

PRESS RELEASE

Eye-stopping design that is free from conventions

With Miele's new ArtLine series of built-in appliances, customers are now able to design a kitchen entirely without handles – even in Graphite Grey!

21 June 2016, Johannesburg: Where kitchens and living rooms merge, a clear design statement is required – preferably one that is puristic in inspiration, ensuring that the design elements of the kitchen merge elegantly and seamlessly with those inherent in the rest of the living space. Miele is catering for this trend with its new ArtLine series of built-in appliances.

Says Miele's Liam Gawne: "The entire collection dispenses with handles, blends in seamlessly with flush furniture fronts, and interprets the concept of full appliance integration in a whole new way – optionally in Miele's new Graphite Grey, or in Brilliant White or in Obsidian Black."

Full, flush glass fronts and integrated appliance displays characterise Miele's ArtLine design, which encompasses a variety of products and therefore allows entire kitchens to be designed without a single handle. The portfolio includes ovens, combination steam ovens (for 45cm and 60cm recesses), as well as ovens with microwave. These key products are joined by a coffee machine, hob units, a warmer drawer, a vacuum-sealing drawer, a wine conditioning unit, various refrigeration products, as well as dishwashers with Knock2open technology.

Various cookerhood models that are designed to be cleverly hidden from view behind furniture fronts round off the sleek new line-up. "With ArtLine, kitchen cabinetry and appliances are able to enter a truly symbiotic relationship – retiring and elegant at one and the same time. If we also consider the familiar Generation 6000 PureLine range of Miele appliances, with all their colour and feature options, Miele customers have ample opportunities to design their kitchens around their own personal preferences. Miele always offers the perfect integration with every style of kitchen," notes Liam.

Technically, ArtLine models are based on current built-in appliances from Miele's Generation 6000 range – with one significant difference, explains Liam: "The function of the handle on a conventional model has been replaced by a sensor that is integrated into the fascia, called Touch2Open technology. Gently touching this sensor opens the motor-assisted door, damping its action as it reaches the fully open position."

An oven cannot be operated with any greater effect, as these Miele appliances are the personification of understatement. Customers can choose between two ArtLine model versions – namely price-entry models that feature Miele's DirectSensor controls, or the top-of-the-range models that boast M Touch TFT controls. M Touch controls allow you to control your kitchen appliances by touch, notes Gawne: "The M Touch controls are reminiscent of a smartphone in the way that they interact with the end user via touch, and also in the way that it

offers a practical search function for automatic programmes.”

Miele built-in appliances in the ArtLine design are available in Brilliant White, Obsidian Black, and the all new and much anticipated, Graphite Grey tone. Liam concludes: “The new Graphite Grey colour exudes a sense of purity and elegance, and goes well with a variety of well dressed kitchen designs.”

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Released on behalf of Miele (www.miele.co.za) by The Line (www.theline.co.za).