



Selling whitegoods has become art form

VALERINA CHANGARATHIL

A \$5 MILLION unique blend of creativity and practicality will be unveiled tonight at the opening of global consumer brands giant Miele's South Australian gallery space at Hilton.

Australian art pieces will compete for attention with Miele dishwashers, vacuum cleaners and coffee machines in the gallery – reflecting the style at its other exclusive galleries/showrooms in capital cities around Australia and overseas.

Splashes of colour in works by Australian artists Peter Coad. Sean

Diamond and Aboriginal artists have been used as a backdrop to the range of products. SA-born artist Jan Irvine-Neale's commissioned work of a tapestry in fabric and stitching representative of the SA landscape has also found a place of pride.

Built by Adelaide-based Candetti Construction, the gallery's interior was designed by RBI Architecture.

The Miele Gallery Adelaide demonstrated the brand's commitment to Australia and SA, Miele Australia managing director Michael Jeanes said.

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CHILL SECTION: Miele SA manager Jim Stain yesterday



Selling a bit of an art form

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SA manager Jim Stain said the new gallery reflected the stylish lifestyle choices consumers made when they selected a Miele product.

Adapting commercial technology to the home kitchen has helped its cooking appliances win strong appeal in SA, which commands an 8 per cent share of Miele's national market.

Miele's SA operations have a turnover of about \$30 million a year, which does not include sales through other retailers.

"We have an outstanding range of products and now a special space to promote it," he said.

The gallery also sports a live kitchen where complimentary cooking classes with celebrity chefs will demonstrate Miele's H5000 series cooking appliance products.

Miele ambassador and chef Shannon Bennett, of Melbourne's Vue de Monde restaurant, will be at hand this evening.

He will create signature dishes with each H5000 appliance.