

Press release

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Orea AG presents at the Salone del Mobile in Milan

Milan, 08.04.2018 – Orea AG presents its innovations at the international exhibition Salone del Mobile in Milan, 9th - 14th April 2019.

Due to the increasing international demand for the products of Orea AG, the company is presenting for the first time at Brera Design Week. With the concepts Orea +, Orea T and Orea W (The Wall), products in the domains of individual room concept, kitchen workbench and innovative paneling will be shown.

Orea + – the individual one of a kind

Orea + is the embodiment of uniqueness. The kitchen is not all that can be individually tailored to its users: the extended living area can also be made to reflect the exact personal wishes of the customer. It follows from this that each individual project is a one of a kind. That's precisely what distinguishes Orea +: creating something new and unprecedented. A product with conviction – made for people who live with conviction.

The Orea + boasts clear lines with a pure and unadulterated form factor. Without edges, it emphasises simplicity and a monolithic appearance. The aesthetic focuses on precision and authenticity.

Further information about Orea W may be found at www.orea-kuechen.ch/orea-plus

Orea T – the modular workbench

Orea T, the visionary, modular and variable «all in one» kitchen island.

The new kitchen island, Orea T can be utilized across its whole surface area and allows for an optimal, three dimensional space utilization depending on the specific needs during the cooking and preparation process. Gamification as a distinctive characteristic of its simplified utilization bridges a thought to the puzzle-like and iconic computer game «Tetris». Pleasure, enjoyment and creativity in conjunction with an endless combination possibility to boost the everyday cooking experience.

Further information about Orea W may be found at www.orea-kuechen.ch/orea-t

Orea W - the smart functionality

Orea W combines modern technology with practical applications. The novel rear panel system, made from a range of materials, is both modular and flexible. Its light sandwich construction integrates tracks into a wall. The current rails are connected in four phases, allowing a diverse range of uses. The 6 mm strong shelves have integrated LEDs, ensuring that, when desired, they catch the eye. The USB docks are individually tailored to your wishes giving light and electricity exactly where it's wanted. Mobile kitchens, contactless charging units, spotlights and other applications can also be added. All the accessories for this multifunctional, luminous rear panel system are freely positionable on the tracks so you can use them exactly as you wish. The sophisticated structural system has a minimalistic and modern design and highlights the objects you want to stand out.

Further information about Orea W may be found at www.orea-kuechen.ch/orea-w

Presentation of the products

In cooperation with Switzerland Global Enterprise, these Orea products will be presented at the Salone del Mobile in Milan in the San Fedele gallery (via Ulrico Hoepli 3a) in the Swiss Design District, 9-14 April 2019.

About Orea AG

Headquartered in Root, Lucerne, Orea AG specializes in the manufacture of high-end bespoke kitchens and interior design amenities while striving for a holistic living concept. The projects are backed by a young dynamic team passionately committed to their planning and realization. The showrooms are located in Zurich, Lucerne and Rothrist. In response to cross-border demand for its services, Orea AG has established Orea Europe GmbH in Regensburg, Germany. Further information about Orea AG may be found at www.orea-kuechen.ch.