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PRESS RELEASE

V-ZUG AT THE MILAN DESIGN WEEK 2023

CLOSING THE CIRCLE

V-ZUG shares its visions and inspirations through a rich program of initiatives at this year's Milan Design Week. One installation, one sensory experience, and a series of talks, all focused on the company's commitment to creating a sustainable future through a circular approach, in a constant dialogue with the most inspiring and forward-looking minds of our time.

Fluxus | V-ZUG Studio Milano

V-ZUG presents Fluxus, an installation curated by Italian architect and designer Elisa Ossino, in a location within the historical neighbourhood of Brera that is soon going to become V-ZUG's studio in Milan.

An interactive artwork, created by artist Stefano Roveda, interprets V-ZUG's beliefs and values in a poetic form, engaging the visitor in a memorable experience. By taking advantage of hi-tech immersive and interactive video technologies, guests are invited to take a short journey inside a metaphoric and abstract universe, where they become part of a collective action extended over time.

The artwork celebrates the 65th anniversary of the iconic Adora washing machine, an appliance designed with sustainability in mind and proudly made in Switzerland. The outcome of a carbon-neutral production process, Adora reduces water and energy consumption, and allows people to limit the use of detergent, turning a daily gesture into a collective action to reduce our impact on the planet.

Date & Opening Hours:
18–23 April / Tue–Fri 10am–7pm, Sat & Sun 10am–4pm
V-ZUG Studio Milano, Via Fiori Oscuri 3



A taste of V-ZUG | H+O Apartment Gallery

Curators Elisa Ossino and Josephine Akvama Hoffmeyer welcome V-ZUG at the H+O Apartment Gallery in Milan, as part of this year's exhibition Butterfly effect.

In a collaborative effort with V-ZUG and the Danish brand Muuto, H+O transforms the 18th-century apartment gallery in Brera into a sensory environment that reflects human emotions, while delicately framing them in scenarios of everyday life.

In the kitchen, modern technology meets the finesse and creativity of professional chefs from the V-ZUG's Gourmet Academy, for the delight of guests who will be able to enjoy a selection of seasonal hors-d'oeuvres.

Dates & Opening Hours:
18–23 April / Tue 10am–7pm, Wed & Thu 10am – 6pm, Fri 10am – 7pm
H+O Apartment Gallery, Via Solferino 11, Milan

V-ZUG x Monocle Talks | Museo Poldi Pezzoli

V-ZUG partners with the international magazine Monocle and hosts a series of intimate conversations on the future of design and production. In the recently renovated Orangerie of the Museo Poldi Pezzoli, Monocle's senior team members Tyler Brûlé and Andrew Tuck will host top names in the design industry to unpack how we can improve quality of life through circularity.

Dates & Opening Hours:
Tuesday 18 and Wednesday 19 April, 6:30–10pm
Museo Poldi Pezzoli, Via A. Manzoni 12, Milan



Products featured I at H+O Apartment Gallery

CombiSteamer V6000 Grand

New dimensions in steaming. V-ZUG's flagship steamer combines the advantages of steam with perfectly distributed hot air and a full-surface grill. For chef-level results.

CombiSteamer V6000 PowerSteam

The PowerSteam is a combi-steam oven and microwave in one. Up to 40 % faster than any other V-ZUG combi-steam oven – it makes no compromise on quality or flavour.

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.

CombiCookTop V4000

This state-of-the-art hob with integrated extractor fan combines sleek design and powerful airflow with flexible cooking options. For a kitchen that is equal parts functional and aesthetic.

WineCooler V4000 45

The WineCooler V4000 90 combines the striking design and height qualities of the Excellence Line with advanced wine cooling functions. For an elevated wine experience.



About the V-ZUG Group

“Bringing simplicity into your home and creativity into your kitchen.”

V-ZUG is Switzerland's leading brand in household appliances, promoting its products also in selected premium markets overseas. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for more than 100 years and offers a comprehensive service in every market.

The SIBIRGroup AG, which focuses on the Switzerland-wide provision of all-brand servicing and the sale of household appliances, is another part of the V-ZUG Group. The V-ZUG Group currently employs around 2,200 people. The holding company V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI) (security number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).

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