

HOME FURNISHINGS

## JennAir to open residency in New York's A&D Building

March 21, 2019



*The Sackley Shagadelic house, part of JennAir's tour. Another immersive JennAir space. Image credit: Modernism Week*

By STAFF REPORTS

Whirlpool's JennAir appliance brand is furthering its foothold in luxury with a new concept shop, permanently located in Architects & Designers Building.

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Through a permanent residency, JennAir is undertaking a dynamic, immersive approach to expanding its physical footprint at the A&D Building in New York. The project is set to be complete in this spring, but attendees at the Architectural Digest Design Show will get a preview of the upcoming space from March 21 to 24.

Luxury and immersion

Named the JennAir Experience, the concept shop will showcase innovation programs from the brand such as its Rise and Noir design expressions.

The space will total 2,500 square feet within the A&D Building and focuses on digital connectivity, making all parts of a household "smart."

Touchscreens will allow on-location customers to browse various design options for different projects, while also making it possible for them to interact with the smart appliances.

[View this post on Instagram](#)

Sculpted elegance meets minimalist allure: NOIR. #BoundByNothing

A post shared by JennAir (@jennair) on Jan 23, 2019 at 1:42pm PST

### *JennAir Instagram*

"JennAir is laser-focused on defying the status quo," said Joe Liotine, president of the North America region at Whirlpool Corporation, in a statement. "We steadfastly believe defiance in design begets progress, and we carry this torch through all we do as a brand from the creation of our new design expressions to our unmistakable experiences.

"As we spotlight JennAir offerings in utterly unexpected ways, we uphold the promise we made to luxury audiences to deliver the personalization they crave," he said. "Unveiling the JennAir Experience at the marquee A&D Building was an imperative on our mission to bring JennAir's progressive spirit to life across the country.

"The A&D Building serves as the destination for designers to witness the new era of luxury come to life through the beautiful design and deeply integrated digital backbone of JennAir products."

As part of its broader push to rethink luxury, the appliance maker also headed to Modernism Week for consumer activations earlier this year.

During Modernism Week in Palm Springs, CA, the brand hosted 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 ([see story](#)).

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