

PRESS RELEASE

White out

Mercia de Jager from leading kitchen appliance manufacturer, Miele, offers tips on how to create the perfect white kitchen.

25 August 2018, Johannesburg: One of the hottest trends in kitchen design today is actually not a trend at all – it is a classic: the white kitchen. “White kitchens have been a long-standing favourite, and although other darker colour palettes have come to the fore of late, the white kitchen has remained a much-loved design staple. It’s easy to understand why – white kitchens boast a timeless quality, and offer a versatility that allows this colour scheme to blend with virtually any style and space.

“A white kitchen can also make a small space feel bigger, and brighten a room that lacks adequate natural light. Furthermore, the use of white can provide a clean canvas to effectively showcase other relevant elements in order to create a functional, enchanting and inviting space,” explains Mercia de Jager from leading appliance manufacturer, Miele. She offers the following tips on using a white colour scheme in the kitchen most effectively:

Open it up

It’s no secret that open-plan kitchen-cum-living areas are bang on trend. With this in mind, Mercia advises that choosing complementary finishes that marry the various surrounding spaces is a great way to create a holistically seamless design: “To create a truly cohesive design for open-plan spaces, it is important to have a thread that runs throughout all the spaces and links them together. For example, if you have chosen a marble countertop, then it would be a great idea to use marble subway tiles as a fireplace surround in the adjacent living room.”

Step on the dark side

Contrast is your best friend when it comes to white kitchens, notes Mercia: “Dark floors for example are a great way to highlight white cabinetry. Wooden floors complement a white colour scheme especially well, and can be linked back to other touches of wooden furniture and accents throughout. If wood is not your material of choice however, you can also use tiles, vinyl or laminates in darker hues to create some contrast.”

Seamless integration

Any modern high-end kitchen worth its salt will feature integrated appliances, and what better way to fully integrate kitchen cabinetry and appliances than by choosing appliances in the same colour as the cabinetry? Says Mercia: “Although stainless steel appliances, such as Miele’s CleanSteel range of appliances, remain a popular choice, many homeowners are opting for other colours instead. In white kitchens, Miele’s Brilliant White Collection has become

the colour of choice. With Miele's Brilliant White Collection, homeowners seeking out increasingly sophisticated and stylish design statements in their kitchens can enjoy the ultimate in white appliances, which accentuate the cool, puristic design of the kitchen."

Change it up

One of the most endearing elements of a white kitchen is that you don't have to commit to any one complementary colour, notes Mercia: "If designed correctly, you should be able to swap out the colour scheme in the form of small features and accessories whenever the mood takes you. Starting with a clean slate like a neutral white kitchen allows you the freedom that you wouldn't have with any colour designs. Adding pops of colour to your white kitchen is a helpful way to create points of interest and add depth to the overall design."

Add texture

There is no denying that white can brighten any kitchen, but you also don't want the space to look flat and clinical. Mercia says that adding texture to your kitchen design is the ultimate way to avoid this from happening: "It is imperative to add texture into a white kitchen design. This can be done by choosing elements in the same or similar tone, but manufactured from a different material – think white engineered stone countertops, high gloss kitchen cabinetry, integrated appliances with glossy white glass fronts, and rustic, matt handmade tile splashbacks for example."

ENDS

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