



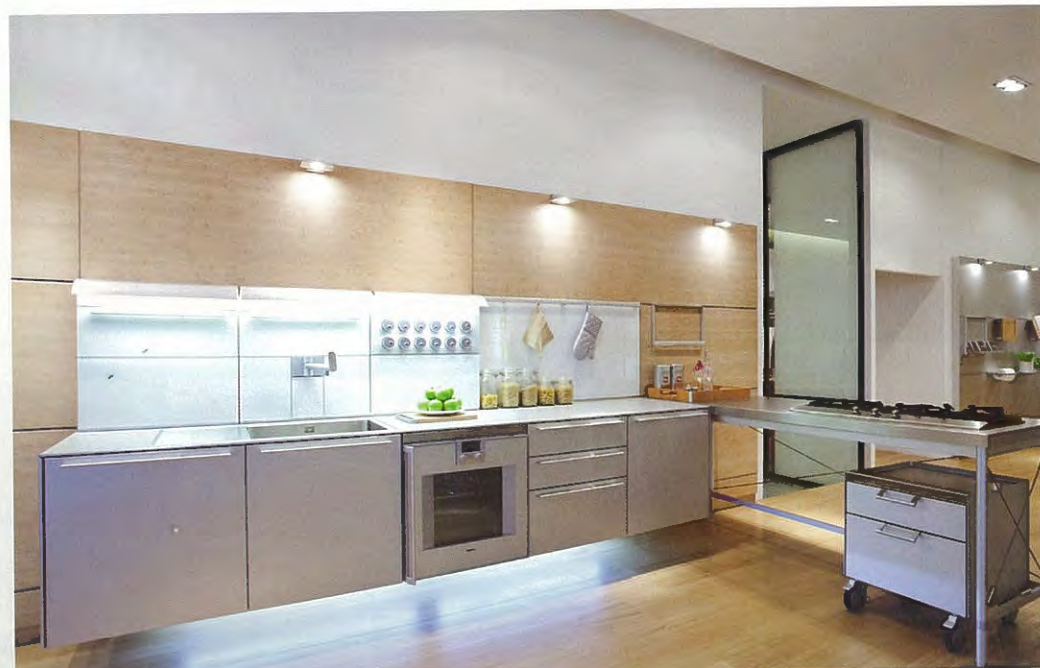
NEW HEIGHTS

Premium kitchen maker bulthaup has a new address at the showroom extension of XTRA Furniture at The Gardens Mall.

FEATURE BY AUDREY WONG ■ PICTURES BY DWAYNE FOONG



THE ASTUTELY PERFECT B3 SYSTEM, WHICH IS BULTHAUP'S FIRST EVER FREE-STANDING KITCHEN BECAME A BREAKTHROUGH IN KITCHEN ARCHITECTURE FOR ITS SHELVES THAT CAN TAKE THE WEIGHT OF A CAR.



A prominent name in the furnishing design world in Malaysia and Singapore since its inception one and a half decades ago, XTRA Furniture has continuously introduced a prestigious line-up of premium brands such as Minotti, Poltona Frau, bulthaup, Lema, and Flos, to name a few.

Currently XTRA Furniture has garnered household presence at The Gardens Mall in Mid Valley City, where its sprawling 15,000 square feet showroom is a sight to behold. XTRA Furniture always aimed to expand and the opportunity to extend the showroom presented itself when a neighbouring tenant, a local fashion brands outlet, decided to downsize.

The decision to convert the space into a full-fledged bulthaup showroom was an obvious one, as there are currently no other brands worthy of occupying the 5,000 square feet extension. Like numerous bulthaup showrooms all over the world, the Kuala Lumpur showroom, which is designed and conceptualised by Kin, XTRA Furniture's CEO, is given a unique look and feel of its own.

Despite having no formal training in architecture, Kin, armed only with his innate design sensibilities, dived zealously into the design of the showroom.

Inspired by the bulthaup philosophy in addition to closely studying the

spirit of the design of other bulthaup showrooms - such as the one in Berlin as well as the one in Milan, designed by John Pawson - Kin reinterpreted the designs and successfully captured the essence of the bulthaup identity in the Kuala Lumpur showroom, which is also flanked by the visually striking Lema wardrobe system.

Projecting a raw and pure form, the architecture of the showroom provides a stark contrast to bulthaup's precision and superb craftsmanship, while the clever spatial plan allows bulthaup to be showcased to its maximum visual impact.

Apart from that, the space clearly



PROJECTING A RAW AND PURE FORM, THE ARCHITECTURE OF THE SHOWROOM PROVIDES A STARK CONTRAST TO BULHAUP'S PRECISION AND SUPERB CRAFTSMANSHIP.

PHOTO: JAMES WILSON

compartmentalises the three main selections of bulthaup consisting of the b2 mobile kitchen, the white b1 kitchen in affordable pricing (by bulthaup standards), and the astutely perfect b3 system, which is bulthaup's first ever free-standing kitchen that became a breakthrough in kitchen architecture for its shelves that can take the weight of a car.

At this new showroom, the bedroom is also duly highlighted with the inclusion of Lema, a leading Italian wardrobe brand. Despite sharing its glory with Lema, the bulthaup display space has been regarded as one of the best bulthaup



showrooms in Asia, where it effectively projects the core values of the brand.

The bulthaup Kuala Lumpur showroom opened its doors in September 2010 and has since welcomed numerous architects, designers and industry experts who came to view the kitchen displays as well as the design of the showroom.

Visit the bulthaup showroom at Lot S-236 & 237, 2nd Floor, The Gardens, Mid Valley City. Call 603-2282 9088 or visit www.xtrafurniture.com for further information. **K+B**