

SIEMENS

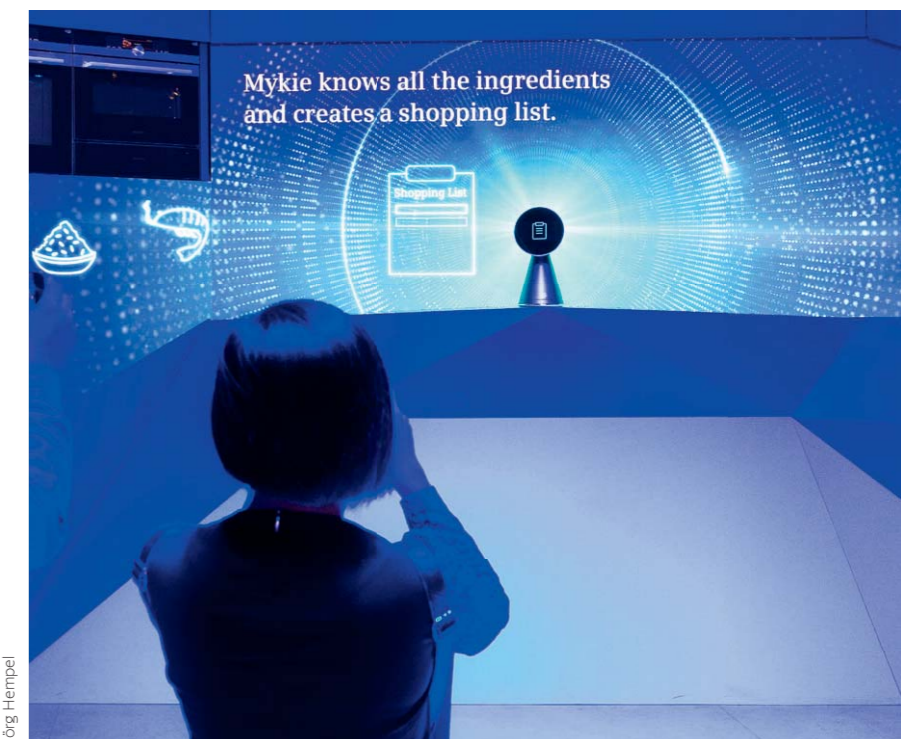
SCHMIDHUBER and BLACKSPACE create an all-encompassing experience of the connected home



BERLIN – Siemens Home Appliances recognised that for its exhibition at IFA 2016, its products would have to be made tangible to the consumer, not relying simply on feature presentation. Their Urban Loft concept, created by Schmidhuber and Blackspace, implemented an inviting and all-encompassing experience ‘of the real world, with all its “exciting possibilities”, in the here and now,’ the designers say.

A silver, polygonal volume housed the Urban Loft concept, with long, sharp recesses forming entrances and creating an open and diverse atmosphere in which cutting-edge, new products were presented in dialogue with high-end living environments. Vibrant, multimedia settings were created in order to demonstrate how the company’s high tech solutions are able to not simply satisfy human needs, but ‘elevate them to a whole new level.’

The centrepiece of the exhibit, reflecting a perceived trend of the kitchen as the centre of the home, was a cooking arena that showcased the company’s ‘Home Connect’ solutions and offered a future of fully connected culinary experiences. Celebrity chefs utilised intelligent appliances such as Mykie, a personal assistant and command centre for the kitchen, and cookConnect, a cooking surface with an integrated extractor hood, in a cooking show that helped bring visitors closer to the brand’s new solutions.



Jörg Hempel



Siemens Waschmaschinen
mit Home Connect.

Vibrant, multimedia
settings demonstrate
the company's
high tech solutions