

Media release
April 2026

V-ZUG at Milan Design Week 2026

V-ZUG presents Table Rituals – a poetic installation about innovation that places the human at the centre



Swiss perfection for your home. Since 1913.



At Milan Design Week 2026, leading Swiss manufacturer of premium household appliances V-ZUG presents Table Rituals, an installation conceived by architect and designer Elisa Ossino. The project frames daily life as design material, with human presence defining the experience and state-of-the-art technology operating with quiet precision in parallel.

“With Table Rituals, I wanted to create a space where everyday gestures become visible again – quiet, poetic and shared. Technology steps back and makes room for humans, for movements and rituals. What often escapes our notice unfolds here into its own form of beauty.”

Elisa Ossino, Architect and Designer



At the heart of the installation stands a long sculptural table that serves as stage, work surface and meeting point. It introduces Integra, V-ZUG’s invisible induction system developed with Inalco and embedded within a continuous mineral surface. Integra enables a calm, visually reduced architectural expression, while other elements of the installation – food, modern pantry objects and tableware – reinforce this atmosphere, shifting focus to the act of making and exchange.

“At V-ZUG, we design technology to make life easier and more beautiful – not louder. Table Rituals is a perfect reflection of that: a kitchen in which precision and innovation operate discreetly in the background, while the human being remains at the centre. This mindset shapes how we develop products and how we present ourselves as a brand.”

Barbara Hans, Chief Marketing Officer, V-ZUG

Within the space, Mise en Geste unfolds as a choreographed performance of a routine afternoon, by Teatro delle Moire, where three performers in textile sculptures by Matteo Idini transform kitchen actions into a rhythmic interplay of cooking, movement and sound.

“For us, design means reduction to the essential. With Integra and the installation Table Rituals, we demonstrate how architecture, materiality and technology can merge into a calm and intuitive overall experience. It is about clarity, about attitude and about opening space for true presence.”

**Martin von Freeden, Head of Design,
V-ZUG**

As part of Milan Design Week, V-ZUG opens the doors of V-ZUG Studio Milano to present Table Rituals and offer a first look at Integra. The studio provides a calm, immersive setting where visitors can explore the installation, connect with the V-ZUG design team and discover how the brand’s approach to technology, materials and everyday rituals shapes a new vision of the kitchen experience.

Opening hours and address

V-ZUG Studio Milano

Piazza San Marco 4

20121 Milano

Monday, 20 – Saturday, 25 April 2026

10.00 am – 6.00 pm

Installation highlights

- Table Rituals: a spatial table landscape that becomes a stage for shared rituals
- Integra preview: V ZUG’s new invisible induction solution
- Mise en Geste: performative sequence by Teatro delle Moire
- Costumes by Matteo Idini: textile sculptures that extend and interpret gestures
- Concept and creative direction: Elisa Ossino

Credits

- Concept and creative direction: Elisa Ossino
- Project design: Elisa Ossino Studio
- Project coordination: Maurizia Presepi
- Performance: Teatro delle Moire
- Costumes: Matteo Idini
- Pantry objects: Brokisglass – Senza Fine
- Food: V-ZUG Gourmet Academy
- Commissioned by: V-ZUG AG



About V-ZUG

Founded in 1913 in Zug, Switzerland, V-ZUG is a leading Swiss manufacturer of premium household appliances. Deeply rooted in Swiss heritage, the company continues to expand its local manufacturing while growing its community of users both domestically and internationally. V-ZUG is uncompromising in its approach to quality, materials and sustainability, creating products that combine precision engineering, timeless design and long-lasting performance.

Legal notes

V-ZUG Holding AG processes personal data in accordance with its Privacy Statement, which is available at <https://www.vzug.com/privacy-statement>.

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