

**nobilia open house exhibition 2017.
nobilia X – Expanding the limits**

Groundbreaking products and trend-oriented designs demonstrate innovative strength and outstanding capability

Verl. Innovative strength, diversity and outstanding capability are core characteristics of nobilia's DNA: This is evidenced again in the groundbreaking products, the wealth of trendsetting designs and the new functional solutions presented at this year's open house exhibition. Living up to the motto "nobilia X – Expanding the limits," the industry leader presents itself as a synonym for progress in all areas of expertise pertaining to kitchen design. The nobilia open house exhibition takes place September 16-24 in the company's own exhibition centre in Verl-Sürenheide. Some 10,000 visitors from both Germany and abroad are expected to attend the premiere of the 2018 collection.

In a thoroughly redesigned exhibition spanning 4000 m², industry professionals will find extensive information on nobilia's innovations and new features. A total of 75 kitchens provide inspiration and solutions for a wide variety of living environments and needs. The spectrum ranges from 4 to 55 m². The focus here is on the presentation of designs for realistic room dimensions.

The highlight of the new collection is the additional carcass height XL. Directly at the entrance, nobilia calls attention to its enormous advantages for storage planning and contemporary kitchen design. There, the visitor's attention is riveted by a giant XL box. The guests enter the open house exhibition through a dark detached corridor, in which the new XL height can be experienced via laser projection.

In this way, industry professionals are perfectly primed for the 12 kitchens in the new XL height that await them in the first hall. The kitchen designs have been realised using a variety of floor plan sizes. Thus, the flexibility of the new XL height becomes quickly apparent. To supplement XL, two designs in Maxi height are also present. This area is completed by 9 handleless Line N kitchens and a design in industrial style.

In the corridor area of hall 1 visitors get an overview of the entire range of carcass heights. These are vividly showcased here inside acrylic cubes.

In the second hall, a completely redecorated café with lounge invites guests to linger a while. In addition, 17 more compact formations demonstrate the incredible design flexibility of the new collection. Notable in these designs are the inviting elements that increasingly blur the lines between different living areas. Visitors are treated to a great many suggestions for designs transitioning to living, dining, and work/home office areas.

Furthermore, hall 2 boasts an entire kitchen studio. It was furnished based on the latest findings from a Bachelor's examination in interior design. Here, 6 spacious designs for upmarket tastes take centre stage. There is also a large area for samples, multi-media and EDI presentations. The kitchen studio is thus tailor-made for kitchen specialists.

An inspiring special exhibit is dedicated to beautiful and useful kitchens with appeal, which provide the best possible convenience in a small space. The presentation showcases 11 kitchens and a utility room. There are convincing solutions for micro-flats with footprints of only 4 and 6 m². They are oriented toward real life conditions with elements such as sloped roofs and doorways.

In hall 3 cottage style kitchens are a focal point in themselves. A new floor and ceiling design visually delineates the area. It encompasses ten attractive cottage style kitchens with varying stylistic directions. The selection ranges from the classic cottage style kitchen to contemporary variations and a nod to the English cottage. Seating areas characteristic of open concept kitchens can be found in every kitchen, sometimes with a table, sometimes as a breakfast bar solution.

In the completely revamped noblessa section five high quality kitchens are presented. The designs are distinguished by their lifestyle character and exclusive details. Wood accents and peat bog walls lend the showroom a cosy and natural look

Also located in this third area is the marketplace with nobilia's extensive appliance and accessories presentation.

In the transparent QC Laboratory nobilia allows its partners a glimpse behind the scenes. There, the quality control experts provide detailed information about new materials and fittings and their specific features, as well as explain completed testing methods and demonstrate tips and tricks for installation. In addition, the installation of flush mounted hot plates and sinks – which is made possible by the new multi-layered construction of the Xtra worktop – will be demonstrated live several times each day.

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The nobilia open house exhibition takes place September 16 - 24, 2017 in Verl.

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

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