



**For immediate release**

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**Contact: Heather Barton**

**02 9212 4335; m: 0419 141 508**

343 Pacific Highway  
North Sydney NSW 2060  
T +612 9964 9500  
F +612 9964 9683  
www.woodhead.com.au  
ABN 61 007 747 748

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## **The new face of Miele is a work of art**

High profile German appliance company Miele is currently undertaking a major refurbishment of its Australian and New Zealand retail displays.

The new displays have been designed by Woodhead, with individual upgrades being rolled out nationally during 2007/2008 across numerous Miele display sites in both metropolitan and regional areas.

According to Woodhead project designer, Kestie Lane, Miele's design brief was simple; create a showroom environment that delivered the same level of quality as the Miele product and also challenged the traditional display of appliances in a retail environment. Working closely with the client, Woodhead developed the 'Gallery Concept'.

"Our desire was to create a sophisticated design with a truly distinctive style to complement the high quality Miele products," said Lane. "The gallery design was intended to engage the customer on a different intellectual and emotional level and to evoke a connection of dynamic association with the Miele brand."

The gallery concept is unique as an art installation with each display module framing Miele appliances such as ovens, microwaves, steam ovens and coffee machines, using black 150mm surrounds. These products are

positioned into a black glass face, creating a dramatic and seamless effect where the product and black glass merge as one.

Woodhead also custom designed a distinctive graphic/wallpaper for Miele, which features throughout the display area on walls, dividers and overhead canopies. The wallpaper is available in various colour combinations including a dramatic black/charcoal combination highlighted by the vibrant red of the Miele corporate logo.

The majority of Miele display sites are located within multi-brand retail spaces ranging in size from 60–120sqm, so the display modules are designed to be highly flexible and can be easily re-configured, lengthened or shortened for individual installation requirements.

To date, ten Miele displays have been installed in Australia including Elite Appliances in Abottsford, Victoria and Unley, South Australia and Winnings in Redfern Sydney and Newcastle, NSW, with another seven displays currently under or pre-construction.

Feedback on the completed showrooms has been very favourable with floor staff reporting an extremely positive response from consumers. Winnings Newcastle store manager, Andrew Murrell, said he was delighted with the customer reaction to the new showroom.

“The response to the Miele display has been exceptional and we have noticed a marked increase in consumer interest in their range since it’s been installed,” said Murrell. “This is partially because no other display compares to it in this region, but also as it shows the product to its full potential.”

The Miele stand at the Design X Exhibition in Sydney, again designed by Woodhead, also enjoyed an overwhelming response, with stand representatives reporting double the enquiries compared to previous years.

Miele Australia has set an industry benchmark with these new displays, both locally and internationally, having recently launched the new ‘Gallery’ concept at a Miele company conference in Europe. The Melbourne showroom has also been visited by representatives from Miele in Canada.

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**For more information, photographs or interviews,  
contact Heather Barton at Baystmediaworks  
02 9212 4335 or 0419 141 508**