



► SOFTROOM

EARLS COURT, LONDON 1999

FUTURE KITCHEN 100% DESIGN SHOW AN EXHIBITION STAND FOR DUPONT CORIAN AND WHIRLPOOL DOMESTIC APPLIANCES IN THE FORM OF A FUTURE KITCHEN AND DINING UNIT. A FLEXIBLE AND RESPONSIVE DOMESTIC ENVIRONMENT.

RECONFIGURABLE, FULLY INTEGRATED, INTELLIGENT AND NETWORKED, THIS PRODUCT REACTS TO A NUMBER OF EMOTIONAL AND PRACTICAL EVERYDAY REQUIREMENTS. THE DESIGN LOOKS AT ASPECTS SUCH AS REFRIGERATION, STORAGE, CLEANING AND COOKING IN A NEW LIGHT.

WHILST DEVELOPING THE INSTALLATION, A NUMBER OF THEMES EVOLVED WHICH UNDERPINNED THE IDEAS ON VIEW; THEMES WHICH WE BELIEVE WILL BECOME THE EXPECTATIONS OF TOMORROW'S CONSUMERS. FLEXIBILITY, EASE OF USE AND ENERGY EFFICIENCY ARE OF PRIMARY CONCERN, AS IS THE LEVEL OF AUTOMATION.

REMOVING REPETITIVE MUNDANE TASKS LIKE EMPTYING THE DISHWASHER, WHILST ALLOWING MORE CONTROL OVER THE ENVIRONMENT AND MORE EXPRESSIVE ACTIVITIES LIKE COOKING. WHILE ADDRESSING THESE PRACTICAL REQUIREMENTS, THE DESIGNS ENCOMPASS THE BELIEF THAT BEAUTY CAN BE FOUND AND CELEBRATED IN THE MOST FUNCTIONAL OF ITEMS.

DEVELOPED IN CONJUNCTION WITH JAM DESIGN & COMMUNICATION.