

HOME FURNISHINGS

JennAir turns to midcentury festival in modernization move

February 15, 2019



The Sackley Shagadelic house is part of JennAir's tour. Image credit: Modernism Week

By SARAH JONES

As part of its broader push to rethink luxury, appliance maker JennAir is heading to Modernism Week for consumer activations.

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During Modernism Week in Palm Springs, CA, the brand will be hosting events, discussions and tours centered on its customization-centered approach to high-end kitchen design. JennAir chose Modernism Week as a platform to meet likeminded progressive designers in person.

"Driven by the progressive spirit of our founder, Lou Jenn, JennAir is on a mission to reject expectation and drive progress in all we do," said Jon Hall, product and marketing director at **JennAir**, Benton Harbor, MI. "This means casting aside the status quo in favor of custom-built experiences that allow us to meet our target consumers and trade partners face-to-face at the forums where they seek design inspiration.

"Going beyond the traditional trade show floor and activating at Modernism Week puts us directly in front of the rebels and rule breakers who share in our progressive spirit," he said. "At this festival, they will find beautifully designed and digitally integrated products that radiate progress in every detail, transform homes new and old and deliver on our commitment to today's new modern luxe consumers, enabling them to create the bespoke homes and experiences we know they crave."

Modernism mindset

Last year, JennAir aimed to differentiate itself through a rebranding campaign that took on preexisting notions of luxury.

"Bound by Nothing" follows in JennAir founder Lou Jenn's rebellious footsteps, speaking to the spirit of artists and innovators with product releases that focus on providing the means for self-expression. Launched concurrently with the Architectural Digest Design Show, the campaign reflects consumers' growing interests in unique, individual design ([see story](#)).

Building on this effort, JennAir is appearing at Modernism Week, which opened Feb. 14 and runs through Feb 24.

Throughout the week, JennAir will be showcasing its designs and digitized customization at CAMP.

"At the Modernism Week Community and Meeting Place (CAMP), we're changing the way consumers and trade partners explore new products, showcasing appliances in our JennAir Experience that stand on their own as an expression of pure art and beautiful design and offering interactive touch screens and integrated customization tools that help inspire creativity and bring the products to life," Mr. Hall said.

During the festival, JennAir will host what it is calling a "Tour of Progress." Consumers will have a chance to see homes in the Palm Springs area that have been outfitted with JennAir's newest products.

For instance, JennAir's Rise collection was used in La Vie en Rose, a midcentury home that was modernized by interior designer Christopher Kennedy. Meanwhile, a 1979 Stan Sackley home has been given a new look by Thomboy Properties, including JennAir's Noir appliance line.

On Feb. 15, the brand will host an invite-only event at the Dinah Shore house, complete with a performance by recording artist Nicole Bus. JennAir will also premiere two new brand films, titled "Duet" and "Mannequin," at the event.

[View this post on Instagram](#)

Reject expectation. Modernism Week. 2.14.19 #BoundByNothing

A post shared by JennAir (@jennair) on Feb 7, 2019 at 12:43pm PST

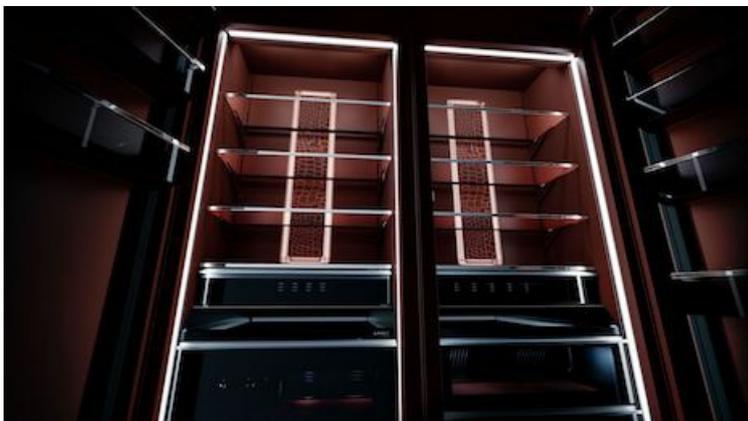
Instagram post from JennAir

The following day, JennAir will host a panel discussion featuring women who work in design and are challenging

the status quo. Art curator Kimberly Drew will moderate the discussion, which also includes JennAir product designer Jessica McConnell, tattoo artist Esther Garcia, fashion designer Emily Oberg and illustrator, designer and entrepreneur Sophia Chang.

On Saturday and Sunday, JennAir is hosting evening affairs.

A red carpet gala will be held at the Christopher Kennedy Compound on Feb. 16, at which JennAir's Burlesque refrigerator will be a focal point.



JennAir's Burlesque refrigerator. Image courtesy of JennAir

Sunday Feb. 17 will see A Night for Preservation at Villa Paradiso, which will include a display of JennAir's Cuts collection.

Selling individuality

As part of the rebrand, appliance maker JennAir is looking to continue defying conventions in its retail spaces.

The Whirlpool Corporation-owned label is rolling out a new showroom concept that focuses on enabling customers to curate and customize their own kitchens. A key trend in home furnishings today is individuality ([see story](#)), something that JennAir's collections and stores aim to provide ([see story](#)).

"Across our presence at Modernism Week, JennAir lives its Bound By Nothing brand ethos, launched last March at the Architectural Digest Design Show," Mr. Hall said. "Through these one-of-a-kind encounters, we continue to deliver on the new modern luxe consumer's desire for custom-built, highly personalized and limitless experiences and will settle for nothing less.

"During Modernism Week, JennAir will also premiere two new films, Mannequin and Duet," he said. "Following in the freshly-blazed trail of the Bound By Nothing anthem film launched last year, these two new works of art feature recurring characters from the hero spot."