

Opening of Franke Kitchen World in Shanghai

“Today is a very special day. Today is a wonderful day for Franke.”

On April 21, 2016 in Shanghai at the Bund, the newly built 400 m² Franke Kitchen World Showroom was unveiled by Lars Völkel, President/CEO of Franke Kitchen Systems. The Carlo Colombo designed showroom is located at the former Shanghai stock exchange in the most important business area right next to Nanjing road. Setting the tone for Franke’s future in China and Asia, the showroom represents a new start and new image for the brand.

It contains two life kitchens and displays new product families such as Frames by Franke and Crystal. Franke has moved away from single products to fully integrated kitchen systems where products work together harmoniously in functionality, operation, and design. With this showroom, Franke brings the kitchen back to the center of life.

The Chinese market is a key growth driver for the Franke Group and new Franke Kitchen World will be a powerful tool to let customers experience the new families and product lines. The showroom is a representation of the brand’s investment into China and the rest of Asia. It targets key real estate developers across Asia, planners and architects and partners and serve as an inspiration for their future showrooms.

Over 200 guests attended the grand opening including key Franke customers, partners, media representatives, architects, designers, real estate developers and government representatives. Franke invited Massimiliano Mariotta, a Swiss Chef, to prepare meals for the guests in the showroom’s live kitchen. This further established the showroom as more than a place to simply show products. It is “a place for us to learn together about cooking and a place for us to cook and dine together.”

The grand opening of the Franke Kitchen World Showroom marks an exciting and important milestone for the Franke Group, solidifying the brand as the world’s leading provider of intelligent systems for domestic kitchens. Echoing Völkel, “Welcome to your new showroom and welcome to Franke Kitchen World. Let us all make it wonderful!”

