

Press release

16 April 2024

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“PURE INSPIRATION”: INSIGHTS, OUTLOOKS, PERSPECTIVES

Häcker presents high-quality furnishing solutions for large and small living spaces at EuroCucina 2024

Milan. Under the motto “Pure Inspiration”, from 16 – 21 April 2024 at EuroCucina, Häcker will be showcasing the spatial effects that can be achieved in large and small living spaces through high-quality materials and intelligent planning. At booth D07 in hall 4, the German family-run company will be presenting seven exclusive kitchen and interior designs in an area of 460 m², and also offers a lounge area where visitors can meet and share ideas.

Internationally inspired design in warm colours

This year, Milan, the European capital of architecture, will once again be a major industry gathering during EuroCucina, where ground-breaking trends meet future-oriented innovations. In keeping with the metropolitan feel of the Milan trade fair, this year the Häcker stand will feature a special exterior façade with an intricate branch pattern with narrow gaps and spaces, reflecting the cosmopolitan flair of Milan and offering visitors a variety of insights and views. The interior of the exhibition booth is primarily dominated by warm sand and bronze hues, embodying a design focused on harmonious elegance and a classy laid-back style. The seven kitchen and interior designs of the concept130 and systemat product lines as well as the lounge area set colourful accents and show the inspiring variety of modern furnishing solutions from Häcker.

Press release

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Picture 1: SMART metallic carbon with subtle insights and views through the exterior façade

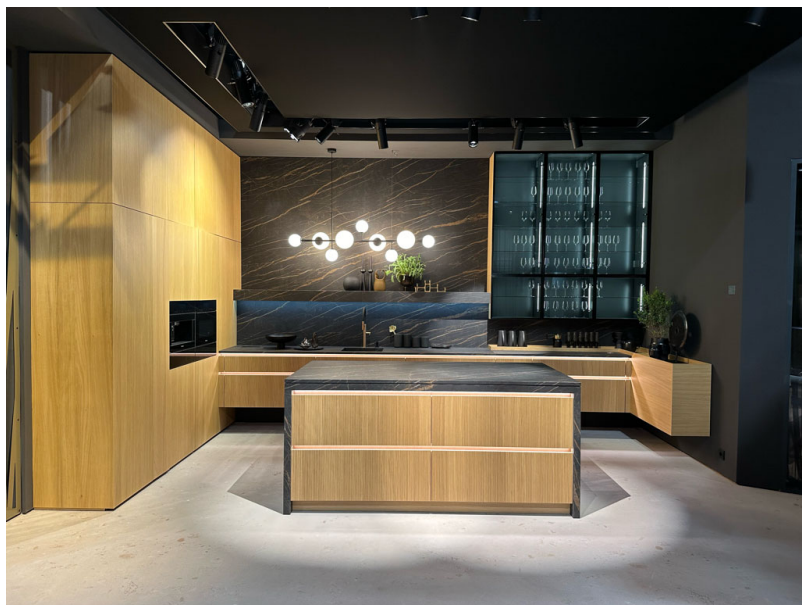
A sophisticated range of finishes from black chrome to elegant oak

For sophisticated living spaces, Häcker has opted for trendsetting, high-quality materials – from the green marbled natural stone of the polygon to the elegant grooved veneer of the handleless “systemat” kitchen AV 6023-GL in elegant oak. The new Häcker interior design series in “Black Chrome” presents an ultra-modern design. The black tinted, reflective surfaces of this range lend the interior a special, exclusive touch, for example in the form of dark glossy shelves and handles.

Press release

16 April 2024

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Picture 2: AV 6023-GL elegant oak with grooved veneer

Focus on individuality

Häcker attaches great importance to individuality and flexibility in interior design. At EuroCucina, this can be seen in both the colour schemes and the design of the furniture. With over 2,000 NCS and 190 RAL colours, Häcker offers a broad palette that can be used to create almost any colour scheme. With freely configurable sideboards, low TV units and wardrobes from the “concept130” product line, kitchen and living room furniture can be individually adapted to the space available and the personal preferences of consumers, from the number and arrangement of open and closed compartments to the design of the fronts. The importance attached by the German furniture manufacturer to personal design freedom is also demonstrated by the “cube”, an open metal shelf unit: its back panel can be fitted with an individually selected front to match the surrounding interior. With these products, Häcker allows its customers to create a harmonious, holistic home design in which the colours and materials of different living areas are perfectly coordinated.

Press release

16 April 2024

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Picture 3: HAMPTON-GL ash white with PORTO Selection eucalyptus

Detail-conscious and elegant

At EuroCucina, Häcker will also be demonstrating the effects that can be achieved with elegant details. One of the new Häcker products on display will be a bronze-coloured metal frame glass door, which looks

Press release

16 April 2024

Häcker
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particularly attractive in combination with warm sand and earth tones. The Häcker booth will also feature a new linear cabinet interior lighting system with an extra-slim design and flexibly adjustable colour temperature control. Considering black design, Häcker will present its “Climber Black Edition”, an all-black wall and top unit with elegant, dark-tinted glass slats. The Climber’s glass roller shutter can be opened and closed easily and conveniently by means of an electronic sensor switch. Black tinted metal frame glass doors with a stylish black diamond pattern give display cabinets a special touch. In the wine bar of the trade fair booth, the black metal shelf “one” also creates a cosy atmosphere, as the built-in glass holder effectively and elegantly hangs wine glasses, displaying them to great effect.

High-quality built-in kitchen appliances from BLAUPUNKT

BLAUPUNKT, Häcker’s brand for built-in kitchen appliances, will be exhibiting technology at EuroCucina that is both stylish and functional and can be used to fit out any Häcker kitchen with maximum effect. In the area of self-contained hobs, Blaupunkt presents particularly flexible and practical functions such as combi-induction with permanent pot recognition and automatic activation of the controls. Blaupunkt’s sinks and taps offer a broad selection of sophisticated colours, such as “Black Matt”, and focus on durability and functionality with properties such as scratch resistance, colour resistance, heat resistance and food safety.

Press release

16 April 2024

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Avant-garde design language

In terms of design language and geometry, at EuroCucina Häcker will be focusing on clear lines and minimalist design. Häcker will thereby demonstrate how an impression of space and tranquillity can be combined with exclusive design, even in small kitchens and living rooms. At the same time, Häcker enhances this aesthetic of reduction by adding a few selected, avant-garde accents. These include not only the unusual exterior façade, but also the “Polygon”: an island solution made of natural stone with an extravagant pentagonal front – a customised design with a geometric protrusion that creates a striking spatial effect.



Picture 4: Avant-garde accent: the Polygon

Press release

16 April 2024



Häcker – The Company

Häcker was founded in 1898 as a cabinetmaker by Hermann Häcker. In 1965, the foundation for today's economic success was laid by the latter's son-in-law Horst Finkemeier and wife Renate through the serial production of kitchen furniture.

As an owner-managed family business, Häcker today produces fitted kitchens for different customers and markets in five factories in Rödinghausen and Venne. Häcker stands for quality, service, reliability, honesty and sustainability. With the concept130 and systemat product lines as well as the Blaupunkt and h|tech brands for built-in kitchen appliances, Häcker offers a comprehensive product portfolio.

More information about Häcker can be found on our website at haecker-kuechen.com/en and on LinkedIn (Häcker Kitchen International).

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