



NEWS CONTACT:

Cherry Leaf Communications, Ltd.

Michele Zelman, 718-859-6766, mizelman@cherryleaf.net

Emily Cappiello, 516-521-5244, ecappiello@cherryleaf.net

FOR IMMEDIATE RELEASE

**BIG CHILL SHOWCASES NEW DESIGNS, COLORS & NEW PRODUCTS AT 2016
ARCHITECTURAL DIGEST DESIGN SHOW IN NEW YORK CITY**

Big Chill is making waves in the interior and architectural design industries with the latest technology and innovative design in home appliances with its modern made classics.

BOULDER, CO., March 9— Big Chill, creator of the iconic [Retro](#) fridge and awarding-winning Pro line, will be showcasing a series of new products and designs at Booth 283 at the Architectural Digest Design Show, held at Piers 92 & 94 in New York City from March 17 to 20.

This year Big Chill will highlight how to mix style, nostalgia and design. Big Chill continues to push retro kitchen design (and bold color choices) forward in the 21st century and will be previewing exciting new products, including the first ever mid-century styled induction range, an upcoming centerpiece to the all-electric Big Chill Retro kitchen. Also being previewed is the 24-inch Retro Studio fridge – perfect for tight spaces or urban kitchens that want big style in a diminutive package. Also being exhibited for the first time this year is the color [Turquoise](#), an inspired choice for modern and traditional kitchens and a fresh new option in colored appliances which is available on the entire Retro line.

Big Chill also will be previewing an addition to its new Classic Series which has charted a new course in industrial chic design with rugged style, distinctive finishes plus mixes textured metals like brushed brass and copper. The company is offering an exclusive preview of its brand new Classic Series refrigerator – styled as a period piece with a distinctively American bent. The complete Classic Kitchen, with stove, hood and now refrigeration, will be shown at the Big Chill exhibit space.

With the plethora of new designs and colors being displayed at the Architectural Digest Design Show, it's clear that bringing innovation to the appliance category is a hallmark of the Big Chill brand. "Our goal is to create stylish, design-forward kitchen solutions that allow our customers to make a unique statement in the most important room of their homes," said Orion Creamer, president and founder.

Big Chill will be hosting daily culinary demos to cook up fun and tasty foods symbolic of the different eras represented by Big Chill's Retro, Pro and Classic lines. On Opening Day, the duo behind the fabulous interior design firm, MadCap Cottage, will discuss ways to cook up color in the kitchen with a special trends talk at the Big Chill booth. Show attendees also will have a chance to win a Big Chill Retro microwave: visit the Big Chill booth, post a photo on Instagram, mention [@bigchillappliances](#), and tag the company for a chance to win.

The Architectural Digest Design Show is open to the public March 18-20. For tickets, visit <http://addesignshow.com/>. For information on Big Chill products, visit www.bigchill.com.

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About Big Chill

Big Chill was founded by Orion Creamer and his uncle Thom Vernon in 2001 and made a splash with its brightly colored, retro-styled fridges with modern amenities. Since then the Boulder, Colorado-based company has expanded its product offering to include refrigerators, fridges, dishwashers, microwaves, stoves, hoods and wall ovens, available in more than 200 colors, as well as custom colors. In addition to retro, mid-century-styled appliances, Big Chill also manufactures contemporary-styled Pro appliances that blend modern design, bold colors and serious performance. Big Chill appliances can be purchased directly online. Visit www.bigchill.com to learn more.