

## **nobilia In-House Exhibition 2016. nobilia sets the tone**

### **A fireworks display of new features raises the bar for product variety and individuality**

**Verl. With a fireworks display of new features, nobilia puts the spotlight on its unparalleled product variety at this year's in-house exhibition. True to the motto "nobilia sets the tone," the industry leader presents its 2017 collection as a milestone for more individuality in kitchen design. The range enables very personal and trend-oriented designs for all marketing forms. The nobilia in-house exhibition takes place from the 17th to the 25th of September in the company's own showroom in Verl-Sürenheide. Some 10,000 visitors from both Germany and abroad are expected to attend the collection premiere.**

nobilia already prepares visitors for a complete redesign of the showroom with a modernised foyer. The reception and exhibition restaurant are more welcoming and spacious, and the exhibition has been totally modified. Continuous oversized grey ceramic tile flooring visually connects the individual functional areas. Just a few steps from the reception area guests are ushered into the exhibition. It offers industry professionals a plethora of new ideas and fresh impulses on 4,000 m<sup>2</sup>.

There are 67 kitchens depicting various lifestyles and grades, which visibly and tangibly embody the extensive design options of the new product range. The in-house exhibition is clearly organised into three areas. The new flooring achieves a feeling of calm and spaciousness. The modern colour scheme with grey floor and ceilings is the ideal backdrop for the presentation of new features. Glass partitions and casual folding grilles lend a sense of transparency and weightlessness to the exhibition.

Visitors encounter the essence of the new collection from the very start. 22 Sophisticated and expansive kitchen arrangements inspire with the creative freedom of the 2017 collection. Thanks to the broadly conceptualised paths, visitors can experience the kitchens from various perspectives.

The second section contains a complete kitchen studio, including the exterior facade. The company's entire product range is displayed realistically on a surface area of 400 m<sup>2</sup>. 18 Mid-priced kitchens are showcased, ranging from small and efficient to roomy. This includes, for instance, three true-to-life solutions for various budgets, all of which have been realised using the same floor plan. In addition, there are necessary service areas such as consultant workstations, a professional demonstration kitchen, a play area for kids and the configurator. In this way, the kitchen studio provides the industry professionals with a wide variety of suggestions for daily use.

In the right side of the hall across from the coffee bar, 16 kitchens give an impression of the incredible versatility also included in the new collection for budget and space-optimised designs.

Surrounding the kitchen presentation area is the entire team from the sales department. Photos and monitors present animations of more than 200 employees on a broad expanse of wall. Customers can discover their personal contact partner here and get an idea of the performance capability of the sales department.

A brand new cottage style area has been created in the third hall. Six expansive designs interpret different aspects of the modern cottage look. Elaborate interior designs and decorations with love of detail give the kitchens a region-specific and realistic look and feel. Also located in this third section of the hall is the marketplace with the comprehensive appliance and accessories presentation. The focus here is on the new downdraft extractor fans that have been integrated into the appliance range.

The noblessa showroom is now also integrated into the in-house exhibition and can be reached via the third hall area. Here, in brand-typical surroundings visitors encounter a total of five attractive plans for discerning tastes with a touch of international flair.

A light painting photo activity underscores the "event" character of the exhibition. Customers and nobilia employees can have their photo taken together in a closed photo booth. The room is briefly darkened for the photo and a light artist draws custom light objects around the group. A different light effect is created for each photo shoot. Thus, every visitor takes home their very own souvenir from the exhibition.

**nobilia In-House Exhibition 2016**

The nobilia in-house exhibition takes place from the 17th to the 25th of September 2016 in Verl.

Opening times: daily from 9:00 a.m.

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