

## BLANCO Brand Experience Center wins ICONIC Design Award 2025

International jury of experts honors new brand world in the "Architecture" category

**Oberderdingen, August 26, 2025** – The BLANCO Brand Experience Center, which opened in April of this year, has been awarded the prestigious ICONIC Design Award 2025 in the "Architecture" category. Among more than 560 submissions from over 40 countries, the 13-member independent and expert jury recognized the BLANCO Brand Experience Center as an "outstanding project that impresses with its quality and innovation". The prize will be officially awarded at an event on October 7.

BLANCO Group CEO Frank Gfrörer sees the ICONIC Award as confirmation of the company's successful reorientation in recent years: "BLANCO has transformed itself from a supplier of accessories to an independent system provider for the kitchen water place. In the Brand Experience Center, visitors can experience how the interplay of mixer tap, smart water system, sink and base unit organization works in many different combinations - there is no other place like it in Germany. In the year of our 100th anniversary, this is a nice confirmation of our course to further develop the water place into a noticeably positive, enriching experience for people."

### **Making the kitchen water station tangible**

In the BLANCO Brand Experience Center at the company's headquarters in Oberderdingen, Germany, employees, customers and consumers can get to know all the facets and possibilities of the modular BLANCO UNIT portfolio on 650 square meters. They will gain an insight into the company's trend-setting design and material expertise and discover how BLANCO has shaped the kitchen sink market in its 100-year history and continues to do so today. "We don't just want a product or kitchen exhibition. We want to make it possible to experience how everyday life at the kitchen water place can be better designed with our solutions," says Daniela Römgens, Vice President and Head of Global Brand Marketing, describing the direction of the new Brand Experience Center. "It is a place of inspiration, innovation and encounters that reflects the values and identity of the BLANCO brand. We are delighted that the jury honored this."

In terms of design, the Brand Experience Center reflects the new BLANCO brand identity, which the company also introduced this year and for which it has already received awards, including the German Brand Award and the Red Dot Brands & Communications Design Award 2025.

## Captions

### Caption 1



With the ICONIC AWARDS, the German Design Council has established an architecture and design competition that focuses on the interplay of disciplines. For over ten years, the internationally renowned award has honored pioneering projects and sustainable solutions – from visionary urban and landscape concepts, intelligent conversions and sensitively planned new buildings to holistic interior design, innovative product design, future-oriented living and working environments, material innovations and communication concepts from all areas of the architecture, construction and real estate sectors.

### Caption 2



A total of 26 fully operational BLANCO UNITs are available in the BLANCO Brand Experience Center to get to know various water systems, multifunctional sinks and versatile base cabinet systems. In addition, insights into the topics of colour, materiality and design will be presented and it will be shown how the kitchen water place can be optimally configured to meet individual needs.

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**About BLANCO**

BLANCO revolves around the kitchen water place in household kitchens. As an internationally established premium supplier with German roots, the company develops and manufactures products that boast award-winning design, high-quality materials and custom design options. The core of the portfolio is the modular BLANCO UNIT, which seamlessly combines bowls, mixer taps and water refinement systems, along with organisation systems for the base cabinet – all perfectly aligned in form and function. BLANCO strives for greater comfort, flexibility and delight every day at the kitchen water place. With an annual turnover of more than 380 million Euro (2024) and over 1,400 employees worldwide, BLANCO is committed to this mission – at its German headquarters in Oberderdingen, Baden-Württemberg, and its national companies in Europe, Asia, Australia and North America.

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