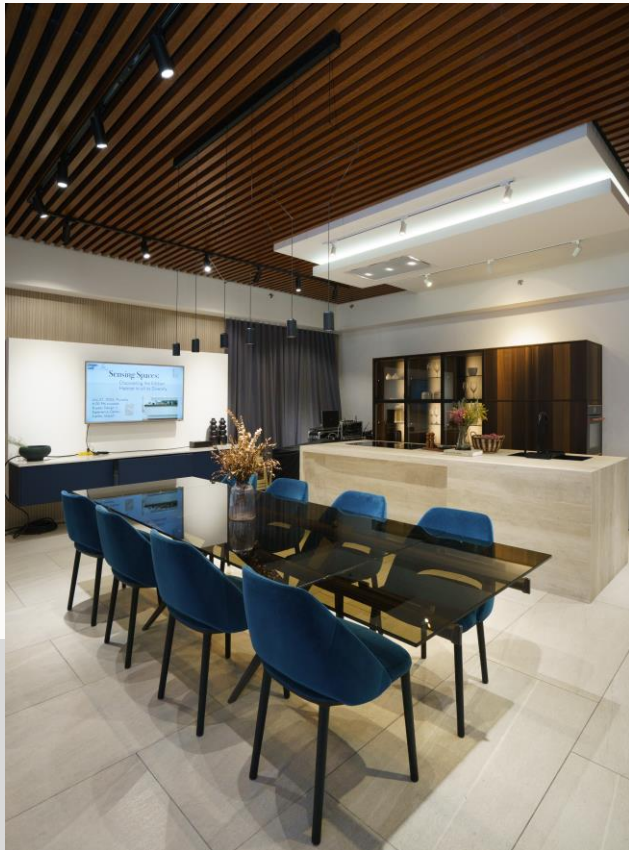


Poggenpohl debuts new kitchen studio to mark 130 years of diverse kitchen innovations

Marking 130 years of impeccable craftsmanship in kitchen architecture, Poggenpohl breathes into fresh life a newly renovated Poggenpohl Kitchen Studio in Kuysen Design + Experience Center, Makati, with a diverse range of spaces—an ensemble of timeless aesthetics and functionality that remains true to the brand's commitment to sustainability and innovation.

What began in a small cabinetmaker's shop has transformed into a global icon that has set global standards in kitchen design. A century after, Poggenpohl continues to transcend spatial limits with its modern architectural concepts and trend-setting designs, engineered and handcrafted solely in Germany.

Located on the 4th floor of Kuysen Design + Experience Center, Poggenpohl's new showroom unveils nine main kitchen display sets, each showcasing the brand's flexibility in design and materials to accommodate the diverse requirements of all its customers.



(In photo: Poggenpohl +Segmento display in Kuysen Design + Experience Center)

+Segmento: Captivating Harmony

The +Segmento kitchen embodies a captivating harmony of contrasting materials, with wood and stone creating a stunning visual balance. The kitchen island, made of Travertine-like stone, welcomes with an open gesture and sculptural strength. The dark smoked oak of the Frame 6 cabinets and the warm light of the showcase display cabinets complement the natural ambiance, adding to the homely atmosphere. The square fronts convey balance, providing a sense of calm rhythm to the overall design.



In photo: Poggenpohl +Venovo display in Kuysen Design + Experience Center)

+Venovo: Simply White

The +Venovo kitchen line is the epitome of simply white.

The runners of the kitchen island and the handles are in high-gloss chrome, following the simplicity and purity of the design, multiple-leveled worktop in white Calacatta gives more freedom in your working space. This purist interpretation highlights the clear independence of the kitchen island, low board, and high board. Meanwhile, the cabinets may vary in position.



(In photo: Poggenpohl Classic display in Kuysen Design + Experience Center)

Transitional: Transitional Fluency

The Transitional kitchen seamlessly marries traditional and modern design elements with earthy tones that evoke a sense of nature. It harmonizes textures and materials including wood, glass, lacquer, and stone, adding to the kitchen's appeal.

Classic: Traditional Elegance

With a timeless and elegant design, the Classic kitchen embodies enduring quality and style. Braving the passing trends, this kitchen radiates an unspoken performance that withstands the test of time.



(In photo: Poggenpohl Transitional display in Kuysen Design + Experience Center)



(In photo: Poggenpohl Cuore series display in Kuysen Design + Experience Center)

Cuore with Showcase: Rhapsody of Comfort

Rhapsody of Comfort harmoniously combines liveliness and tranquility. The pastel and light tones of the color palette complement the hard-wearing ceramics used for the worktop and fronts. The integration of showcase display cabinets into the kitchen unit adds an expressive touch, showcasing precision craftsmanship at its finest.

With the theme “Sensing Spaces,” Poggenpohl’s new kitchen studio was launched to signify the brand’s commitment to embracing the uniqueness of each kitchen, reflecting the lives and experiences of those who inhabit them.

The launch was hosted by Poggenpohl’s newest brand ambassador Ms. Pia Wurtzbach-Jauncey, a culinary graduate renowned for winning Miss Universe 2015.

Culinary maestro Chef Rob Pengson also prepared dishes that resonate with the essence of +Modo, +Venovo, +Segmento, and +Stage, which created extraordinary culinary experiences for all the guests. Principals from Poggenpohl Germany, including Managing Director Dirk Lange and SEA Sales and Marketing Manager Miki Nakamura, also graced the occasion.

Poggenpohl’s launching event took place on July 27, 2023, from 6 pm onwards at the prestigious Kuysen Design + Experience Center, located at 2 Jupiter St., Bel-Air, Makati.



Clockwise: 1st photo: Chef Rob Pengson explaining the inspiration behind his dishes; 2nd Photo: Pia Wurtzbach-Jauncey delivering her speech as new brand ambassador of Poggenpohl; 3rd Photo: (L-R): Edison Go, Sales Division VP of Kuysen; Dirk Lange, Managing Director of Poggenpohl; Pia Wurtzbach-Jauncey, new brand ambassador of Poggenpohl; Jensen Go, President of Kuysen; Miki Makamura, SEA Sales and Marketing Manager; Marleen Uyecio, Design Director of Kuysen; Lia Chua, Poggenpohl Division Head)



In photo: (Top-Bottom: 1st Photo: Edison Go, VP of Kuysen, and Marleen Uyecio, Design Director of Kuysen, conversing with guests; 2nd photo: (L-R) Dirk Lange, Pia Wurtzbach-Jauncey, Chef Rob Pengson, Idr. Patrick Henri Caunan, Ar. Chito Antonio, Jensen Go, Ar. Norman Agleron; 3rd photo: (L-R) Enrique Gonzalez, Ar. Alfred Wieneke, Ar. Chito Antonio, Marleen Uyecio, Ar. Anthony Nazareno, Ar. Daniel Go, Ar. Norman Agleron)