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## Gaggenau design “haute shot” at designEX



International design maverick **H. Reinhard Segers** is visiting designEX Australia as a special guest of Gaggenau this April. A design legend with a unique outlook and colourful career history - including two Academy Award Oscars and work with some of the world's best-known brands – Segers will share his insights into Gaggenau innovations and design.

Currently head of Design at Gaggenau, Segers has been pioneering product form and style for the premium kitchen appliance manufacturer for the past 12 years. He and his four-person team are committed to a “less is more” design philosophy and have a deeply cultivated horror of all things ornate and artificial. In Segers' words: *“So-called designer chairs are, as a rule, furniture that you can't sit on comfortably. And designer food often means dishes that are needlessly elaborate. Here at Gaggenau, we value design that doesn't 'take itself too seriously' and – most importantly – design that fulfils a function.”*

The fusion of enormous technical complexity with radical operational simplicity is Segers' credo and Gaggenau's hallmark, and is most recently evidenced in the strikingly minimalist control module for Gaggenau's new 200 Series ovens. Six years in development, the control panel has instantly revolutionised technical and aesthetic design in kitchen appliances and maintained Gaggenau's award winning position at the frontline of elite innovation.

**H. Reinhard Segers will be available on-site at designEX for media interviews - Thursday 10<sup>th</sup> April, 10.00am – 4.30pm.**

