

Press Release  
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# V-ZUG presents "Banquet Echoes", a multi-sensory journey conceived by Elisa Ossino



Swiss perfection for your home. Since 1913.



“Through a play of light, theatrical performances, and culinary experiences, the installation brings art into everyday life, highlighting the beauty and precision of technology while elevating the oven as an object of art and innovation.” – Elisa Ossino

Milan, Italy – V-ZUG Studio Milano proudly presents Banquet Echoes, a multi-sensory installation with performative acts conceived by renowned designer and architect Elisa Ossino. This unique event fuses visual, tactile, and auditory experiences to narrate the story of V-ZUG, bridging the realms of technology and art.



### **Artistic installation**

At the centre of the space, a dynamic composition of cubes in varying sizes and proportions unfolds into a long table, creating a striking visual display. Handmade sculptural plates and trays, crafted specifically for the event, are arranged atop these geometric elements. An oversized chandelier illuminates the scene, casting patterns of overlapping planes and bold geometries, using light and shadow to create ever-changing shapes and perspectives.

### **Culinary experience**

Small culinary tastings, curated by the V-ZUG Gourmet Academy, will take place at the centrepiece. Across different times of the day, the food concept will explore textures, tastes, flavours, shapes, and colours.

### **Performative atmosphere**

At night, the installation transforms into an intimate and performative setting. Surprise interludes by Attilio Cristiani of Teatro delle Moire will immerse guests in an atmosphere reminiscent of Cabaret Voltaire. Three performers, dressed by textile sculptor Midi (Matteo Idini), will explore the sculptural potential of fabric, transforming clothing into contemporary art.

### **Interactive experience**

Guests are invited to engage with a space where the chefs of the Gourmet Academy cook live using V-ZUG appliances while performers and actors present short artistic acts that combine cooking, design, and visual poetry. These performances weave together wordplay, sounds produced by everyday objects, and electronic beats to create a rhythmic ambiance, transforming the banquet into a synaesthetic and sensory experience.

### **V-ZUG home appliances at Milan Design Week 2025**

V-ZUG reliably makes life easier with state-of-the-art household appliances that don't compromise on sustainability and environmental aspects. The installation brings art into everyday life, highlighting the beauty of V-ZUG's precision-engineered kitchen appliances that showcase the brand's commitment to innovation and design.





New releases include:

**The Supreme Line cooling range:**

Offering a new dimension in cooling, the Supreme Line ensures perfect food preservation, blending elegant aesthetics with generous space and high-quality materials.



**CombiCooler V6000 178:**

This fridge features an exquisite interior and exceptional food preservation. It offers cooling precision and intelligent storage, with a freezer compartment that can be converted into a refrigerator cabinet.



**CombiSteamer Grand:**

A statement piece for bespoke kitchens, the CombiSteamer Grand combines steam with perfectly distributed hot air and a full-surface grill, achieving chef-level results.





## 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 111 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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