



VOA Architecture designs 6,000 s/f showroom for BSH

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VOA Architecture, PLLC has completed the BSH Home Appliances (BSH) Experience & Design Center in the Architects & Designers Building. The 6,000 s/f showroom features 120 appliances from Bosch, Thermador and Gaggenau, BSH's premier product lines.

VOA designed a lifestyle showroom, displaying the appliances in a home-like format that presents designers, architects and developers with an interactive experience. Customers can see, touch and operate the appliances in a real-world setting including a trademarked "App Bar" that allows customers to tailor products to their preferences in a live on-screen format. The execution of the lifestyle model has elevated the space beyond a typical showroom, highlighting the elegance, precision and performance of the BSH brands. The space features three full demonstration kitchens, each highlighting the three brands. The integrated design utilizes a neutral palette and materials such as stainless steel, white lacquer, stone, glass, wood flooring and an herb Gro-Wall, which create a universal aesthetic that seamlessly blends with the branded components.

In addition to the demonstration kitchens, the BSH showroom features a meeting room designed to resemble a dining room. VOA incorporated a residential-like décor into the design of this room with fabrics, furniture and polished finishes. This multi-purpose space serves as a setting for industry events, business meetings and acts as an extension of the sales floor for informal meetings.

This showroom has presented BSH with the opportunity to re-enter the New York market and strengthen its presence on the east coast. Its location within the A&D building and thoughtful design has attracted many walk-in customers and increased the brand's exposure to the architectural and design communities. The New York City showroom has truly become an extension of the Bosch, Thermador and Gaggenau brands, demonstrating the beauty and functionality of the BSH product lines and setting a new standard for kitchen design.

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