

HOMES FURNISHINGS

## Thermador heightens offerings for its design competition

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*Star Sapphire, a new addition to the dishwasher collection. Image credit Thermador*

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By STAFF REPORTS

Luxury appliance maker Thermador is ramping up its initiative to source up-and-coming talent, growing its Kitchen Design Challenge.

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Thermador is releasing four new categories in its challenge, including a student sector. A total of six winners on a national level, 44 regional and a single Designer's Choice will be able to attend a 2020 gala in California in addition to winning various cash prizes.

Designing for the win

For the fourth Kitchen Design Challenge, Thermador is opening up competition to include outdoor spaces and a variety of themes.

While professional designers, builders, architects, remodelers and kitchen dealers have been the participants for the previous contests, Thermador is opening the competition up to students as well this year.

Exceptional Kitchen, Compact Kitchen Suite, Original Innovator/Out of the Box Space and the Student Concept Kitchen are all the new categories added to the competition.



*Thermador adds space to cooking top. Image credit: Thermador*

Participants must submit a kitchen fitted with Thermador products completed within Jan. 1, 2017 to May 15, 2020. There is no limit to the number of kitchen designs entered from one team.

The 44 winners will each receive a portion of the total \$110,000 cash prize, with 36 earning \$1,000 and eight honorable mentions receiving \$500.

On a national level, the winner for Exceptional Kitchen will earn \$25,000 for any kitchen style, with second place earning \$15,000 and a third place winner receiving \$10,000.

Spaces of less than 200 square feet including at least three Thermador products will compete for the Compact Kitchen Suite, with the winner earning \$5,000.

Original Innovator/Out of the Box Space will be awarded to a space with at least two Thermador products that is not in a kitchen, such as a wet bar, wine cellar or game room. The winner of this will receive \$5,000.

The student prize winner will receive \$5,000 and must design a hypothetical space with a budget of \$250,000.

Another winner will be selected at the gala, and will be awarded \$5,000. In addition, five fan favorites will win \$1,000 in 2021.

The luxury appliance maker also recently hoped to turn affluent homeowners into professional cooks with innovative appliance features.

Thermador Connected Experience by Home Connect is the appliance maker's latest product launch, featuring newly designed ovens and cooktops. Thermador says its Freedom Induction Cooktop is the largest usable cooking surface on the market ([see story](#)).

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