

LIGRE

Press Release

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Form Follows Intuition: the Relvãokellermann design studio and LIGRE youn

Gerhardt Kellermann and Ana Relvão, known as the German-Portuguese design duo Relvãokellermann, developed the innovative LIGRE youn portafilter machine together with Lina Gronbach and her team in an intensive process from 2020 to 2023. The elegant shape and simple operation are derived from a rethinking of the coffee preparation process - made possible by innovative, patented technologies and the many years of expertise of experienced engineers.



LIGRE youn is a coffee machine that integrates into modern kitchen architecture, not contrasting it with a "retro look", but forming a harmonious unit with it. Gerhardt Kellermann and Ana Relvão emphasize: "Our ambition was to develop a coffee machine that respects the importance of the preparation ritual. In addition, we placed particular emphasis on ensuring that the machine blends in with modern interior design while optimizing the use of space in an efficient way." To complement the LIGRE youn, Relvãokellermann designed the matching LIGRE siji coffee grinder.

Relvãokellermann's design philosophy is based on the conviction that the ideal form of an object results from its functional optimization. Instead of focusing on decorative elements, Ana Relvão and Gerhardt Kellermann concentrate on deriving the shape of a product from its construction and handling. The focus here is on intuitive usability for users. With a great openness towards new technologies, Relvãokellermann has realized a large number of groundbreaking projects in the fields of product design, interior design and art direction since founding their studio in Munich in 2014. The design duo has already worked for well-known brands such as bulthaup, COR, Samsung and many others.

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Relvão Kellermann's work has won several prestigious awards such as the iF Design Award, the German Design Award, the IDEA Award, the Stylepark Selected Award and the Kitchen Innovation Award. Their professional commitment is reflected both in their involvement in design juries and in their teaching, which they have carried out at the Stuttgart State Academy of Fine Arts and the universities in Leiria, Bolzano and Lisbon, among others.

The design duo Relvão Kellermann - Ana Relvão and Gerhardt Kellermann - in an interview about their work for LIGRE:

What aspects were you focusing on when designing the LIGRE youn?

Gerhardt Kellermann: "We developed the portafilter machine for coffee lovers who appreciate the pleasurable ritual of preparation and are looking for a machine that both perfectly complements their dynamic lifestyle and guarantees the highest coffee quality. Our goal was to create a coffee machine that respects the importance of ritual and creates a deep connection between the user and the coffee making experience. In addition, we placed particular emphasis on ensuring that the machine blends in with modern interior design while optimizing the use of space in an efficient and practical way."

What design approach did you follow?

Ana Relvão: "It was important for us to design a product that is characterized by a quiet presence and allows the user to be the center of attention throughout the entire coffee-making ritual. Instead of taking center stage, the machine gracefully fades into the background, becoming a supportive and reliable companion for the highest quality coffee. We have prioritized the user experience and ensured that the machine's design and functionality blend seamlessly to enhance coffee preparation without overshadowing it. The simple elegance of the machine and the intuitive user interface allow users to effortlessly navigate through the preparation and fully engage in the art and enjoyment of coffee."

What were the biggest challenges?

Gerhardt Kellermann: "One of the biggest challenges was to develop a product that embodies the characteristics of a new coffee culture and clearly stands out from the multitude of existing machines on the market. The market is saturated with established archetypes, so it was important to clearly define the reason for our differentiation. Having recognized that there was a demand for a comfortable yet high quality solution, our aim was to stand out from the conventional design norms. Another significant challenge was to ensure that the materials and design of our product met LIGRE's high quality standards in terms of durability and sustainability. We worked with LIGRE's development team to find solutions that prioritized these aspects."

You worked closely with Dr. Toni Matthes, Head of Product Development, who is also a coffee sommelier. What were you able to take away from his input for the design process?

Gerhardt Kellermann: "Working with Toni was a very rewarding experience: it is always crucial for us to develop a product that not only looks good in pictures, but also offers the best possible user experience. His valuable input has been instrumental in refining the machine's features and ensuring that it meets the high standards and expectations of coffee lovers."

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What role should the LIGRE youn portafilter machine play in the coffee market?

Ana Relvão: "The portafilter machine is more than just a product - it is a symbol of a new coffee culture and represents a sensual moment that corresponds to a daily ritual. The machine strikes a balance between the longing for artisanal coffee preparation and the need for convenience in our hectic lives. It is an emotional brand that represents the next generation and transforms the act of making coffee into a soothing ritual.

About LIGRE

Combining groundbreaking technology, iconic design, user-friendly operation, and an unrivalled commitment to material quality, LIGRE sets new standards in the market for premium espresso machines. The primary goal during development was to create a product for outstanding espresso that is both visionary in its concept and design, seamlessly fitting into modern, contemporary interior architecture. Founded in 2019 by Dr. Lina Gebhardt-Gronbach, LIGRE was developed in close collaboration with coffee experts, R&D specialists, and the renowned design studio Relvöokellermann. In 2024, the brand made its public debut at the Salone del Mobile in Milan. As a luxury brand, LIGRE consciously challenges conventions and boldly explores new paths. This courage has been rewarded with the German Design Award Gold and the iF Design Gold Award. The professional world is also impressed: following an extensive review, Europe's leading coffee magazine, *crema magazin*, concluded: "There is currently no other machine on the market that comes close to LIGRE in terms of design and quality." The world of LIGRE consists of the LIGRE youn espresso machine, the perfectly matched LIGRE siji coffee grinder, along with thoughtfully designed accessories and expertly curated coffee blends.

About GRONBACH

The Gronbach Group is a traditional family-owned company from Germany. As a hidden champion and OEM supplier for many premium and luxury brands, it is internationally known for its integrity, boldness, and continuity. Gronbach's success story began 60 years ago with the development and production of a patented freezer chest hinge, which is still in use worldwide today. Since then, the group has evolved into a global player in the development and serial production of entire home appliance products, complex assemblies, kinematics, fan systems, and high-quality design components made from metal and plastic. With four locations in Germany, Austria, Italy and Slovakia, the group consolidates cross-functional competencies as a full-service supplier for its clients.

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