specialise in converting living rooms, are experiencing a boom. In the case of new buildings, the open kitchen in the living area has already become standard. From 2011 to 2015, the average price per sold kitchen rose from €5,651.00 up to €6,439.00. For 2016, we are expecting a significant increase.

The kitchen has to perfectly match the open space. It must be practical and functional, but must also be a welcoming space which is pleasant to be in and look at. Fronts and worktops must be easy to clean, there should be plenty of easily accessible storeroom for utensils and good lighting is essential to illuminate the worktops for preparing meals as well as for contributing towards the general atmosphere. And all this should be at an ergonomically adapted height, with short distances, good ventilation, low energy consumption and a smart overall design.

Appearance

People want to have a retreat in a cosy, trusted and consistent environment. This can also be found in the kitchen. There are hardly any more classic classifications. The styles ranging from purist, to classic, through to country home are becoming more and more blurred and offer the end customer an almost incredible choice of options. There are no limits set to the wishes and fantasy.

In the year 2016 and without doubt also at LivingKitchen 2017, the kitchen is no longer just white. The new cosiness is also being reflected by darker colours and in darker wood shades. Everything is become more elegant.

The combination of various colour schemes and materials is popular for kitchen fronts in general. The combination of matt plain varnished fronts and a real wood veneer or a visually similar adhesive overlays in plain matt and a wood imitation are becoming popular.

Glass is being used more and more. As a substitute for mirror tiles or as a high-gloss front. The combination of matt varnish and glass always makes an elegant and subtly exclusive impression.

The kitchen is networked

There is a high demand and great enthusiasm for the ever-increasing offer of networked built-in appliances. Apps enable ovens and coffee machines to be remote controlled, even if the user is miles away. Intelligent sensors think independently to warn the user before food burns or regulate the temperature independently. One is already informed by app today that the baked goods in the oven are indeed cooked and crispy. There will be offers under the name "Smart Home" that ultimately contribute towards the "smart being" and which bring their users real benefits. It won't take long if desired before the fridge orders a new carton of milk independently. An app will be able to recognise when we return home and immediately starts the coffee machine. If the child watches TV too long, the TV can be turned off per app and the oven doesn't even switch on. Apps make plenty of things possible already today. Beyond this, however, safety, energy-saving and making our lives easier should come first.

So, as you see: The innovations and trends that I have only briefly mentioned here will turn the kitchen more and more into the focal

point of the home. You will be able to see this and much more in January 2017 at Living Kitchen.

Ladies and Gentlemen, the German kitchen industry is the most powerful in the whole world. And the most powerful kitchen industry needs a leading trade fair in its own country. That is why we are delighted that all of the signs are very good for a successful Living-Kitchen. We are particularly delighted about the increase in the level of internationality of the trade fair. From our point of view, Living-Kitchen is a must-attend event for everyone interested in kitchens, whether they are industry or trade partners or end customers. Please, help us convey this message around the globe. (AMK)

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