

Press release

## **London Calling: The Liebherr “fridge telephone box” is back**

**Many designs fascinate people across the generations. The London telephone box is one of these classics. Its individual design has now even found its way into Austrian kitchens. In 2015, the strictly limited special edition “fridge telephone box” was available from Liebherr for a short period. To mark the 60th anniversary of the death of Sir Giles Gilbert Scott, the creator of the London telephone box, Liebherr is now launching a new edition of the legendary designer fridge-freezer.**

Vienna (Austria), 26 August, 2020 – The original London telephone box and the Liebherr “fridge telephone box” have even more in common than the design. They are the result of design competitions from which both emerged as clear winners. In 1924, British architect, Sir Giles Gilbert Scott designed the original box in a competition for the Royal Mail. It was originally designed in silver. However, it was decided to paint the phone boxes red so that they could be easily recognised even from a distance. So, quite unintentionally, the Royal Mail had played its part in the creation of this iconic designer piece.

Liebherr saw just how popular the London telephone box still is today when the company launched a design competition on the Internet in 2015 with the slogan “Design Your Fridge”. The participants were able to create their own design for a refrigerator and upload their ideas onto a platform. More than 3,000 designs were received and evaluated by the Internet community. Following a multi-stage selection process, the “fridge telephone box” finally won. This was then made available for purchase in limited quantities in Germany and Austria.

### **Outside “retro”, ultramodern inside**

Five years later and there were still many enquiries from customers about the “very British” fridge-freezer with NoFrost technology. Also, this year marks the 60th anniversary of the death of the telephone box designer, Sir Giles Gilbert Scott. “We are using this as an opportunity to offer the “fridge telephone box” a new edition,” says Steffen Nagel, Managing Director Sales & Marketing of Liebherr-Hausgeräte GmbH. As he continues to explain, “There's an increasing trend towards individualisation. Lots of people want to add a very personal touch to their kitchens. With exceptional design appliances such as this, we are fulfilling this wish.” While the “fridge telephone box” is “retro” on the outside, its inner values

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are ultra modern. The appliance, for example, can be conveniently controlled via a SmartDeviceBox using a computer or mobile devices.

The fridge telephone box is also available with immediate effect in the Liebherr Online Store at [home.liebherr.com](http://home.liebherr.com). You will find the appliance under the model name CNSI 43C3.

#### **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Domestic Appliances division employs more than 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

#### **About the Liebherr Group**

The Liebherr Group is a family-owned technology company with a broad and diverse range of products. The company is one of the biggest manufacturers of construction equipment in the world, but also offers high-quality, user-oriented products and services in many other areas. Today, the corporate group comprises over 140 companies on all continents and employs more than 48,000 staff members, and in 2019 generated consolidated total sales of over €11.7 billion. Since it was established in 1949 in Kirchdorf an der Iller in southern Germany, Liebherr's goal has been to win over its customers with sophisticated solutions and contributing to technological progress.

#### **Images**



liebherr-kühlschrank-telefonbox.jpg

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liebherr-steffen-nagel.jpg

Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH

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