

KM Küchenmeile 2021 pronorm inspires with „Colours of Nature“

Finally, it is time for face-to-face discussion on the latest subjects and trends again: pronorm invites you to visit its exhibition centre as part of the “KM Küchenmeile 2021” from September 18 to September 24, 2021. pronorm has used the previous months to translate the zeitgeist and the tangible transition of cooking and living into exciting room concepts.

The forced retreat back into home working life has led many people to open up intensive discussions regarding their own wishes for their living spaces. The home has become even more important than it ever has been before. pronorm has been keeping a very close eye on the developments in home furnishing and has a broad knowledge of the regional and national markets. As a global player, the company supplies bespoke kitchens to kitchen specialists in a large number of countries. Its export quota is well above average. “If we have to describe the international style of pronorm, then we would have to say ‘purism meets cosiness’,” explains Roger Klinkenberg, one of the two Managing Directors. “The increasing desire for individualisation is, from our perspective, a key driver behind change and for the desire for new furniture. The home should be an expression of individual attitudes to life – even, and especially, in the kitchen, which is becoming the central fulcrum of the house. We are meeting this desire for individuality with an extraordinarily extensive range of colours, decors, materials, unit types, and versatile feature elements.”

Nature – our source of inspiration

In terms of the choice of materials and colours, the kitchen is increasingly setting the tone for the design lines of the adjoining rooms. Inspired by nature, which in 2020/21 became a source of strength for many, pronorm has gathered its latest highlights under the umbrella of “Colours of Nature”. The collection includes new fashionable colours and structures, additional matt textures that are currently in high demand, as well as metal colours, real wood veneers and authentic wood decors. “Nature is our preferred source of inspiration, and gives our new products an exciting twist. We want this inspiration to appeal to the emotions and senses,” explains Klinkenberg. A huge range with more than 250 exclusive fronts and special editions gives architects and planners an enormous freedom of expression. The often muted colour palette reflects the desire for safety, for comfort, and the merging of living areas. Individual pieces such as display units with steel frames, creative shelves and inviting bar tops become visual bridges and go-betweens. The quality of the materials used is exceptional. The differences between kitchen and living room furniture are practically unrecognisable. The results are representative room concepts from a single mould. Whether with a gloss or ultra-matt finish, it is even easier to specify the ideal hand-chosen colour tone for our popular lacquered fronts because, from 2022, pronorm will also be offering RAL and NCS colour systems.

pronorm - Kitchen Trends 2022

Sustainability is key

Nature is not just playing a key role as a source of inspiration, however. Sustainability and climate protection have, in the meantime, become key factors for market success. Managing Director Thorsten Gösling confirms this. "We set great store in environmentally aware and sustainable production conditions. For years now, we have only been using wood from sustainably managed forests and we document our environmental performance within the framework of the Climate Pact. By the end of 2022, our manufacturing activities will be fully climate-neutral." The "Golden M" and "Furniture made in Germany" quality marks that pronorm has been awarded this year send out a further key message as irrefutable proof of the quality of the furniture tested in Europe. "The future has already begun," explains Thorsten Gösling. Along with Roger Klinkenberg and the pronorm team, he is looking forward to lively exchanges with the specialist visitors to the annual in-house trade fair. "Now is the time to present our new ideas and innovations live. A comprehensive hygiene concept has been developed for the exhibition. After all, the most important thing for us is that our visitors feel safe and at ease," adds Roger Klinkenberg.

Further information and images in printable quality are available for downloading from our website at www.pronorm.de under **NEWS/KM Küchenmeile.**

„Colours of Nature 2021“ vexhibition from 18-24 September 2021, each day from 9 a.m. to 8 p.m.

Venue: pronorm Exhibition Centre, Höferfeld 5-7, 32602 Vlotho, Germany.

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Y-line + **Y-VA** Galvano Portland
proline¹²⁸ + **VU** Nero Chalet

IT'S IMPORTANT TO CREATE A FEEL-GOOD PLACE FOR YOURSELF

Inspired by nature, finely graded colours and textures create a delightful interplay of exciting contrasts and appealing compositions. Discarding handles leaves centre stage open for the pure aesthetics of extravagant materials. An absolute pearl: the glass display unit is a symbol of new, sophisticated home living.

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proline¹²⁸ **EI** Oak trend
proline¹²⁸ **MP** Angora grey ultra matt

AN INVITATION TO RELAX

More and more, wall units are being deliberately omitted. As an alternative, a rear splashback panel with long shelves creates a generous impression of space. Integrated LED spots present the worktops in exactly the right light. The tall unit, which additionally provides a place for kitchen appliances, and a distinctly homely mid-height unit deliver loads of storage.

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Y-line Y-VU Vicenza oak
proline¹²⁸ MP pebble grey ultra matt

MATERIAL VARIETY DEFINES THE PERFECT LOOK OF HOMELINESS

Reflecting the spirit of the times, planners can design spaces with a very personal touch using our extensive range of products. One good example is the mid-height unit with display cabinets on either side, cleverly combining the function of a room divider with the one of a storage miracle.

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proline¹²⁸ **MP** agate grey ultra matt
X-line **X-WM** Marble Terramo

NEAT ORGANISATION ON MANY LEVELS

Architectural agate grey meets terramo marble, the aristocrat among the stone decor finishes. Substituting wall units, shelves create neat order and leave space for cherished items. Well planned, good lighting makes targeted statements. Ergonomically beneficial, the lowered cooking zone and, configured with an extra-thick worktop, the raised sink area leave not a margin of doubt.

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X-line **X-KG** oak basalt grey brushed
proline¹²⁸ **KG** oak basalt grey brushed

HERE'S TO HOSPITALITY

In this eat-in kitchen, basalt grey brushed oak conjures such a welcoming setting - welcoming being the operative word. This is where cooking and indulging together becomes a true delight. Compelling details are the wall units in display cabinet look paired with the light and airy shelves featuring LED spots. Extractor hood in on-trend steel frame look with integrated light bands and stainless steel dishwashing zone beautifully reflect the appeal of contemporary interior design.

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proline¹²⁸ KL oak white

BRIDGE BETWEEN ACTIVITY AND RELAXATION

In character terms, this composition may be reminiscent of kitchens from a bygone age, yet it looks so up to date. The range-style sideboard with prominent cooktop zone in radiant white sets the scene for everyday routine in the kitchen. Work and leisure merge into one with club chair and designer rug. Making the home a haven of relaxation.

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proline¹²⁸ MU matt lacquer stratus grey

APPRECIATING PERFECT CRAFTSMANSHIP

All in lacquer: the dresser is a master of stylish storage, and one of the modern fitted kitchen forerunners. Interpreted in contemporary design, this style icon is now reinvented with a new face to feature an LED lighting concept and glass shelves inside. Classy looking matt lacquer, profiled fronts, tall glass cabinet doors and a cornice element on top, all this combines the attributes of country style with a world of colour that reflects the spirit of our age.

Kitchen Trends 2022



X-line **X-VU** Hemlock lava
proline¹²⁸ **LM** matt lacquer carmine red

CLEAN LINES, DEFINING STATEMENTS

Colours have a direct impact on us. Lava black embodies strength and a modern feel. The sunny warmth of on-trend crimson is an ambassador of energy and a sensuality that's full of temperament. Combine both shades and the result is one of powerful elegance. Varying cabinet heights and closed or open unit elements pick up on the interplay of contrasts to create exciting and interesting combinations. Effect lighting makes stunning statements.

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proline¹²⁸ PS organic gloss arctic white
proline¹²⁸ EV Walnut natural

DOWN-TO-EARTH ELEGANCE IS MAKING A BIG COMEBACK

White is an absolute classic in the home, making it the preferred finish for kitchen fronts too. Drawer top finger pulls in brushed metal underscore a clean-looking practicality. Extending almost across full pull-out width, they provide ergonomic, convenient access to everything inside.