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Press release in-house exhibition 2023

TOUCH. *feel.* LIVE.

Extraordinary times with multiple crises call for breaking new ground and seizing the opportunities for change that present themselves. Everything is on the move. Many things are changing. New things are being explored - both in society as a whole and in people's immediate surroundings. This also affects our own homes as places of retreat and oases of well-being.

In a world that is also strongly characterized by digital influences, haptics are becoming increasingly important. The human touch and the tactile experience of surfaces are elementarily important for our sensory perception and create a connection to the real world. At this year's in-house exhibition, Brigitte Küchen is devoting special attention to the topic of "Haptics - Living Surfaces with the Senses" under the exhibition motto **TOUCH. *feel.* LIVE.**

The use of new materials and current trends in combination with the "tried and tested" is a central element of the product innovations.

Woods - Harmonious and elegant in expression

The development of the last few years shows that it is becoming more homely overall. Natural-looking decors play a major role in this. Woods are becoming increasingly restrained and thus versatile. At the same time, however, they do not lose naturalness and warmth. Oak is definitely one of the highlight decors.

In the existing program line **OXFORD**, Brigitte convinces with the oak reproductions **Masteroak Fumed** and **Masteroak Dark**. The special surface structure provides an extraordinary feel, just like a real veneer.

The proven **COMO** model series also picks up on the trendy **oak**. Thanks to the new synchronous pore surface with matt-in-matt finish, the look and feel are impressively natural: it looks and feels real.

Plains in harmonious nuances

Already last year, a certain calmness and continuity started to be developed into the colorfulness of the colored fronts. For the 2024 collection, the evolution of colors goes from a new off-white to darker, warm grey/brown tones. And in finer gradations. With the new **SENSE** program line, Brigitte picks up on the current trendy **matte look in five trendy colors**. The unusual "**PerfectSense®**" surface provides a velvety-warm feel and functional anti-fingerprint properties.

Modern colorings from the extensive color world of nature complement the Brigitte **COLOUR CONCEPT**. For the basic models **SINUS, NORMANDIE** and **PIEMONTE**, the new **textured velvet shades Olive, Fossil, Volcano and Graphite** stand out.

This allows for further innovative experimentation and creative diversity for every lifestyle.

Open Living - perfect solutions from a single source

When we talk about Open Living, we are not just talking about a trend, but about a communicative, open living concept. Exciting new planning concepts deal intensively with the areas of living, dwelling and working. Intelligent, functional modules, room-dividing solitaires, shelving units or folding sliding doors can be used to cleverly divide different living zones while at the same time emphasizing the homely ambience. In this way, room-in-room planning can be implemented just as easily as self-contained areas. Brigitte defines this with some interesting solutions, from living walls to office and sleeping areas to bathroom and to bathroom furniture.

Mix & match - the right balance is crucial

The boundaries between areas of life are becoming more fluid. Materials with a wide variety of surfaces and structures, colors and shapes are playing an increasingly important role. Either they meet in contrasting ways and set the scene for each other, or they create the perfect harmony. All components contribute to making the kitchen living space a place that reflects the individuality and style of its inhabitants.

Various useful additions to the cabinet range and technical improvements, as well as the modernization of accessories, add further highlights to the product range and ensure greater convenience and multifunctionality in the kitchen.

With harmonious trend colors and natural wood decors in combination with special haptic surfaces, Brigitte Kitchens gives fresh impetus to the 2024 collection and sets new authentic standards, expressive and connected with nature.

Press motifs 2023



PIEMONT textured velvet laquer NCS /
DELTA Cantaro Oak



SINUS textured velvet laquer NCS



DELTA Cashmere



COMO Verde / LOFT Dust Grey



Guiding theme / trade fair motto
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