

THEATRE OF TASTE

Two renowned names in kitchen design, Poggenpohl and Electrolux Grand Cuisine, have collaborated on a pioneering new concept, The Fourth Wall



The Fourth Wall concept kitchen
has been installed in Poggenpohl's
London Waterloo showroom



Andrew Hays
*Creative director,
The Fourth Wall*

Originally a designer for the performing arts with a passion for food, Andrew says: 'For decades, kitchen design has been about concealing every element. Instead, I drew my inspiration for The Fourth Wall from early kitchens where function informed layout. These kitchens were 'living' spaces that celebrated food and the cooking process. In The Fourth Wall, the preparation of ingredients and the cooking process become theatre for today's passionate home cooks, while the eclectic mix of textures and finishes, plus the creative use of lighting, engages with the senses and engenders an emotional response.'



The wait is over; the next level in kitchen design has arrived. Introducing The Fourth Wall, a groundbreaking kitchen concept from Poggenpohl that incorporates high-grade cooking appliances from Electrolux Grand Cuisine. The name, inspired by the theatrical term for the imaginary wall between actors and their audience, reflects how the kitchen of today can serve as a stage for dazzling culinary performances.

Turning the trend for hidden kitchen elements on its head, The Fourth Wall puts everything on show. And what a show – the glass larder is transformed into a tardis-like temperature-controlled structure with clear walls that turn opaque at the swipe of an iPad; the sear and induction hobs sit on an island, centre stage, ready to shine, and living herbs and salad reach for the stars under the glow of their own greenhouse lamp, poised to be picked in their prime.

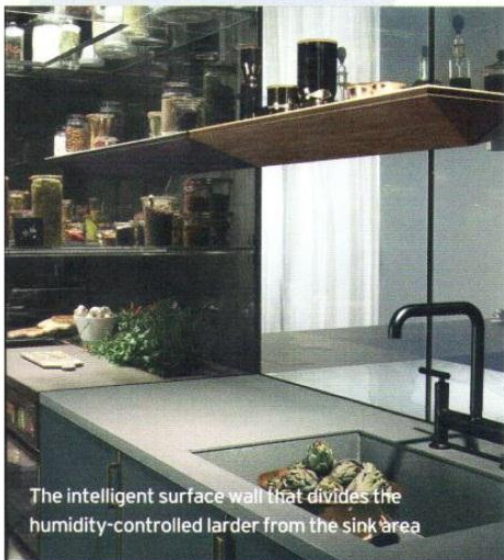
Superbly functional, The Fourth Wall was inspired by the historical homes of the past, where each part of the kitchen had a role. Areas such as the butler's pantry, larder, wine store and pastry bench each have allocated zones here,

complemented by state-of-the-art lighting. Far from being over the top or garish, though, each area can be lit as and when required, before receding back into darkness. Pure theatre.

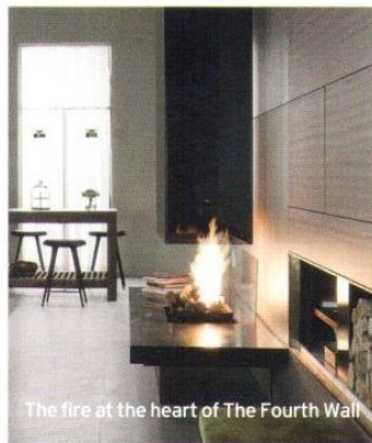
Best of all, incorporated into the specially designed Poggenpohl cabinetry are Electrolux Grand Cuisine appliances. Adored by the world's best chefs, these use interactive touch-screen technology, making every process simple, whether it be searing scallops or whipping egg whites into a frenzy. The ingenious system comprises nine appliances, including a combination oven and induction zone, as well as a blast chiller and vacuum sealer. The combination oven has a steam option and the chiller allows you to prepare recipes ahead of time and keep leftovers without losing freshness or flavour.

The Fourth Wall, with its blend of lacquer, brass, engineered stone and leather, together with the mirrored finish of Grand Cuisine's appliances, provides a dramatic and modern kitchen. And a glimpse of the future □

For further information on The Fourth Wall kitchen, please visit www.poggenpohl.com and www.grandcuisine.com



The intelligent surface wall that divides the humidity-controlled larder from the sink area



The fire at the heart of The Fourth Wall

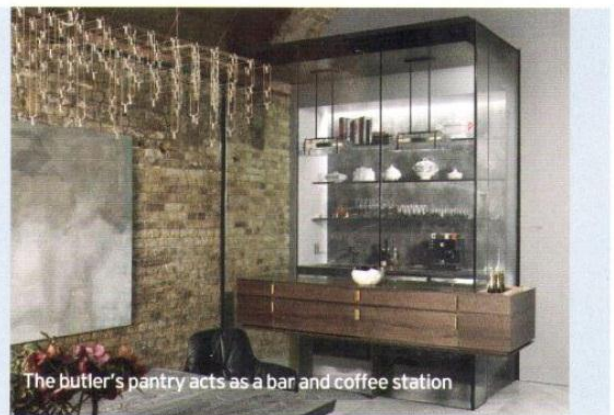


Grand Cuisine blast chiller and combination oven



Lars Erikson
Head of design, Electrolux

'The Fourth Wall concept by Poggenpohl is a natural fit for us - it redefines the kitchen space and is inspired by treating the finest produce with deserved respect. Our vision when designing the Electrolux Grand Cuisine range was to bring our experience of working with Michelin-star chefs to the home and to encourage a new level of cooking. It is a technically advanced system that allows the consumer to create restaurant-style food at home.'



The butler's pantry acts as a bar and coffee station