Contact:

Elke Pfeiffer

Marketing Manager

**T** +49 5226 58-330

epfeiffer@rational.de

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**AESTHETIC KITCHEN AWARD 2020**

“Rethink modern living & kitchen.”

**rational** is seeking visionaries, lateral thinkers, artists, creative minds, planners, designers and architects who take pleasure and have fun in rethinking the “kitchen and lifestyle” theme. We are looking for people who, using our kitchen models and elements, can create future-oriented living spaces that enhance lifestyles and promote our sense of well-being. In short, people, who just like ourselves, are fascinated by design and technology, and who share the desire to make people’s homes and lives more tasteful and enjoyable.

Demonstrate to us and a high-profile jury how rational kitchens can be used to turn a bare room into a place that reflects a modern way of life. Show us and your clientele that you have the better ideas!

**From the spring of 2019 rational will be launching the International Aesthetic Kitchen Award.**

Every two years interested parties will have the opportunity to apply for the award by submitting their kitchen designs or also projects actually implemented. After evaluating the contributions we will announce the winners and present them to the public at the EuroCucina 2020 in Milan during a special award presentation ceremony.

Thomas Klee, Managing Director at rational: “With this award we would like to establish a platform that aims to encourage planners and designers all over the world to interpret modern living and the kitchen in a unique way – culturally, creatively and socially. Kitchens reflect our lives and we would like to show how multifaceted and beautiful this can be.”

The application phase for the Aesthetic Kitchen Award 2020 will get underway in the spring of 2019. All the details on the procedure, precise rules of entry, the jury and the prizes will be available online **at www.aesthetic-kitchen-award.com.** as from

January 2019.