

**Presseinformation**

Press Release  
Information Presse  
Información de Prensa

**Fascinating spatial experience with digital visualisation  
BLANCO inspirations in a virtual showroom**

When Blanco presents its innovations at the international kitchen fair in Cologne, customers can again expect an atmospheric, highly impressive staging of the company's latest products and ideas. And there's more: this year, the sink and mixer tap specialist is taking up one of the latest digital trends, and for the first time will display virtual kitchen worlds at its stand. On a specially created presentation island, visitors will have the unique opportunity to use virtual reality glasses not only to consider the company's current sinks and mixer taps, but also to see them installed in a contemporary interior and experience the effects on them. In addition to the purely visual perception of the products, the viewer also has a fascinating, authentic spatial experience of the kitchen. What makes the experience even more dramatic is that the viewer has the feeling of being able to move around inside their new (dream) kitchen.

As soon as they put on the high-end virtual reality glasses, visitors to the Blanco stand are immersed in the digital spheres of a virtual showroom that enables them to experience, sensorially, the design of the sink and mixer tap and their effect on the kitchen ambience as the clever synthesis between reality and illusion. Blanco provides a number of examples of solutions for the design trend concrete, and proves irrefutably just how perfectly its sinks and mixer taps integrate in contemporary kitchen plans and set puristic accents with the natural, archaic material. There are the right designs, colours and materials in

## Presseinformation

Press Release  
Information Presse  
Información de Prensa

Page 2

the company's extensive range of sinks and mixer taps that can be matched harmoniously to individual and spatial requirements.

The virtual showroom of the future offers Blanco tremendous potential for complementing its classic product presentations with VR applications or for focusing on specific furnishing trends or planning themes as inspiration. And Blanco is also convinced that kitchen planners will find virtual reality is the perfect additional tool – for instance, for demonstrating to customers the benefits of a particular plan even more impressively in a way that goes beyond the classic display.

The première of the VR application underscores the forward-looking view of the innovative, strong, internationally successful company that is helping to shape a digital trend well in advance with this, the latest tool in product visualisation, and also by recording, most fascinatingly, just how well the Blanco range can be combined with the most diverse kitchen styles.

### **Caption:**

In 2017, for the first time ever, Blanco is offering its customers a fascinating spatial experience with digital visualisation. With virtual reality glasses that allow them to immerse themselves in the digital spheres of the Blanco showroom, enabling them to experience,

## Presseinformation

Press Release  
Information Presse  
Información de Prensa

Page 3

sensorially, the effects of the design of the sink and mixer tap on the kitchen ambience as the clever synthesis between reality and illusion.

**Photo:** vectorfusionart - Fotolia.com