

# RATIONAL

WHERE MODERN  
MEETS TRADITION





For more than 50 years, Rational has been combining excellent design, innovative technology and outstanding functionality. Simply unmistakable, always carefully thought out and of solid lasting value, Rational kitchens appeal to individual furnishing tastes and the lifestyles of international target groups – from purist and design-oriented through timeless modern to stylishly elegant.

Early on, Rational developed its own product philosophy, lending each model a distinct typically Rational character and widening the scope for personal creativity and customized solutions. In terms of technology, quality and functionality, the company set high standards. The use of modern production technologies coupled with traditional craftsmanship and the choice selection of materials are part of the corporate concept. The Golden M award, a prestigious certification mark of the Deutsche Gütegemeinschaft Möbel e.V. (German Quality Assurance Association) underlines this claim.

The outstanding quality standard has made Rational a sought-after brand; in international business circles, Rational is held in high esteem for its expertise in handling large-scale projects. Today the company is represented in more than 50 countries across the globe. Numerous exceptional projects, such as The Palm Jumeirah in Dubai and the apartments of The Pearl in Qatar, have been equipped with rational kitchens.

## FEATURE



### KITCHENS WITH CHARACTER

High-quality design elements – glossy or naturally finished – make every kitchen unique and create that crucial added value. They show what sets a Rational kitchen apart: natural, aesthetic and emotional experiences. The demands made on the functionality of a kitchen are higher than ever before. Innovative equipment and pull-out systems ensure the optimum use of space. Ergonomic design, optimized lighting and practical details guarantee a relaxed working environment.

### OF LASTING VALUE FOR THE KITCHEN'S LIFETIME

Every Rational kitchen is a manifestation of traditional craftsmanship and carefully selected materials of the highest quality. When it comes to durability, longevity and safety, Rational is not willing to make any compromises because they are kitchens for life. The German Design Council has singled out Rational's kitchen tio-zen edition to receive its international premium prize, the German Design Award 2016. The German Design Award ranks as one of the world's most prestigious design competitions and is held in high regard well beyond professional circles. Every year, high caliber submissions from product and communications design, all of which are considered in their own unique way to be at the cutting edge of the international design scene, are chosen as prize-winners. The tio-zen edition is synonymous with living in harmony: the tranquility





FEATURE





exuded by a Japanese garden combined with traditional wood craftsmanship and technical finesse. In true keeping with the Zen tradition, this kitchen concept invites the natural balance of forces to play the central role.

## CONTEMPORARY STORY: A DESIGN STORY

If you love to entertain and find yourself always with plenty of people in the house, then this is how to create statement kitchen for your new build home: sophisticated Rational design with two islands, one large bank of units and a hidden utility room. Situated on one island is the induction hob and on the other the sink. This means the kitchen has a great working triangle with a logical flow and everything close at hand. Concealed among the cabinetry is the door to the utility room; a large space that houses the family's American-style fridge freezer, wine coolers and sink. This additional room is perfect for when you have guests around as it works as both a preparation area and for holding any mess afterwards. The warm grey shade with touches of balsamo wood give an elegant but welcoming look, something that can really stand the test of time. The grey tones work perfectly with the exposed brick around the fire as well. As well as being extremely functional the kitchen is also comfortable with a strong social aspect. The second island can seat five and is used for casual dining while the dining table is used for dinner time and is perfect for enjoying the views out to the garden. **II**