

STUDIO F·A·PORSCHE

Press Release

August 2018

Creation Unbounded - Studio F. A. Porsche and Panasonic develop new premium product for the Chinese market

- Design agency [Studio F. A. Porsche](http://www.studiofaporsche.com) and electronics concern [Panasonic](http://www.panasonic.com) start joint cooperation with the release of a new product
- Panasonic and Studio F. A. Porsche present the ALPHA washing machine to the public at the joint launch event in China
- The ALPHA washing machine series from Panasonic sets new standards with its purist design and innovative technical functions. More information on the washer here:

<https://www.studiofaporsche.com/works/panasonic-alpha-washing-machine>



Foto: Steffen Ganz, Senior Designer Studio F. A. Porsche (left) and Liu Jianguo, General Director Panasonic Household Appliances (right), at the launch event of the ALPHA washing machine in China. Photo Credit: Panasonic

Zell am See / Hangzhou, 14th August, 2018. The premium design company [Studio F. A. Porsche](http://www.studiofaporsche.com) and the Japanese electronics group [Panasonic](http://www.panasonic.com) are working together to develop premium products for the Chinese market. Under the motto "Creation Unbounded", Roland Heiler, Managing Director of Studio F. A. Porsche, Steffen Ganz, Senior Designer at Studio F. A. Porsche, Liu Jianguo, General Director of Panasonic Household Appliances and Lu Hongmin, Chairman and General Manager of Hangzhou Matsushita, presented the jointly developed [ALPHA washing machine](http://www.studiofaporsche.com/works/panasonic-alpha-washing-machine) last week at the Hangzhou International Expo

Porsche Design GmbH
Flugplatzstraße 29
5700 Zell am See, Austria

www.studiofaporsche.com/press

Press & Marketing
Kiara Sobina

T +49 30 2977 861 23
k.sobina@studiofaporsche.com

STUDIO F·A·PORSCHE

Press Release

August 2018

Center in China.

Roland Heiler, CEO of Studio F. A. Porsche, is excited about the successful partnership: "Since both companies share the same values when it comes to technology, reliability, functionality, and last but not least, quality, the cooperation was a good fit from the get-go. We have been working hand-in-hand in order to develop a product that has the potential to raise the bar on the market." The goal of the partnership is to meet Asian consumers' increasing demand for innovative, functional design and high quality. In their collaboration, Panasonic and Studio F. A. Porsche have created a new premium product for the Chinese market: "Thanks to our innovative and technical production process and Studio F. A. Porsche's creativity, this value promise is mutually secured by our partnership," explains Liu Jianguo, General Director of Panasonic Household Appliances.

For the production of the new ALPHA washing machine series, with its purist design, new materials and technological upgrades, Panasonic completely reorganized its serial production. The washing machine fulfils the high standards of Asian consumers when it comes to premium products. At the start of the partnership, a high-ranking delegation from Panasonic travelled to Germany last year in order to formally approve the cooperation at the Berlin headquarters of Studio F. A. Porsche. The companies sealed their international partnership with a formal contract signing.

Highest quality for the Chinese premium market

Studio F. A. Porsche aimed to integrate innovative demands with a reduced look. For the body of the ALPHA washing machine, designers chose high-quality, brushed stainless steel as well as a plastic cover individually produced with injection moulding. Since reducing the number of switches, buttons and joints allows for easier maintenance and cleaning of the machine, a TFT display was chosen as the operating element, which is only accompanied by a power switch and a knob. Beyond the formal design of the machine, the designers also considered the washer's functionality. For example, the Studio solved the ventilation issue in an innovative way: In order to prevent the buildup of mould and unpleasant smells, at the end of the washing cycle the loading opening of the washer opens 20 mm. In this way, air can circulate inside the washing machine drum and the drying process can begin even without opening the door of the washer. The ALPHA washing machines are available on the Chinese market from 1st September 2018 onwards.

STUDIO F·A·PORSCHE

Press Release

August 2018

You can find further information and image material here:

Creation Unbounded Event: http://bit.ly/Studio_F_A_Porsche_Creation_Unbounded

About Studio F. A. Porsche: <https://www.studiofaporsche.com/>

Press Kit: http://bit.ly/StudioF_A_Porsche

Blog: <https://www.studiofaporsche.com/blog>

LinkedIn: <https://www.linkedin.com/company/studio-f-a-porsche>

Panasonic: <https://www.panasonic.com/global/home.html>

About Studio F. A. Porsche

Studio F. A. Porsche is one of the leading design studios worldwide for product, mobility and interior design. Founded by Ferdinand Alexander Porsche in 1972, the Studio has stood for a perfect symbiosis of form and function ever since. For over 45 years the Studio has stayed true to its values: functionality, purism, perfection, relevance and passion. Today Studio F. A. Porsche creates products for select clients worldwide and premium design innovations for its own brand – Porsche Design. The Studio is a subsidiary of the Porsche Lizenz- und Handelsgesellschaft, with its main headquarters in Zell am See, Austria. Other subsidiaries are located in Berlin, Los Angeles and Singapore. Visit the Studio at: www.studiofaporsche.com

Press contact for Studio F. A. Porsche:

Kruger Media GmbH für Studio F. A. Porsche

Torstrasse 171 | 10115 Berlin | Deutschland

Johanna Haß

E-mail: johanna.hass@kruger-media.de

Telephone: [+49-30-3064548-14](tel:+49-30-3064548-14) | Fax: [+49-30-3064548-99](tel:+49-30-3064548-99)