

HOME FURNISHINGS

Miele showcases state-of-the-art innovation with “Kitchen of the Future”

August 4, 2017



The Good Housekeeping "Kitchen of the Future" powered by Miele. Image credit: Good Housekeeping

By BRIELLE JAEKEL

German appliance maker Miele is teaming with Hearst's Good Housekeeping to adapt to the new manner in which people are consuming food with futuristic kitchen concept.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Miele is showing off its most high-tech products through a new kitchen for Good Housekeeping magazine. The "Kitchen of the Future" builds off of a previous relationship built by the two brands, which was capped off with the publication sharing its famous Good Housekeeping Seal of Approval with the appliance maker.

"Good Housekeeping has the institutional knowledge and credibility for sharing information that consumers find educational and helpful," said Kevin Pchola, spokesperson for **Miele USA**, New York. "Therefore, this partnership and inclusion of Miele appliances in the Kitchen of the Future is an optimal space to witness our technological advancements that provide intuitive solutions to keep food fresh and cooked appropriately for all to enjoy."

Innovation in the kitchen

The Hearst publication is known as the go-to expert in everything home and cooking related. Getting the Good Housekeeping Seal is highly beneficial to brands, as the publication's recommendations are extremely influential on consumers and readers.

This new kitchen opens up significant branding opportunities for both Good Housekeeping and Miele.



The Miele stovetop features "heat-free" cooking. Image credit: Miele

Miele first looked to raise awareness for the design appeal of its ranges with advertising efforts across a number of shelter publications.

On Hearst's Veranda and Elle Dcor, Miele ran sponsored content, providing tips and inspiration for decorating, while Cond Nast's Architectural Digest hosted Miele display ads. These concurrent placements helped Miele be noticed by consumers seeking ideas for a remodel, regardless of which publication they turn to for advice ([see more](#)).

However, now it is making more of an impact with a real life kitchen that Good Housekeeping will be using for all its testing, events and culinary photography.

After the publication's traditional test kitchen became outdated for today's consumer and Good Housekeeping's busy operations, its editor in chief developed the idea for a new space.

A new space, located next to the Good Housekeeping test kitchen, is fitted with cutting edge kitchen technology and Miele appliances.

For instance, a stovetop that only heats up pans, an intuitive refrigerator, an app-enabled dishwasher and convection and steam ovens that help novice chefs create high-quality meals are all fitted in the Kitchen of the Future provided by Miele.



Miele's intelligent temperature fridge

It is not just Miele products that make up the photograph-ready kitchen. Good Housekeeping fitted the space with various top of the line products that have garnered its seal for approval such as the Grohe blue chilled & sparkling faucet, which allows users to try filtered sparkling water right from the sink.

The space will be used for various events and social media purposes. Good Housekeeping's Kitchen of the Future will be featured often on the publication's Facebook Live broadcasts.

Hearst momentum

In his annual New Year's letter, Hearst Magazines' president David Carey looked back at last year's accomplishments and shared strategy for 2017.

Mr. Carey shared with colleagues that Hearst Magazines saw increased earnings for the third straight year. As print is faced with a period of evolution due to consumer behavior that relies less and less on print, Mr. Carey and all of Hearst Magazines will focus on the "need to be both robust and nimble" in the coming year, which is reflected in its new Kitchen of the Future ([see more](#)).

"Good Housekeeping and Miele realize that what and how people are consuming food is changing," Mr. Pchola said. "Whether it is the type of food or the preparation, Miele is making it feasible to cook the food that matches the consumer's lifestyle.

"The Kitchen of the Future is this beautiful space where consumers will be able to see first-hand and learn how Miele's appliances and other tabletop products and technologies will aide in this change," he said. "The Kitchen of the Future is unique because not only is it an extension of their test kitchen, more people will have ability to see new kitchen technologies.

"Technologies which intend to make consumers' hectic lives healthier and enjoyable because they will be able to

rely on their appliances to take some of the burden of making cooking fun and healthier."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.