

PRESS RELEASE

A new world-class Experience Centre for Miele

Miele's newly refurbished Johannesburg showroom, the Miele Experience Centre, is packed with innovative architecture and technology to showcase its state-of-the-art range of premium kitchen appliances. Miele's Co-Proprietor and Joint Managing Director, Dr. Reinhard Zinkhann, who flew in especially from Germany for the event, officially opened it today.

25 August 2015, Johannesburg: The much-anticipated refurbishment of the Miele Experience Centre in Bryanston, Johannesburg, is now complete and officially opens today. The significance of the occasion marked by the attendance of Miele's Co-Proprietor and Joint Managing Director, Dr Reinhard Zinkann.

Representing an investment of more than R4-million, the refurbished showroom demonstrates Miele's commitment to the South African market where demand for its world-leading, premium appliances continues to grow. The stylishly striking Miele Experience Centre, with its inspirational lifestyle environment, makes the most of the space at its premium Bryanston site.

Managing Director of Miele South Africa, Brennan Menday, is enthusiastic about the opportunities the refurbished showroom will afford customers: "The expansion of Miele's Experience Centre is a testament to Miele's commitment to South Africa. We believe that the refurbishments will be welcomed by our increasing number of customers, including homemakers, architects, interior designers and specifiers, as well as our retail partners."

The largest display of Miele products

Strong branding throughout the internal layout effectively and comprehensively displays virtually the entire Miele South Africa appliance range, including the outstanding colour selection of the award-winning Generation 6000 range of cooking appliances. There are special areas that display the various appliance categories, including floor care, laundry, refrigeration, wine coolers, dishwashers, ovens, microwaves, steam ovens, extractors and coffee machines.

One of the most exciting new areas in the new showroom is the area that is dedicated to the much-anticipated new Miele range cookers, set to be launched to the South African market in 2017. Says Menday: "These high-end range cookers were originally designed for the American market, but have been developed to suit our local requirements. We are incredibly excited to launch them in South Africa, and thought it would be a good idea to offer our customers a glimpse of what is to come!"

The new Miele Kitchen Appliance Visualiser

The generously appointed Miele Experience Centre gives us even better opportunity to showcase and demonstrate our appliances, so that customers can

confidently make the right appliance choices to suit their individual lifestyles. To make it even easier to visualise, we've introduced Miele's innovative digital Kitchen Appliance Visualiser (KAV), which enables you to virtually build your own kitchen.

Miele understands that "seeing is believing", which is why it has made its new KAV central to its new showroom refurbishments. Says Menday: "This touch-screen-controlled kitchen layout designer allows users to select their choice of appliances and see which layouts best suit their kitchen space. The new Miele KAV is completely rendered in 3D, which triggers an almost photo-realistic impression of what your dream kitchen would look like."

The application is presented on a 42" touch screen and detailed appliance information can be selected with the touch of a finger. The user can simply and easily replace various appliances using drag-and-drop functionality for their ideal end result. To enable the user to order the selected appliances, the chosen configuration can be emailed with a single touch on the email-function.

Interact with Miele appliances

Customers can actually try out a large portion of the appliances on display in the new Experience Centre, to get a real feel of their superior performance. Brennan explains: "Miele appliances stand out because of their aesthetically pleasing good looks, however it is how they actually function and perform that really sets them apart from any competitors. We know that once you have tried a Miele appliance, chances are that you will become a life-long supporter of the Miele brand. Now, clients can interact with the majority of appliances on display in the comfort of the Miele Experience Centre."

Customise your kitchen appliances

The refurbished showroom boasts an innovative display of all the different finishes available in Miele's Generation 6000 range of cooking appliances – including Havana Brown, Obsidian Black, Brilliant White, as well as Miele's signature CleanSteel finish. Each colour display has its own dedicated and especially designed kitchen display to truly showcase their remarkable and transformative design potential – from column-shaped installations, through to cube-shaped, T-shaped and line-shaped installations.

"The integration of appliances into the cabinetry is increasingly in demand, as customers want to create a clean, streamlined appearance in their kitchen space. And nobody does integration better than Miele! The design of Miele's Generation 6000 built-in appliances has been at the receiving end of numerous international design awards. One reason for these accolades is the way products, from widely differing product groups, harmonise perfectly with respect to form and function, appearing to come from the same mould. As a result, vertical or horizontal multi installations are routine for Miele appliances," explains Menday.

There is also a section that showcases all the different signature handles on offer for a truly customised end result. Here, customers can see and compare the full range of handle finishes on offer – they can choose white, gold, CleanSteel or aluminium handles for their Miele appliances.

Feel at home

One of the driving inspirations for the new showroom design was to ensure that customers feel at home and welcome in the Miele Experience Centre. The newly refurbished reception area and coffee bar has been designed to do just that. Here, customers can sit down and relax, while enjoying their choice of hot beverages made in one of Miele's awesome built-in or freestanding coffee machines that are on display. Whether you enjoy a quality espresso, cappuccino or café latte – you can relax with a delicious complimentary coffee while waiting for a quote, or invoice for your purchase.

Miele's Experience Centre

The Miele Experience Centre, where consumers can come and enjoy cooking demonstrations by celebrities and well-known chefs remains central to the new showroom, says Menday: "The Events Kitchen remains at the heart of the new showroom – it is well stocked with a host of Miele appliances, which are used to prepare the food, and thereafter, those attending can enjoy the delicious meals that have been made. It is a great social and marketing idea that has worked wonders since its introduction, as once people see first-hand just how convenient and efficient Miele appliances are, they inevitably want one for themselves". We now offer hands on cooking in our innovative space catering for up to 20 budding chefs. This has really delighted our consumers who while using our appliances really do experience the Miele difference.

German design

Miele Germany's in-house interior architect, Birgit Lukas, designed the Johannesburg Miele Experience Centre. She offers an overview on the standout features of the new showroom: "Basically the idea was, on the one hand, to design a full-fledged sales instrument and on the other, to offer clients an inspiring view of the complete Miele product range with its top level quality and innovative approach. For instance, clients can explore the full gamut of Miele kitchen appliance in their own virtual kitchen environment via the KAV touch screen."

She explains that to achieve a streamlined and clean end result, the design of the new Experience Centre is based on a kind of cube variation: "My design approach was to minimise the shape of the furniture and the surfaces, in order to place maximum focus on the Miele appliances that are on show. This tactic blended well with the industrial feel of the actual showroom building, with its impressive height and raw bricks, to create a modern loft atmosphere."

Based in Germany, Birgit says that being removed from the actual site was not a challenge, but instead, it made the project an incredibly interesting and rewarding journey: “For me personally, one of the key aspects and advantage of being an interior architect at Miele is that each project is located in a different country. It is inspiring to learn about the special aspects of each country and to work with teams from all over the globe.”

Birgit concludes: “The stylishly designed luxury showroom concept mirrors other Miele Centres at key international locations around the world. All reinforce the Miele brand image, which is characterised by quality, style, innovation and durability. Welcoming both homemakers and professionals alike, the Miele Experience Centre in Johannesburg stands as a testament to Miele’s range of premium kitchen appliances in action. It offers a not-to-be-missed experience for all those who are passionate about cooking and cleaning!”

The new Johannesburg Miele Experience Centre is located at 63 Peter Place, Bryanston.

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Released on behalf of Miele (www.miele.co.za) by The Line (www.theline.co.za, ant@theline.co.za).