

Media release  
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V-ZUG presents 'Continuum':

# An engaging vision for circular design at Zurich Design Weeks 2025



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# In collaboration with Fischbacher 1819 and BUREAU, V-ZUG unveils an installation that reimagines recovered materials as the foundation of future design.

V-ZUG, the Swiss leader in premium household appliances, unveils Continuum, a thought-provoking installation at Zurich Design Weeks 2025. Created in collaboration with textile innovator Fischbacher 1819 and forward-thinking design studio BUREAU, Continuum invites visitors into a bold, immersive space that shows how circular design can power the future of sustainable living.

Located in the V-ZUG flagship Studio Zurich, the installation rethinks how we use, and reuse, materials, combining elements from retired appliances, reconstituted textiles and recycled industrial foam into a space that is as beautiful as it is thought-provoking.

“For V-ZUG, circularity begins at the design stage, not at the end of a product’s life,” says Nathalie Noël, Chief Marketing Officer at V-ZUG. With Continuum, we emphasize the importance of collaboration in successful circular developments. Circularity is never a solo effort – it requires the combined strength of all participants to truly succeed.

## **Design with a second (and third) life**

At the heart of Continuum are striking elements that bring new life to discarded materials. Composite foam blocks, created through a zero-waste process by the Swiss company Formtech, are slotted, stacked and nested into a modular system that can be endlessly reassembled. Reused stainless steel washing drums from V-ZUG appliances are reimagined as seating and sculptural forms, celebrating both durability and design precision.

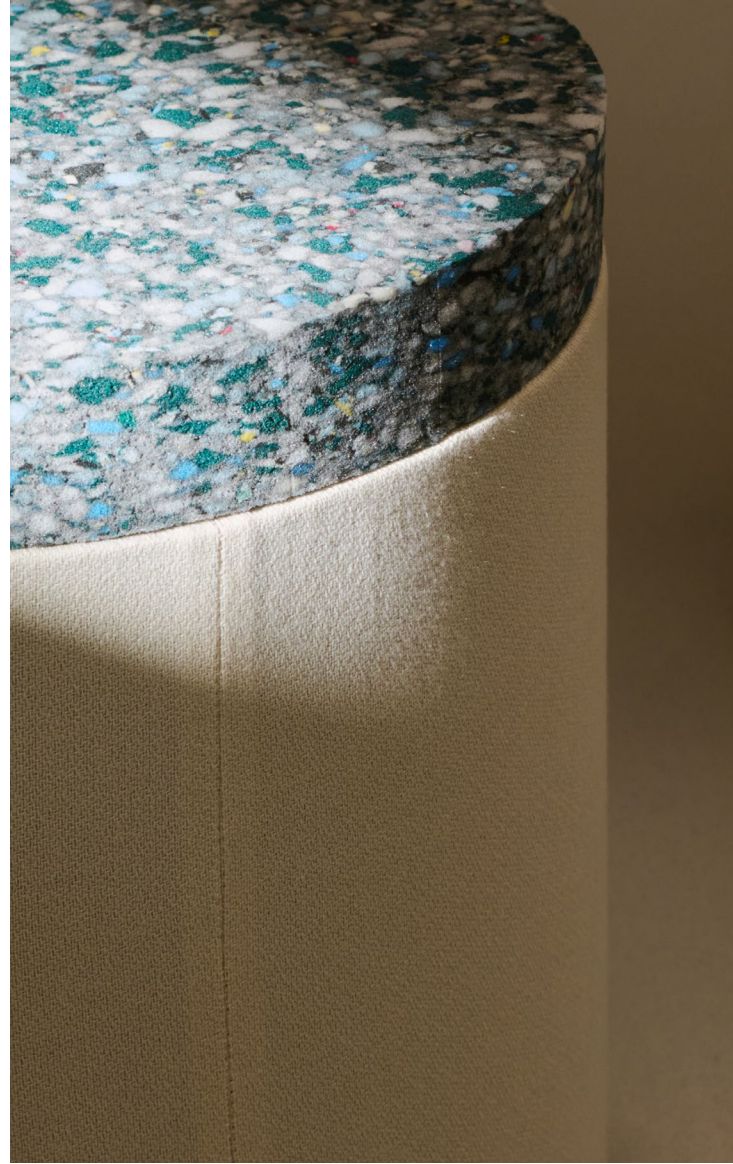


These components are not hidden or polished into anonymity. Instead, every seam, scratch and structural trace is part of the narrative, a visible story of transformation.

### **An experience you can touch, sit in and walk through**

Visitors don't just observe Continuum – they inhabit it. From traversable gaps to touchable textures, the installation is a living landscape where vertical and horizontal elements shift and align, encouraging curiosity and interaction. Recycled fabrics from Fischbacher 1819's BENU Recycled collection are stitched into layered textile membranes, each fold carrying a history of previous use and careful reconfiguration. DS DER SATTLER brings the foam and the BENU fabrics together with real Swiss craftsmanship and a passion for design and precision.

“Together with V-ZUG, we're exploring how materials can be given new meaning, again and again,” says Camilla Douraghy Fischbacher, Creative Director at Fischbacher 1819. “This is about longevity, creativity and responsibility, all stitched into the same fabric.”



### **Designed for change**

Conceptualized by the critically acclaimed spatial practice BUREAU, Continuum is not static. It's a system – modular, flexible, and designed to evolve. With every piece able to be dismantled and reused, the installation becomes a model for circular architecture and sustainable living.

“The materials speak for themselves,” says architect Daniel Zamarbide of BUREAU. “They've had a life before, and they'll have one after. We've simply created the conditions for them to transform.”



## **An open invitation to co-create the future**

V-ZUG invites everyone – designers, thinkers, citizens – to become part of the story. The Continuum installation is open to the public at the V-ZUG Studio Zurich, located at Uraniastrasse 40 in the heart of Zurich, throughout Zurich Design Weeks from 4 to 14 September. More than an exhibition, it's a participatory space where visitors are encouraged to engage, reflect, and contribute to the ongoing dialogue of circular design. Whether you're walking through, sitting down or adding your voice, Continuum is a living platform for co-creation and shared imagination.

"At V-ZUG, we don't just want to present sustainable design – we want to invite people into it," adds Nathalie Noël.

"We open the doors to a journey we're on together. It's a space to experience, question and shape the future of design and living. Everyone who visits becomes part of this evolving story."



## **Opening hours for the exhibition at V-ZUG Studio Zurich**

MO-SA 09.00 – 18.00



## About the V-ZUG Group

V-ZUG is Switzerland's leading brand in household appliances and markets its products in Switzerland and selected international markets. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup, which focuses on the Swiss-wide provision of all-brand servicing and the retail of household appliances, is also part of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

**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)  
(Securities number: 54 248 374 | ISIN: CH0542483745 | Ticker symbol: VZUG).

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