



## Design In A Line: How Hettich Is Redefining Drawer Aesthetics

*The humble drawer is evolving from a simple storage solution into a key design feature. Hettich is leading this transformation with its linear design philosophy.*



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In the world of contemporary interior design, the spotlight is shifting. Once considered as a purely practical amenity, the humble drawer is now emerging as an important design element, a silent hero that can define the design style of an entire space. This significant transformation is being guided by an architectural philosophy, a commitment to a clean, uninterrupted visual language.

At the centre of this movement is Hettich, the German hardware brand that has made linear design a guiding principle—a philosophy that goes far beyond just straight lines. For Hettich, it's about aligning form, function, and a sense of effortless elegance into a cohesive experience that is both smart and deeply intuitive. This approach repositions the drawer from a mere functional

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structure to a crucial element of a home's aesthetic and a statement of design sensibility.

### **The New Narrative: From Practicality to an Arresting Design Statement**

The grand, ornate styles of the past are making way for a more intentional and elegant aesthetic. As modern homes grow more compact, the need for clarity, serenity, and spatial harmony becomes important. This is where Hettich's philosophy of linear design finds its purpose.

This design ethos is deeply embedded in every Hettich creation, a direct and proud influence of the brand's German heritage. Decades of engineering expertise ensure that precision, durability, and excellence are not just functional benefits but a core part of the aesthetic. This unwavering commitment has earned Hettich some of the most prestigious accolades in the industry, including the Red Dot and IF Product Design Awards, which recognise its innovation on a global scale. The process behind these award-winning products begins with a deep understanding of designers, users, and market trends, followed by a rigorous process of prototyping and testing where every component is optimised for both performance and aesthetics.

### **A Portfolio of Precision: Four Systems Redefining Design**

Hettich's extensive portfolio of linear drawer systems is a showcase of its commitment to the linear design ethos, offering interior designers and homeowners a comprehensive toolkit to bring their visions to life.

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As the newest addition to Hettich's linear family, AvoriTech is designed to set a new benchmark for luxury design.

### **AvoriTech: The Latest Innovation in Luxury Minimalism**

As the newest addition to Hettich's linear family, AvoriTech is conceptualised to set a new benchmark for [luxury](#) design. Its most game-changing feature is its incredibly slender 8mm drawer side thickness, which creates a refined, monolithic appearance that enhances the luxury quotient of any piece of [furniture](#). Despite its delicate aesthetic, it maintains a robust build with a load-bearing capacity of up to 70kg and soft-closing [functionality](#). The intuitive design of this latest system has already been recognised with the prestigious IF Product Design Award in 2021.

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AvanTech YOU is built for true personalisation.

### **AvanTech YOU: The Customisation Expert**

AvanTech YOU is built for true personalisation. Through modular add-ons like “DesignCapes,” designers are given the creative freedom to customise colours, textures, and finishes. This allows drawers to either blend discreetly with the cabinetry for a minimalist look or create a bold, contrasting statement that reflects a specific brand palette or personal style.

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ArciTech is engineered to support a unified design across diverse applications, a hallmark of today's open-plan and modular living trends. (Image Credit: Hettich)

### **ArciTech: The Performance Powerhouse**

For projects where consistency and performance are non-negotiable, ArciTech is the go-to solution. Its modular platform provides consistent performance and seamless aesthetics across diverse applications. From a high-traffic kitchen to an elegant living room unit, the system adapts to different weight classes and configurations, ensuring a cohesive look and feel.

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InnoTech Atira's wide range of assortments and accessories makes it ideal for a variety of applications, including residential, retail, and even institutional settings.

### **InnoTech Atira: The Versatile Solution**

Conceptualised for adaptability, InnoTech Atira is the ultimate flexible solution. Its wide range of assortments and accessories makes it perfect for a range of spaces, including residential, retail, and even institutional settings.

Hettich's vision for the future of furnishings is shaped by global megatrends like urbanisation and sustainability. By offering tools that can either reconfigure or enhance existing spaces, Hettich ensures that every drawer, every piece of furniture, and every component contributes to a home that is both aesthetically pleasing and intuitively practical.

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