



V-ZUG at Zurich Design Weeks 2026: Table Rituals - V-ZUG Opens the Doors of Studio Zurich

From 18 to 27 September 2026, as part of Zurich Design Weeks, V-ZUG will open the doors of Studio Zurich and invite architects, interior designers, kitchen planners, media representatives, and design enthusiasts to experience *Table Rituals*. The immersive installation explores how the kitchen, dining area, and living space are increasingly converging into one connected living environment. At its centre are V-ZUG's latest cooktop innovations, including the visionary CookTop V6000 Integra: a fully integrated, high-performance induction solution operating invisibly beneath a monolithic mineral surface, seamlessly integrating technology into architecture. Visitors will also gain insights into V-ZUG's current cooktop portfolio and its contribution to contemporary living and kitchen concepts.

For V-ZUG, Zurich Design Weeks provide an opportunity to foster dialogue with the architecture and design community and to open Studio Zurich as a place for broad exchange on design, materials, technology, and contemporary living. Over the course of ten days, visitors can experience how technology becomes part of architecture and how design influences our everyday rituals.

„Zurich Design Weeks give us the opportunity to open our doors and make V-ZUG accessible in a different way. For us, design goes far beyond the product itself. It is about how technology becomes part of architecture and ultimately supports the way people live, come together, and interact. Our Studio Zurich is the ideal place to bring this dialogue to life.“

Barbara Hans, Chief Marketing Officer, V-ZUG

When the Kitchen Becomes the Social Centre of the Home

At the heart of the installation lies a simple question: *What happens when the kitchen is no longer defined by individual functions but becomes one continuous surface?*

With Table Rituals, V-ZUG builds on an idea first introduced at Milan Design Week. While the concept of a kitchen without visible boundaries was previously presented as a visionary design approach, visitors in Zurich will now be able to experience it firsthand. The installation demonstrates how cooking, dining, working, and social interaction increasingly take place on the same surface.

Under the title Table Rituals, V-ZUG transforms Studio Zurich into a walk-through installation that reimagines the table as the focal point of modern living. The concept highlights the rituals that shape everyday life: cooking together, sharing meals, conversations with friends, focused work, or a quiet moment alone. The installation illustrates how the kitchen, dining area, and living space are gradually merging into a single, connected environment.



The installation is inspired by the observation that many of life's most meaningful moments at home take place around the table. Whether cooking, dining, debating, playing, working, or simply pausing, the table accompanies a wide range of everyday rituals and becomes the connecting element between the kitchen, the living space, and the people who gather there.

At the centre of the installation is a large table that brings together these daily rituals. A game of Jass or Nine Men's Morris, a cup of tea, conversations with friends, or a quiet moment alone all become part of the experience. Rather than observing from a distance, visitors are encouraged to actively participate. Guests are invited to play, write, fold, discuss, and contribute their own table rituals.

Experience the Future of Kitchen Design

key highlight of the installation is the **CookTop V6000 Integra**, V-ZUG's concept for a fully integrated induction solution developed together with Inalco. Concealed beneath a continuous mineral surface, the technology recedes visually into the background, enabling a seamless connection between kitchen, table, and living space. The result is a calm architectural surface where cooking, preparing, serving, and gathering naturally converge.

Visitors will also discover V-ZUG's current cooktop portfolio. From the CombiCookTop V2000 and CookTop V2000 to the CookTop V6000 FullFlex, the various solutions demonstrate how functionality, intuitive operation, and architectural restraint can be combined.

All cooktops share the same philosophy: technology should appear only when needed and then fade back into the background. Controls become visible during use and disappear afterwards, creating a clean, minimalist aesthetic that integrates seamlessly into contemporary kitchen and living spaces.

For architects and interior designers, this approach opens up new possibilities for spatial design. The kitchen is increasingly evolving from a purely functional workspace into an integral part of the living environment, where materials, proportions, and user experiences become more important than visible technology. The CookTop V6000 Integra takes this idea a step further, illustrating how the boundaries between cooking, dining, and living may almost completely disappear in the future.

„The table is far more than a piece of furniture. It is a social anchor point where people come together, ideas emerge, and memories are created. With Table Rituals, we want to demonstrate how architecture, materiality, and technology can support these moments without placing themselves at the centre of attention.“

Martin von Freeden, Head of Design, V-ZUG



Talk at the Table

A special highlight will be the Table Rituals Talk on 23 September 2026. Held within the installation itself, renowned chef Tanja Grandits, interior designer Hanya Leo, spatial design expert Branca Good, and Martin von Freeden will discuss how everyday rituals influence the way we design our living environments. The conversation will be moderated by Benjamin Moser.

Visitor Information - Table Rituals

V-ZUG Studio Zurich
Uraniastrasse 40
8001 Zurich
18-27 September 2026

Vernissage & Talk at the Table

Wednesday, 23 September 2026
6:00 pm: Doors open & welcome drink
6:30 pm: Talk at the Table
From 7:00 pm: Apéro & networking

Participation is free of charge. Capacity for the vernissage and talk is limited.
Further information: <https://2026.designweeks.ch/de/veranstaltungen/1710-table-rituals>

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>.

Media Contact

Daniel Vila
Global Media Relations & Partnerships
+41 79 624 74 55
media.office@vzug.com