

Press Release  
April 2024

Time and Matter:

# V-ZUG at Milan Design Week 2024



V-ZUG shares its vision and inspirations in a series of events during Milan Design Week. At the Pinacoteca di Brera, the installation Time and Matter, conceived by Elisa Ossino and born from the collaboration with HENRYTIMI, explores the duality between humanistic design and archaic matter, as well as the constant technical enhancement of the kitchen. The same subject has inspired the new V-ZUG Studio in Piazza San Marco 4. And to delve even deeper into the topic, V-ZUG once again hosts the Monocle Talks, with some of the most visionary and forward-thinking minds of our time.

## **Time and Matter | Sala della Passione, Pinacoteca di Brera**

Humanistic design and technology in the kitchen.

Elisa Ossino unveils a unique installation, the result of a joint reflection with V-ZUG on the evolving relationship between human experiences, design, technology, and materials, in collaboration with HENRYTIMI. The exhibition in the Sala della Passione, Pinacoteca di Brera, enhances the idea of a humanistic design, in which the complexity of objects coexists with the desire to get closer to the nature of matter.



Elisa Ossino named her aesthetic and formal investigation 'techno-archaic', artfully fusing innovative technology with the natural simplicity of materials, balancing modernity with timelessness. The starting point of this reflection are the ongoing societal changes, hinting at a paradigm shift where technological evolution may soon minimise or even eliminate the need for human input. The space witnesses the symbolic convergence between the evocative character of the matter and V-ZUG's research, expressing on a formal level how design, superior technology and considerate choices can create magic. It is also an artistic interpretation of V-ZUG's commitment in advocating for responsible cooking, promoting the use of seasonal and locally sourced produce.

The tension for the tactility of matter is expressed by the contrast between the mirrored surfaces of V-ZUG appliances, the handmade sculpted stones and the rough surfaces of large totems and monolithic elements.

The installation is the result of the dialogue between Elisa Ossino and HENRYTIMI, an artist capable of elevating the essence of natural materials through sculpture. Their collaboration gave birth also to a capsule collection of unique numbered artworks that symbolizes the union of art and materiality, infusing technology with an almost mystical quality that melds ancient knowledge with modern innovation. The installation's video was created by visual artist Stefano Roveda.

Date & Opening Hours:

Monday 15 to Sunday 21 April, 10 a.m. to 7:30 p.m.

Pinacoteca di Brera, Sala della Passione, via Brera 28, Milan

### **V-ZUG Studio Milano**

A new Milanese home for V-ZUG

Overlooking Piazza San Marco, in Brera, the new V-ZUG Studio Milan is the brand's first flagship store in Italy. Designed by renowned architect and interior designer Elisa Ossino, the V-ZUG Studio invites visitors to discover an artful fusion of innovative technology and natural materials. Its poetic simplicity is achieved through the unique artworks designed by Elisa Ossino and born from the collaboration with HENRYTIMI specifically for this space.

The Studio interiors balance lightness and intensity, being contemporary and timeless at the same time. Soft colours inspired by the V-ZUG silver finishing, selected materials, and home-inspired details complete the picture. «For us it was important to convey a sense of hospitality», says Gabriel Castelló Pinyon, Global Interior Art Director of V-ZUG. As the other Studios all over the world – only in the last few months V-ZUG has opened showrooms in Vienna, Berlin, Hamburg and Sydney – the space is minimal and sculptural, with sleek lines inspired by Swiss design.



Far from being a standard showroom, the Studio is a place to experience the brand lifestyle, conveying a sense of hospitality and making people feel welcome, as if they were at home.

Date & Opening Hours:

Monday 15 to Sunday 21 April, 10 a.m. to 8 p.m.

V-ZUG Studio Milan, Piazza San Marco 4

### **V-ZUG x Monocle Talks | Pinacoteca di Brera**

Designing for timelessness. Human-centric design and technical innovation

V-ZUG continues its partnership with the international magazine Monocle and hosts a series of breakfast conversations, raising the fundamental and contemporary questions on how we design for timelessness and how we strike a balance between human-centric design features and technical innovation.

The talks will be held at Pinacoteca di Brera, Sala Lettura, where Monocle's editorial director Tyler Brûlé, editor in chief Andrew Tuck, and design editor Nic Monisse will host leading names in the design industry.

Dates & Opening Hours (invitation only):

Monday 15, Tuesday 16 and Wednesday 17 April, 10 a.m.

Pinacoteca di Brera, Sala Lettura, via Brera 28, Milan

### **Inspirations**

The sixth issue of the magazine that explores pathways into the future

V-ZUG presents the sixth issue of Inspirations, the corporate magazine born out of the desire to multiply the company's points of view. The anniversary issue focuses on Switzerland, featuring premium chefs Andreas Caminada and Tanja Grandits, award-winning winemaker Marie-Thérèse Chappaz and creative leaders like Vittoria Matarrese, curator of the Bally Foundation, and Alexis Georgacopoulos, director of ECAL.

### **Cookbook**

A menu to celebrate 111 years

To celebrate its 111<sup>th</sup> anniversary, V-ZUG prepared a special menu, influenced by Swiss heritage and collaboratively created by some of the most inspiring chefs working in Switzerland: Silvio Germann, Zineb "Zizi" Hattab, Dominik Hartmann, Tanja Grandits and Andreas Caminada.

## V-ZUG Products

V-ZUG reliably makes life easier with state-of-the-art household appliances that don't compromise on sustainability and environmental aspects, merging advanced technologies and minimalist design. From innovative kitchen products to textile care, the appliances can be discovered at Sala della Passione and experienced in the new V-ZUG Studio Milan.

Products featured at Sala della Passione

### Combair V6000

The Combair V6000 is an exceptionally powerful oven designed to achieve outstanding results. Equipped with convenient automatic cooking functions and exclusive options, this elegant appliance is fast, efficient, easy to clean and beautiful.



### CombiSteamer V6000 45

With regard to flexibility, the PowerSteam is V-ZUG's tour de force for home chefs, featuring multiple intelligent cooking modes. It steams, bakes and regenerates faster than a classic V-ZUG combi-steam oven, while perfectly retaining the quality, colour, texture and flavour of food.

### **VacuDrawer V6000 14**

The VacuDrawer V6000 vacuum seals foods for sous-vide cooking, portioning, preserving, storing and marinating. The precision and gentleness of this automatic program allows users to reproduce restaurant-quality results at home.



### **CombiCookTop V4000**

Modern, high-quality induction technology delivers fast results while consuming significantly less energy than conventional hobs. ZoneFlex technology can be used with both standard and oversized cookware and comes with various power levels and preset modes. For even more freedom and flexibility while cooking.



### **AdoraDish V4000**

Equipped with intelligent programs such as Intensive, Sprint and Automatic, the AdoraDish V4000 dishwashers ensure optimal results. Perfect for cleaning up after dinner. With an optional V-Upgrade, users can easily expand the range of programs at any point in time to meet their specific preferences and requirements. For a personalised dishwashing experience that leaves nothing to be desired.



Highlights from the V-ZUG Studio Milano

### **CombiCooler V6000 Supreme**

The CombiCooler V6000 Supreme boasts functionality and aesthetics at the highest level. Flexible storage space, separate cooling and freezing compartments and the built-in IceMaker create a high-end feel in the kitchen. Every day and on special occasions.



### **CombiSteamer V6000 45L Grand**

The Grand is an extra-wide combi-steam oven that takes home cooking and hosting to another level. It allows users to prepare large dishes or cook multiple items at once. Impressive in size and craftsmanship, it features high-quality materials and an elegant, minimalist design with a discreet handle. The optional AutoDoor opens and closes automatically, making it a striking addition to handleless kitchens.

## RefreshButler V6000

This handcrafted appliance refreshes even the most delicate clothes without having to take them to the dry cleaner. Users can simply hang or place the textiles into their RefreshButler at home. V-ZUG's exclusive technology uses steam and photocatalysis to refresh and de-wrinkle clothes and other textiles.



## Pearl: introducing a new V-ZUG colour

The Pearl surface – a shimmering champagne colour – is exclusive and suits both light and dark kitchens. The Excellence Line fronts made of discreet mirror glass integrate seamlessly into any kitchen, as it continuously reflects the colour and light conditions of the surroundings

## About V-ZUG

V-ZUG is Switzerland's leading brand for household appliances and markets its products in selected premium markets abroad. The company has been developing and producing kitchen and laundry appliances in Switzerland for 110 years, while providing comprehensive service in all its markets. SIBIRGroup AG, which focuses on the nationwide all-brand servicing and retail of household appliances, is an additional member of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

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