

Strong cooperation partners: BORA Herford focuses on the kitchen as a living space

BORA is opening its new site in Herford just in time for the Küchenmeile 2023. The striking building will be opened during the inaugural BORA Experience Days event in mid-September. Each year, concurrently with the area30 trade fair, BORA and select partners will present a wealth of possibilities in relation to one of the most central home-living topics, the kitchen as a living space. What makes BORA Herford unique is that several kitchen furniture manufacturers are permanently represented in a single location that is open year-round to retail partners and prospective end customers from the fields of construction, home living and furnishing. What previously worked well for short-term appearances at trade fairs is now becoming the blueprint for a sector that has to compete with the travel and automotive industries.



At a length of almost one-hundred metres, BORA's futuristic building in Herford not only houses the company's own flagship store but also exhibition spaces for partners from the fields of construction, home living and furnishings. Rendering: BORA

Going forward, the BORA Experience Days will be a permanent part of the Küchenmeile agenda. From 16 to 23 September, retail partners and end customers will be able to see what makes the German kitchen furniture and appliance industry so strong. The BORA Herford site will clearly demonstrate how much added value can be achieved through the joint presentation of innovative ideas. Manufacturers present their products in an overall context, enabling end customers to obtain advice from directly within home living scenarios and make better-informed decisions.

The line-up of kitchen furniture manufacturers is impressive: eggersmann, Häcker, Leicht, Nobilia, Nolte, Poggenpohl, Pronorm and Schüller all present products from their ranges. The managing directors have decided to boost their brand presence by complementing their own sites and in-house exhibitions with the new BORA Herford building. This is joint advertising with a common goal: to inspire unique dream kitchens. Rouven Göhner, BORA Head of Sales for Germany/Switzerland and the driving force behind the partnerships with the kitchen furniture manufacturers, describes what matters to the entire team: "Appliance and kitchen furniture manufacturers serve the same partner: kitchen retailers. Together, we can keep an eye on end customers and their needs, as dream kitchens are only created through consultations with retailers. By providing a place when people can come together in the heart of the kitchen furniture industry while also bringing the industry together, we are creating unlimited possibilities and design freedom for planners, designers and customers."

As end customers appreciate the ability to visualise rooms and bring them to life during the planning phase, premium partners from other sectors round off the exhibitions at BORA Herford. The feminine seating collection from Freifrau Manufaktur uses characterful, solid wood furniture from JANUA to create a harmonious overall picture. In the world of lighting, XAL accompanies all architectural formats with visionary designs and lighting concepts. The impressive setting even offers audiophiles an unforgettable sound experience from Poet Audio.

These partnerships are providing a springboard for the start of the permanent exhibition. According to Max Schiebl, Head of Retail at BORA, the concept will be consistently developed. As a uniform overall experience for end customers is of great importance to him, major focus was also placed on the design of the actual cooking experience. The BORA appliances can be experienced live during consultations as the BORA flagship store features an impressive show kitchen and an accordingly large dining area.



End customers can experience the sound and feel of the innovative built-in kitchen appliances first hand during product consultations in the BORA flagship store. Rendering: BORA

During product consultations, a simple dish is prepared in cooperation with the prospective customers, offering them a haptic and acoustic experience of how the BORA principle with downdraft extraction works. The stage is set for emotional cooking experiences in the form of cooking evenings and other formats that focus on the BORA products – making BORA a love brand for retail partners. “Together with our partners, we inspire all visitors with a comprehensive experience in relation to the expanded living space of the kitchen, combined with culinary highlights that can be enjoyed at leisure,” states Max Schiebl in description of the highly motivated BORA team’s intentions.

A restaurant under the starry sky

Celebrity chef and restaurateur Timo Hinkelmann is in charge of the restaurant in the futuristic building on Ahmer Strasse and also cooks on BORA appliances. Together with his team, he has already developed a culinary concept and found a fitting name for the restaurant. Following the BORA Experience Days 2023, the Mirror will not only serve breakfast but also offer lunch and a varied evening menu. The signature dishes from renowned chefs offer a constant stream of new taste sensations. The Mirror will be available to book for private and corporate events. Hinkelmann was not only excited about the freedom to implement his ideas but also about one of the architectural highlights. “The retractable roof directly above the restaurant makes the Mirror unique for me. A stylish ambience together with fine dining as though in the fresh air under a starry sky is a sensational combination that offers me daily inspiration for culinary creations.”



A spectacular setting both during the day and at twilight: the convertible roof over the Mirror restaurant in the architecturally exciting BORA Herford building. Rendering: BORA

BORA Experience Days 2023

BORA will celebrate the opening of the new site with its Experience Days, which will regularly invite visitors to BORA Herford in future years as part of the Küchenmeile. In mid-September, from noon each day Saturday to Thursday, trade fair visitors and retail partners will be treated to an impressive line-up of extraordinary experiences that will not only involve the building's opening ceremony but also the unveiling of new BORA products. As is to be expected of Willi Bruckbauer's team, the occasion will be fittingly celebrated with beautifully staged evening events.

The in-house trade fair from 12 p.m. to 6 p.m. on the Friday on Saturday is specially aimed at local customers and interested parties, to whom retail partners from the area can send invitations in advance. Visitors who register online will be entered into a draw for the chance to win one of three BORA cooktops from the Pure family and one of the first 50 copies of the '365 days' BORA cookbook, which has just been finalised and will be unveiled in Herford.

BORA Experience Days facts

Opening hours

Experience Days B2B retail partners

16 - 21/09, 12 p.m. - 5 p.m.

Evening events 16 - 19/09, 6 p.m. - 11 p.m.

Export focus days 19 - 21/09

Experience Days B2C end customers in-house trade fair

22 - 23/09, 12 p.m. - 6 p.m.

BORA Herford general opening hours

from 25/09, 10 a.m. - 6 p.m.

Visitor registration: <https://www.bora.com/de/de/unternehmen/bora-herford/>

BORA Herford general opening hours

BORA Herford opening hours from 25/09: 10 a.m. - 6 p.m.

Car park: 80 parking spaces

Electric charging stations: 10 charging stations

Mirror restaurant: The precise opening times will be available from mid-August at mirror-herford.de



Image download: <https://www.bora.com/gb/gb/company/press-area/>

About the company

BORA develops and produces innovative premium built-in kitchen appliances with impressive design standards. The German-Austrian company group positions its portfolio internationally with the claim 'More than cooking.' Since Willi Bruckbauer founded BORA in 2007, the company has been committed to revolutionising the kitchen as a living space by questioning the ordinary. Its mission: to offer extraordinary products for extraordinary experiences.

The story began with the innovative cooktop extractor systems, which use intelligent technology to draw cooking vapours downwards and are continually developed through BORA's own drive for perfection. The product range has been expanded to include the BORA X BO, a professional steam oven for your home, and the associated BORA multi-drawer. BORA products are characterised by outstanding performance, simple cleaning and simple operation. Thanks to their timeless design, they fit perfectly into any kitchen, where they provide fresh air and a clear view.

BORA employs over 500 people, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship stores in Munich and Herford, and sells its products in over 60 countries worldwide.

Back in 2009, the company received its first award within the scope of the innovation contest 365 Orte im Land der Ideen, followed by the Deutscher Gründerpreis and numerous Red Dot Awards, Plus X Awards, German Design Awards, Iconic Awards, German Brand Awards, Good Design Awards and iF Design Awards, among others.

For further information, please visit bora.com

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