

# PRESS RELEASE

## *The joy of cooking in harmony with nature*

Is cooking still a chore for you or is it an enjoyable part of everyday life? Those planning a new kitchen generally hope it will be more than just a place for housework. These days, a lot goes on around the cooker. Appliances are elegantly concealed behind attractive furniture, walls are passé and kitchens are gradually expanding into the rest of our living space. Spacious, free-standing designs blur the boundaries between living spaces. Stylish bar counters, elegant islands and furniture that would be just as suitable for the living room all combine to create a completely new style and atmosphere for our cooking areas. Today's welcoming, open and spacious kitchens have become the focal point of the house, making cooking and eating a social activity. Friends and family meet here to cook, eat and chat together. From a romantic candlelit dinner for two to a big birthday gathering or a relaxed buffet party – today's beautiful workshop kitchens celebrate our modern lifestyles.

This is partly due to the premium materials and attractive furnishings that conjure up a special ambience around the cooking area, and form flowing transitions into other living areas. Above all, warm materials create a comfortable atmosphere. This is what makes wood kitchens particularly appealing. Solid and naturally finished, combined with other materials or pure wood, country cottage style or clear stylistic elements – this natural material brings an inviting warmth to the cooking zone and has many other additional advantages. Anyone who loves genuine craftsmanship and natural beauty, who values authenticity and sustainability, but also wants designer style and premium functionality, will



k7 kitchen

This press release, in addition to other press materials and photos, is available for download at [www.team7.at](http://www.team7.at)

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find a range of wonderfully inspiring ideas at TEAM 7. "It's a tree story," as this Austrian solid wood specialist likes to say: they combine traditional manufacturing techniques with exclusive design style, and are experts in fine detailing and individualised solutions.

From lighter-coloured woods finished with "oak white oil", to elegant versions in walnut, warm cherry, carefully selected alder or vibrant beech heartwood – each type of wood has its own distinctive character and charm. But TEAM 7's woods, which are treated exclusively with natural oil, all have one thing in common: they retain their open-pore characteristics and bring cosiness and warmth into the home. What is more, they work like a natural air conditioner, because wood breathes, absorbs humidity and releases it again if the air is dry. This creates a noticeably more pleasant atmosphere in the room. Even allergy sufferers will breathe more easily: wood has a natural anti-static effect and does not attract dust. Another advantage in day-to-day use: this natural material is extremely easy to care for. Simply wipe with a dry or moist cotton cloth and its natural beauty will be completely restored again.

Solid wood kitchens have an authentic charm and distinctive character that is perfectly suited to a natural lifestyle, elegantly hiding away the harsh realities of everyday life. Wood is naturally resilient and can stand up to a knock or scratch. What is more, this material gets under your skin, in the truest sense of the word: pure wood invites you to touch it, and its exquisite surface texture feels delightful. That is why it makes sense to check when buying a kitchen that the surfaces of the furnishings are finished purely with natural oil. This preserves the many positive characteristics of the wood. For example, oiled woods have the best hygienic properties. They have an anti-bacterial effect, are free from harmful additives, and absorb odours. Food also lasts longer in a solid wood cabinet.



**filigno** kitchen



**black line** kitchen



Drawer inserts

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“We work hand in hand with the world’s best designer: nature,” explains Dr Georg Emprechtinger, CEO and owner of TEAM 7, and chairman of the Austrian Furniture Industry. “When we are developing our furniture, the focus is always on the human element. We combine innovative technology, sustainable design and traditional Austrian craftsmanship. Custom-made, with high standards of design, comfort and functionality, so that you can enjoy spending time in the kitchen.”



**rondo** kitchen

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