



The Cube by Electrolux

The Cube by Electrolux offers a spectacular and inspiring gastronomic experience with some of the world's best chefs in the kitchen. The driving force behind the Cube is close cooperation between the Electrolux consumer durables and professional products operations.

Milan



Brussels



Two restaurant Cubes are currently travelling around Europe. At each location they arrive at, a memorable dining experience is offered for up to 18 guests per sitting. The semitransparent structure, which stays for a period of three to four months in each city, is located in spectacular and often lofty locations, including atop the Arc du Triumf du Cinquantenaire in Brussels and overlooking the Piazza del Duomo in Milan. The Cube itself, which is of Scandinavian design, contains Michelin star cooks who, in addition to preparing spectacular meals, share professional tricks and tips to inspire guests to stretch their own creative boundaries when cooking for themselves. Just as in the chefs' own restaurants, the food is prepared using kitchen appliances from Electrolux. The Cube utilizes professional products and appliances intended for consumer kitchens, including steam ovens and induction hobs.





Photographer: Neil Farrin

Milan

view

The Cube by Electrolux offers guests a wonderful and unusual dining experience. While enjoying their meal, guests are able to interact and get tips from the best chefs in the world. A substantial number of Michelin-starred restaurants use products from Electrolux.

Wherever the Cube by Electrolux appears in Europe, it has two key tasks to perform:

Strengthening the premium image of the Electrolux brand. In Belgium, few consumers associated Electrolux with appliances in the premium segments. Through demonstrating the significance Electrolux kitchen appliances have for the very best chefs and restaurants, and by creating this spectacular venue for meeting the products, many Belgians have had their eyes opened to the strong values of the Electrolux brand.

Creating a venue for dialog with stakeholders. The Cube provides journalists, distributors and other stakeholders with the opportunity to experience firsthand the design and function of Electrolux products. In Belgium, the daily press and trade papers have written several hundred articles about the Cube and the positive attention generated by the Cube in Milan is almost unachievable via typical marketing channels.

100%

A sustainable concept

The Cube features innovative and sustainable architecture and engineering. It is powered by solar and wind energy and 100% of the material used for construction is recyclable. Most food served is organic and locally produced and is prepared utilizing the market's most energy-efficient kitchen equipment – from Electrolux.

Brussels | Milan | Stockholm | London... The Cube is travelling around Europe.
