

THE SIZZLE



PROJECT-EXPOSÉ

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The „Sizzle“ for B/R/K

A real classic:

during the Frankfurt fair “AMBIENTE 2011” I established the first contact with Peter Rommerskirchen, director of the company B / R / K. This was followed by an exchange of letters in which I presented my portfolio in detail to B / R / K. It emerged that my work had a great deal in common with the Company’s line of business. I was quickly persuaded to meet people at B / R / K who believe in good products and the practical benefits a product should offer to guarantee customer satisfaction.

A few days later we met in the foyer at B / R / K – the perfect working environment: the room was filled to the ceiling with a variety of cookware and inspiring ideas. One of the projects we discussed involved designing a special kind of a pressure cooker. This pressure cooker should be easy to operate with a simple pressure control while providing excellent cooking results. I drew up a suitable offer. Peter Rommerskirchen agreed and the project began.

First, I sketched a wide range of variations, selected the most interesting, strengthened their character and developed the basic technical solution. The first ideas were now being developed on the CAD screen. At the end, there were four variations which I presented to B / R / K. After a few technical modifications, a line quickly emerged which I could further develop using various designs ranging from interesting and playful to clear and comprehensible.

We discussed the pros and cons and finally chose a surprisingly simple design with clearly assignable function areas and highly aesthetic organic forms for the handles.

The project then progressed rapidly in cooperation with an international team of experienced technicians who implemented the design proposals in detailed technical solutions. A number of small technical problems necessitated some minor corrections in the design. In many cases, the design sketch was transformed into a technical concept within the space of an hour or two and completed shortly after as a confirmed technical solution. The team just never seemed to sleep.

At the Spring Fair - just months after the very first contact - we were able to present the steam cooking pot "Sizzle". It attracted a great deal of attention.

Peter Rommerskirchen: "For us it was important that the design be equally as innovative as our product - a safe and, above all, easy-to-use cooking pot that not only preserves nutrients, vitamins and the taste of the food but is also time and energy efficient. Commenting on the design, he added: "And this is precisely what Pieter Kuschel with his agency SYNTHESIS DESIGNPARTNER implemented - his modern and elegant design perfectly meets our market requirements. In this project, Pieter Kuschel displayed profound technical expertise and his work went far beyond the usual performance limits of other designers. He introduced many practical and technological details as well as feature enhancements into the cooperation with our international development team in Germany and Portugal in a highly professional manner and therefore played an instrumental role in making our products safer, easier to use and cost-effective in the production phase. Working with Pieter Kuschel and SYNTHESIS DESIGNPARTNER created additional benefits all along the line and was highly rewarding compared to our previous experiences with other design agencies."

The pressure cooker "Sizzle" received the award **KitchenInnovation of the Year 2013**



and was also honoured with the **iF product design award 2013**.

2013 ■

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B/R/K Sizzle

A Practical Steam-Cooking-Pot

Cooking like you are used to, just better!

For this the Sizzle is equipped with a simple pressure regulation which only allows a slight overpressure. Thus the temperature is raised only to 102 ° C and the cooking time and energy consumption is reduced by almost 45%. At these relatively low temperatures the vitamins and aromas are preserved. The tight fitting lid prevents overcooking and can be safely opened and closed during the cooking process to check the cooking result.



The central locking mechanism inside the comfortable handle allows the pot to be opened and resealed safely during cooking. Just with one hand - just as one is used to do. After use, everything is easy to clean, even in the dishwasher.



2013

CONTACT / ADDRESS

SYNTHESIS DESIGNPARTNER **Pieter Kuschel e.K.**

Pieter Kuschel
Dipl.-Designer (FH)

Marientalstraße 62
48149 Münster
Germany

Tel.: +49 (0) 251 37980837
Fax: +49 (0) 251 37980722
Mobil: +49 (0) 176 56281594
e-mail: info@synthesis-design.com

VATIdNr.: DE 193386913
TaxNr.: 33751553197
TaxIdNr.: 45286307515