

**Gaggenau appoints Sven Baacke as the new Head of Design**

Sven Baacke has been appointed Head of Design for Gaggenau, the world leader in innovation and design for professional-grade residential appliances.

Since joining the Gaggenau design team in 2003, Baacke has been a key contributor to the development of the iconic 200 series ovens. When released, Gaggenau's 200 series ovens set a new design benchmark for the appliance industry through their integration of a compact LCD control modules and simple digital menus and functionality. These fundamental design features are now being carried into the entire Gaggenau range.

"Gaggenau's approach to design is evolutionary, not revolutionary. We remain faithful to our unique design language, which is based on harmony of form and function and which gives our products a 'soul'. My challenge lies in maintaining and enhancing this tradition." Says Baacke

Baacke has also been responsible for the design of Gaggenau's international flagship showrooms and trade fair presentations. And recently the company was awarded the internationally coveted 'iF Communication Design Award' for their innovative booth at Milan's Eurocucina fair.

Sven Baacke succeeds Gerd Wilsdorf, who served as interim chief since Reinhard Segers' retirement at the end of 2010.

Max Soans-Burne  
+61 415 889 156 Phone  
+613 9923 6711 Fax  
max@maxandyou.com.au

MAX & YOU  
www.maxandyou.com.au

**For all media enquires including high-res images and comments please contact  
Max Soans-Burne at MAX&YOU t: +61 415 889 156 or e: max@maxandyou.com.au**

Press

Page  
2/2

Date  
17.01.2011

## **About Gaggenau**

Gaggenau's philosophy is guided by three simple principles: design, innovation and technology. The result being a collection of kitchen appliances which stand out in terms of their unique practical advantages, the quality of their materials and workmanship and primarily their simple beauty and functional design. The difference is Gaggenau

Gaggenau is imported and distributed by Sampford IXL.

[www.gaggenau.com.au](http://www.gaggenau.com.au)