

Media Release  
May 2025

# V-ZUG invites customers to its newest Studio in Zurich



Swiss perfection for your home. Since 1913.



# V-ZUG opens a new Studio in Switzerland – a place of discovery, inspiration and exchange, offering an immersive brand experience in the vibrant centre of the city.

## The V-ZUG Studio in Zurich

Situated in Zurich, a city that reflects V-ZUG's commitment to contemporary living and enduring local values, the new V-ZUG Studio is designed to welcome customers and business partners and guide them in choosing the right products for their home. In live cooking classes they are invited to experiment firsthand with the appliances and have an inspiring culinary experience.

It also aspires to serve as a stage for dialogue – bringing together thought leaders to explore the evolving nature of home and urban life in Switzerland.

«With our new V-ZUG Studio in the heart of Zurich, we invite people into a world of discovery, inspiration and exchange – a stage for engaging experiences, where visitors are welcome to explore and interact with our products.»

**Marcel Feurer,**  
**Chief Swiss Market Officer V-ZUG**

## A historical building in the city centre

Located at Uraniastrasse 40, in the heart of Zurich, the new V-ZUG Studio stands at the intersection of past and present, embodying the city's history while reflecting its evolution through a blend of traditional and modern elements. The building combines historical elegance with contemporary design, while the interior – designed by V-ZUG and COCC. and coherent AG, St. Gallen – places Swiss origins, sustainable design and product quality at the heart of the concept.



### **A curated showcase of V-ZUG products**

In the V-ZUG Studio, products are protagonists. From the ovens to the steamers, from cooktops to dishwashers and refrigerators, all product categories of V-ZUG kitchen appliances are displayed. Textile care is equally represented: a dedicated section showcases washing machines, dryers and the Refresh Butler. V-ZUG professionals offer private consultations and help visitors learn more about the products, services and brand. To interact and discover all functionalities in practice, the V-ZUG Gourmet Academy offers special cooking classes in the demo kitchen.

### **A minimalist design language**

Large street-facing windows bring to life an open and luminous environment. «By echoing the qualities of natural daylight, our bespoke ceiling lighting transforms the studio into a bright, comfortable space. The interiors reflect V-ZUG's minimalist design language – clean and uncluttered, with symmetrical elements that create a sense of order and balance.»

### **Benjamin Baumli, Head of Stores V-ZUG**

As a tribute to Zurich's architectural character, concrete and granite lend the space a modern, industrial aesthetic, while integrated technology ensures full functionality. Conceived also as a contemporary echo of Swiss landscapes, the Studio makes natural materials and water central to its overall aesthetic.





## **Curated details, strong partnerships**

From the welcome area to the expo spaces, and from the lounges to the most discreet corners, every detail is carefully curated. All furniture and materials have been thoughtfully selected from companies that share V-ZUG's values: high quality, innovation and design. Together, V-ZUG and its partners have created an immaculate atmosphere – one that engages all the senses and leaves a lasting impression.

## **Our cooperation partners:**

Delta Light AG

Senso Schweiz AG

Fischbacher 1819

Geberit Vertriebs AG

Makro Art AG

Revox Schweiz AG

Dornbracht Schweiz AG

Good Air AG

Granimor AG

Knopp (DESIGN FORUM GALLERY GmbH)

Dade Design AG

Albrecht Jung GmbH & Co. KG



## **Opening and events**

The V-ZUG Studio Zurich welcomes visitors from Monday to Saturday, 9 am to 6 pm.

To celebrate its opening weeks, the Studio is hosting a special exhibition by Swiss artist and designer Carlo Borer. One of his stainless-steel sculptures, Stalagmite – created using 3D computer graphics – is on display in the showroom. With a form reminiscent of water droplets and a poetic connection between technology and design, the piece perfectly complements the spatial narrative of the V-ZUG Studio Zurich.





## 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 over 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.

## Contact

Daniel Vila  
Campaign & PR Manager  
+41 79 624 74 55  
[daniel.vila@vzug.com](mailto:daniel.vila@vzug.com)

Follow us  
[Facebook](#)

[Instagram](#)

[YouTube](#)

[LinkedIn](#)

[Pinterest](#)