

An aerial photograph of a coastal archipelago, likely in the Baltic Sea. The image shows a vast expanse of dark blue water dotted with numerous small, rocky islands and islets. Some islands are covered with dense green forest, while others are bare rock. The foreground shows a rocky shoreline with patches of green vegetation and some small buildings. The sky is overcast with soft, grey clouds.

# ATAG Design

Vincent Hofstee,  
Head of Design ASKO & ATAG

‘De keuken als ontwerpopgave in de leefruimte van morgen’

**‘The Kitchen as a Design Challenge in Tomorrow’s Living Space’**

In my presentation I will share ATAG’s thoughts on this and possible solutions



ATAG Kitchen philosophy

Two main drivers:

**How we live.**  
**How we eat.**



# SPACE – PERFORMANCE – PEOPLE

**SPACE:** Optimal use of space with freedom to move. Perfect integrated in your kitchen.

**PERFORMANCE:** Best cooking results, with professional grade performance. With a human touch.

**PEOPLE:** From semi-pro to social chef. Different drivers *why* they cook. And *how* they cook.

# SUSTAINABLE

Timeless design, flexible, adaptable: long lifetime

# THEME OF TODAY: **SPACE**

How to realize integration from a functional kitchen space in a (compact) living space, from an appliance perspective?  
Thinking what the role / added value of our brand can be, in relation to the theme.

## **ASPECTS:**

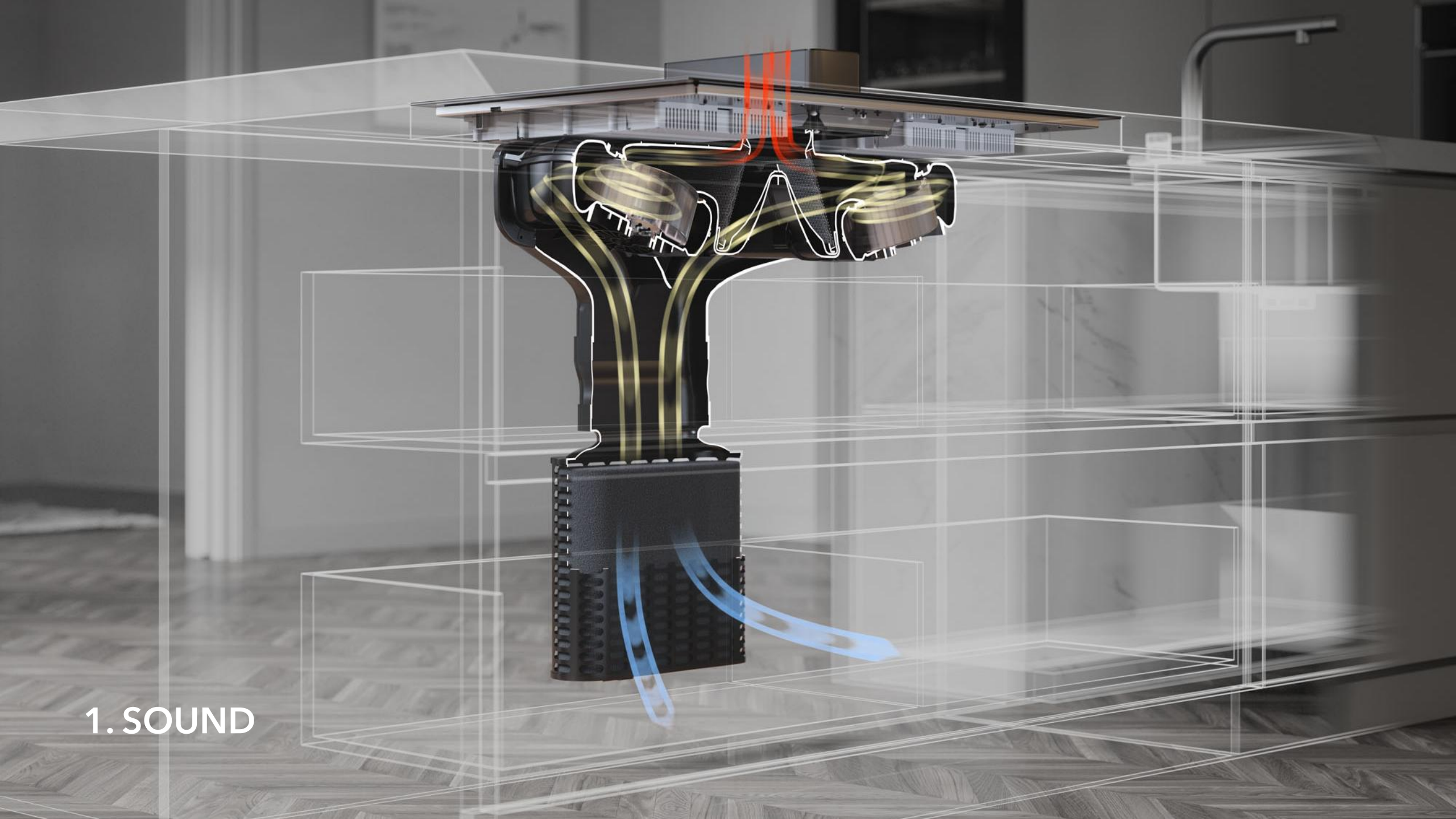
1. Sound
2. Air
3. Integration of functions / multifunctionality
4. Different design options: fit to interior styles / personalization
5. Perfect built-in solutions





1. SOUND





1. SOUND



## 2. AIR

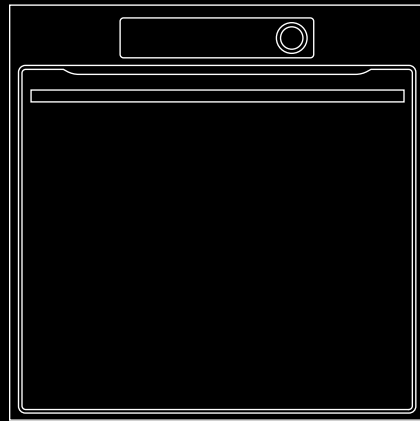




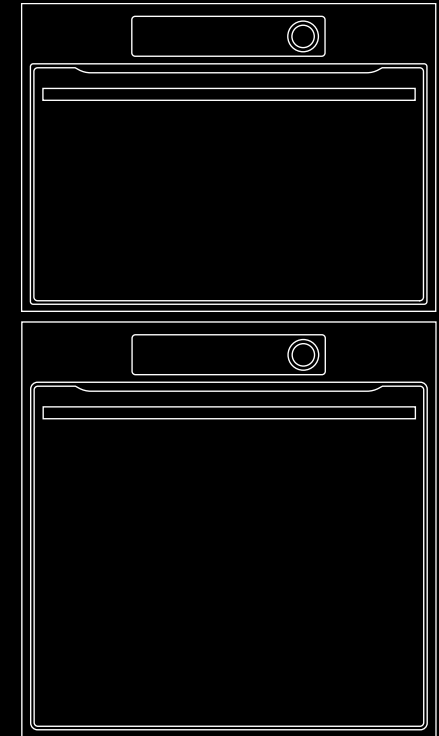
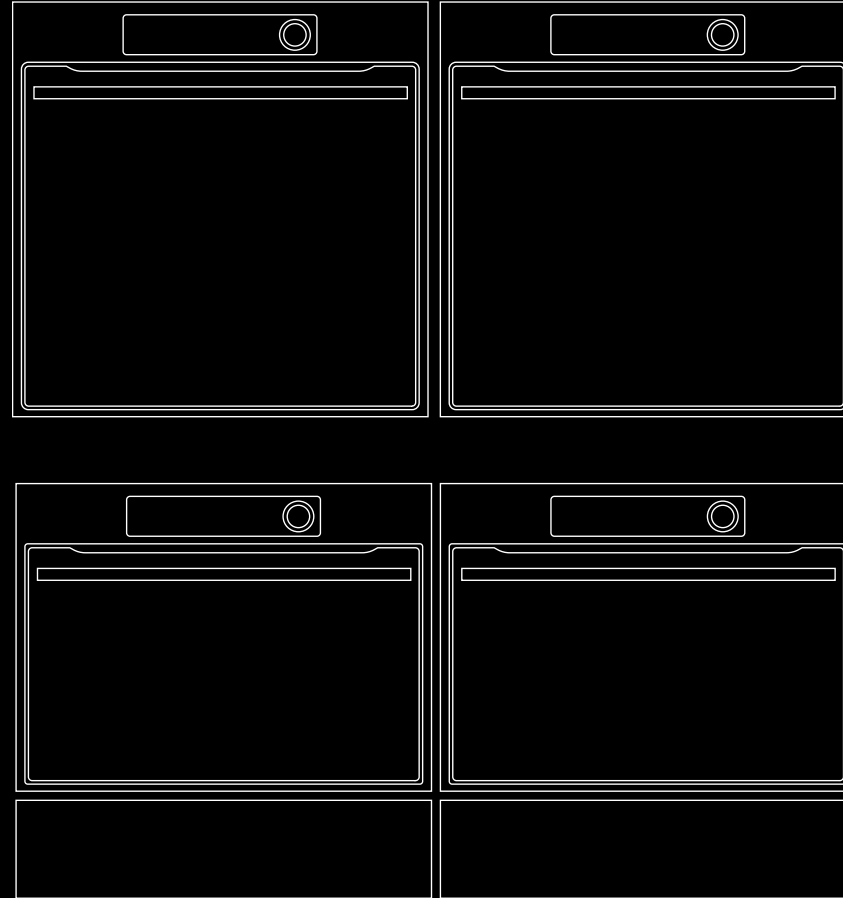
The image shows the interior of a microwave oven. The back wall is dark and features a large, circular, perforated vent in the center. To the left of the vent is a small, dark, circular object. The sides of the microwave are lined with several horizontal shelves. In the foreground, a wire rack is visible, consisting of several parallel metal bars. The overall lighting is dim, with some highlights on the metal surfaces.

### 3. INTEGRATION OF FUNCTIONS

## Configurations



5-in-1



## 3. INTEGRATION OF FUNCTIONS



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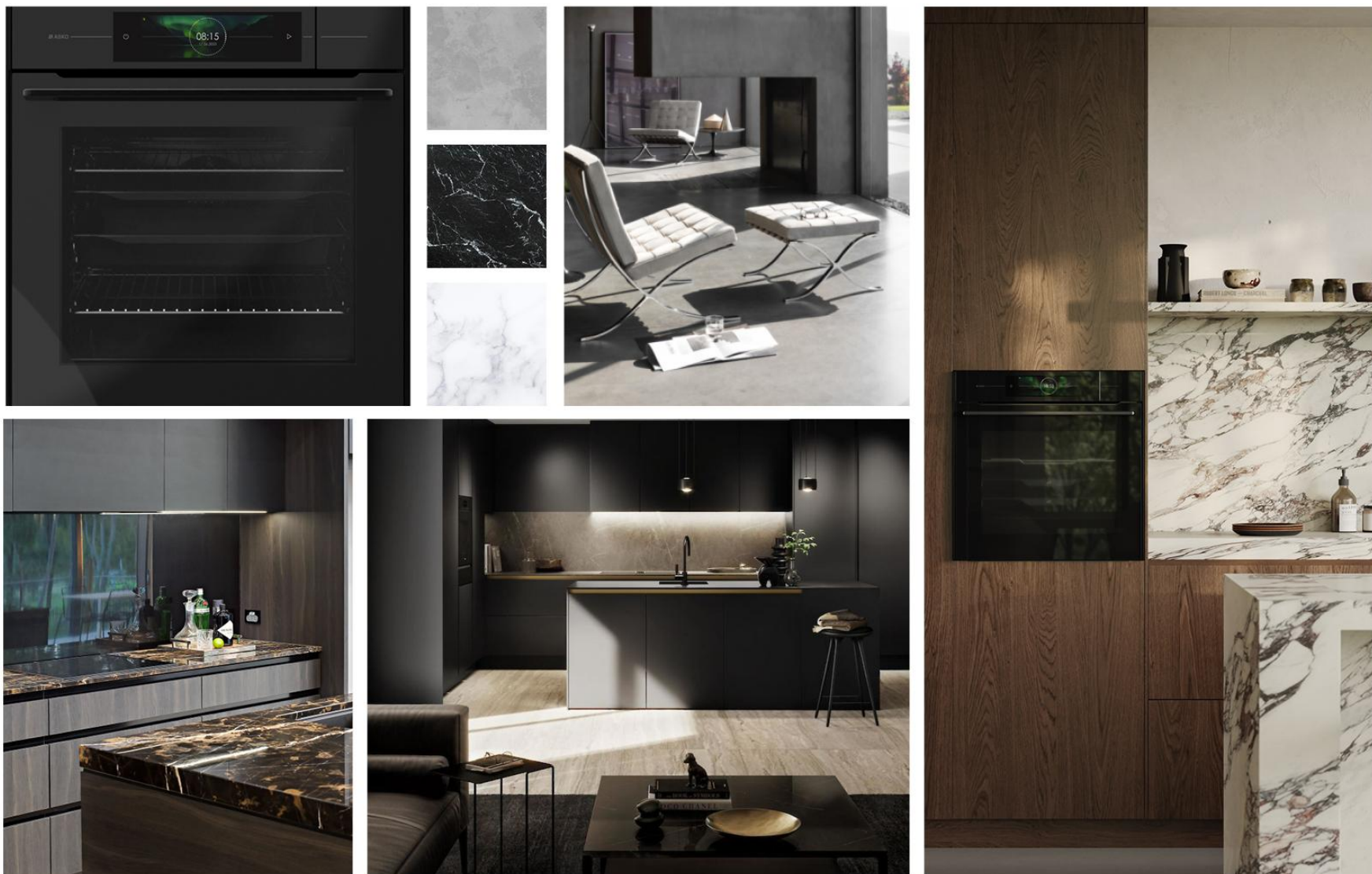
Frame design



## 4. DIFFERENT DESIGN OPTIONS

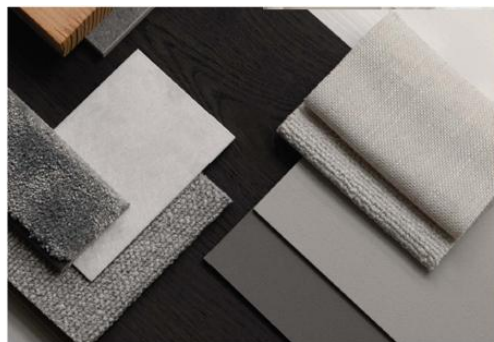


Pearl black





Pearl grey



Pearl grey

## 4. DIFFERENT DESIGN OPTIONS





Pearl Champagne

New color in development...



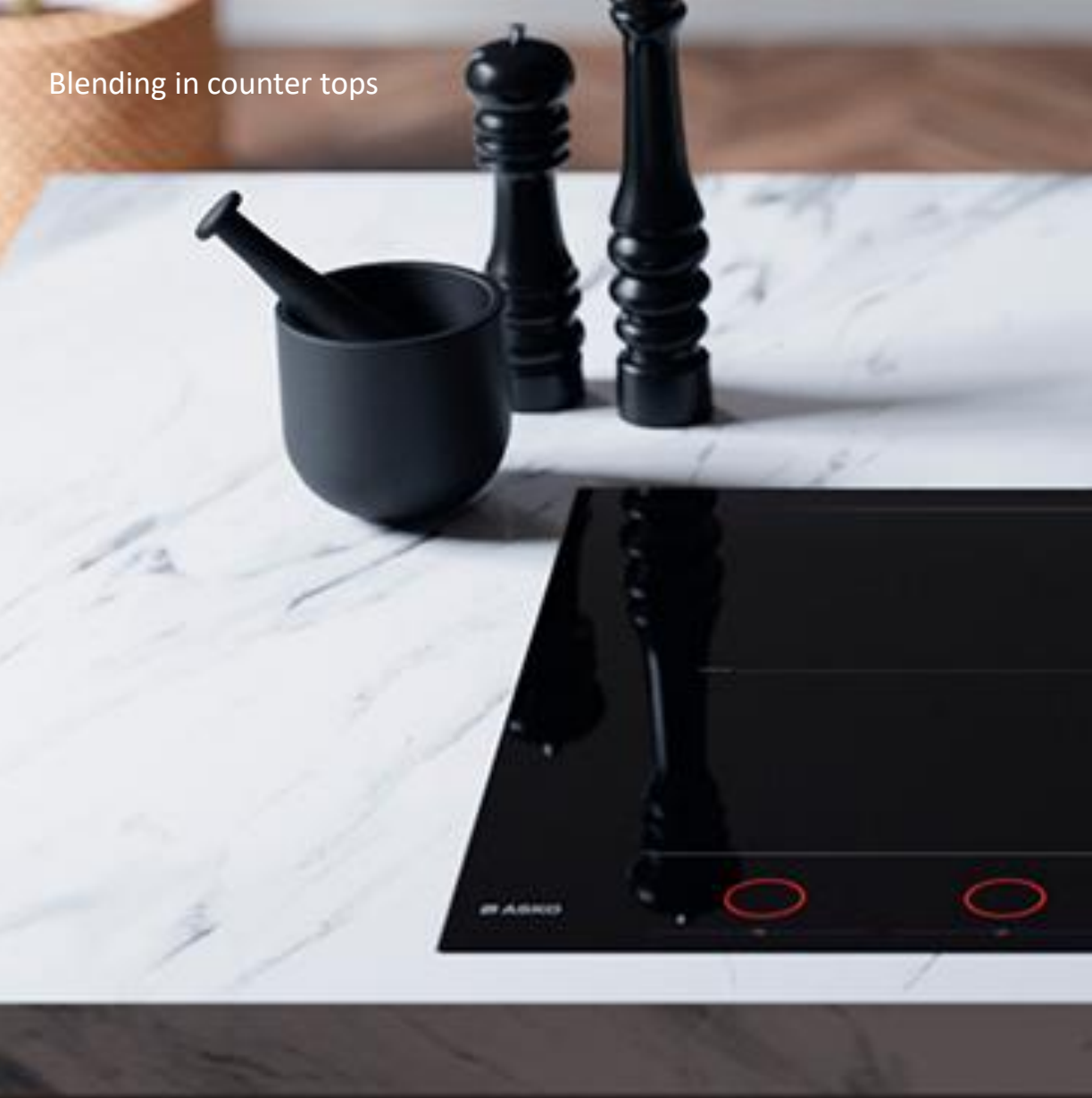


Behind furniture panels

## 5. PERFECT BUILT-IN SOLUTIONS



Blending in counter tops



## 5. PERFECT BUILT-IN SOLUTIONS

Seamless connection to cabinet



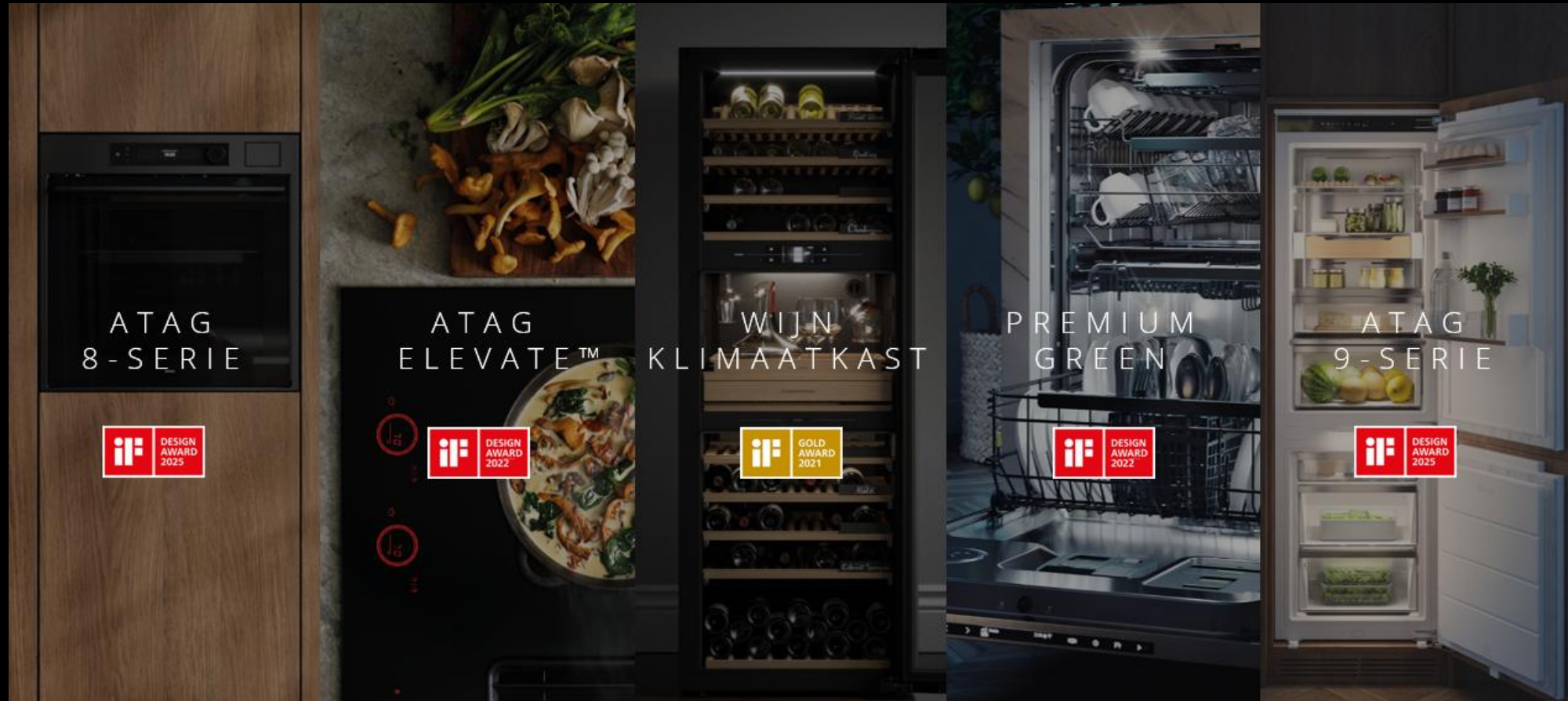


With or without handle

## 5. PERFECT BUILT-IN SOLUTIONS



# RECOGNIZED AND AWARDED



# WHY THIS MATTERS FOR YOU:

## **SOUND**

Open-plan living makes kitchen noise impossible to ignore. Silent performance is a must.

## **AIR**

Poor ventilation means lingering smells and even health risks. Clean air should be the standard.

## **INTEGRATION & MULTIFUNCTION**

Smart integration creates space and possibilities. More room for design and living.

## **DESIGN FREEDOM & PERSONALIZATION**

Offer choices that feel personal yet remain timeless.

## **SEAMLESS BUILT-IN SOLUTIONS**

Appliances are design statements. They should stand out or disappear, while elevating the entire interior.



# How we live How we eat

