



Executive Summary

In the scope of the 2017 Joint Master Project, home appliance company Gaggenau engaged The Collaborative to define “digital luxury” and apply this definition to the creation of a holistic concept for the brand. The Collaborative interpreted this engagement as follows:

“Enable Gaggenau to promote a new luxury mindset through pioneering technologies”

The challenge has been to create lasting value in an environment that is changing rapidly due to human and circumstantial factors. Human factors describe customer needs relevant to luxury, whereas circumstantial factors include competitor actions, as well as technological and luxury-specific trends. The Collaborative has investigated these factors through a multi-faceted internal and external analysis, enabling the team to generate a clear understanding of the context in which Gaggenau operates. The analysis culminated in the formation of three principles to guide the remainder of the project.

Guiding principles

1. **Improve the ability of users to spend their time as desired**
2. **Foster motivation for conscious consumption and facilitate transparency into ingredients**
3. **Anticipate future macro trends to create long-lasting value**

These guiding principles were used as inspiration and direction for the second phase, during which a diverse pool of ideas was created. These ideas were clustered and developed into six proposed design directions, ranging from facilitating dining during autonomous transportation all the way to enabling gastronomic discovery

through digitally-delivered services. Following two development and selection phases, the Collaborative and Gaggenau chose to further develop the design direction of growing food at home.

The Collaborative has embodied this design direction in the form of the Gaggenau Homegarden AG350.

Gaggenau Homegarden AG350

The groundbreaking built-in appliance enabling culinary enthusiasts to effortlessly grow distinctive produce with superior taste and nutritional content in their homes.

The concept applies aeroponics technology to maximize growth speed and eliminate the need for soil, keeping the home environment spotless. Maintenance is simplified through automation and user-centered design. With the intuitive interface, users can customize the genetic expression of their plants, enabling the discovery of unique flavors that could previously only be grown in specific geo-climatic zones.

Beyond securing Gaggenau's pioneering role, the Homegarden contributes to establishing Gaggenau as a culture by offering new touchpoints with users: a complementary seed and nutrient delivery service, as well as an online community, with potential to develop into much more than a place for sharing recipes and growing tips.

With the Homegarden and its service ecosystem, The Collaborative therefore presents a convincing strategy for Gaggenau to promote a new luxury mindset in a digitally-connected future.
