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KOHLER TAPS JANSON GOLDSTEIN TO SHAPE THE COMPANY'S FIRST STORE

Acclaimed architectural and interior design firm creates comfortable, modern environment for designing kitchens and bathrooms

CHICAGO – November 2005 – To create a captivating environment that delights customers as they design their dream bathrooms and kitchens, Kohler Co. tapped into the services of the renowned New York City architect firm of Janson Goldstein LLP to design the global kitchen and bath leader's first retail store. The product of the firm's creative genius and expert knowledge in architecture and interior design has culminated in a place unlike any other.

The KOHLER Store, opening in fall of 2005 at LuxeHome at the Merchandise Mart, highlights a broad range of inspiring KOHLER fixtures, faucets and decorative accessories and specializes in best-in-class bathroom design services. Janson Goldstein took on the challenge of moving beyond a basic plumbing showroom footprint to create a space that invites exploration and visualization, and perfectly incorporates running water into many of the products on display.

"The KOHLER Store was conceived to evoke a museum quality exhibition space, elevating the customers experience from that of a typical showroom, and therefore enhancing and elevating the product – celebrating the importance of design, quality and heritage in the KOHLER products," said Mark Janson, partner.

Janson Goldstein's signature comfortable modernism is clearly demonstrated within The KOHLER Store environment. Neutral colors and materials were carefully considered to allow the KOHLER products to take a front-and-center role. This approach is even extended to the bathroom suite vignettes, which are more exhibition like, helping homeowners more easily visualize a particular product in their own bathrooms. The firm also created focused product areas such as a performance room in which customers can flush six different KOHLER toilets, and functional showering displays that demonstrate the pulsating action of WaterTile™ bodysprays.

While maintaining a modernist approach to the overall design of The KOHLER Store, Janson Goldstein sprinkled color strategically throughout the space. Through the placement of bath fixtures in an array of KOHLER colors – including bold Vapour™ colors – Ann Sacks® tile in suite vignettes, showers and bath decks and surrounds, and graphic treatment within the space, customers will find delightful surprises of colors and lustrous finishes around every corner of The KOHLER Store.

Although the tremendous space of the 7,000-square-foot KOHLER Store presented its own design challenges with high ceilings and several substantial support columns, the generous amount of natural, ambient light and the ability to utilize a multilevel layout, resulted in a store that is refined, exciting and distinct.

“Our hope is that when someone walks into The KOHLER Store they will be filled with wonder at the inspiring surroundings they have entered and will fully understand what Kohler is about and how the company's products can help them achieve a better home,” said Hal Goldstein, partner.

About Janson Goldstein LLP

Janson Goldstein is a full service architecture and interior design firm creating innovative modern environments for a wide range of retail, residential and commercial clients in the U.S. and abroad. Led by partners Mark Janson, Hal Goldstein and Steven Scuro, Janson Goldstein specializes in developing imaginative and stylish solutions particular to the challenges of each project.

About The KOHLER Store

The KOHLER Store is located in the southeast corner of LuxeHome at the Merchandise Mart and is open Monday through Friday 9 am – 5 pm and Saturday 10 am – 3 pm. The KOHLER Store can be reached at (312) 755-2510 or **TheKohlerStore.com**.

For more information about any of the company's products, consumers may access the KOHLER Co. Web site at **KOHLER.com** or call toll-free at 1-800-4-KOHLER.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations.

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