

FOR IMMEDIATE RELEASE

What If the CookTop Disappeared? V-ZUG Unveils "THE FIFTH TASTE: TABLE RITUALS" at London Design Festival 2026

Swiss appliance maker debuts its new CookTop collection, including the invisible induction system CookTop V6000 Integra, inside a four-room installation exploring the rituals of the table at V-ZUG's Wigmore Street studio.

LONDON, September 2026, V-ZUG, the Swiss premium kitchen appliance brand, will present "THE FIFTH TASTE: TABLE RITUALS" during London Design Festival 2026, a four-room installation at its Wigmore street studio that pairs works from British based artists with the London debut of its renewed CookTop collection, led by CookTop V6000 Integra, an induction surface engineered to disappear into the worktop.

The installation invites visitors to move through a sequence of rooms; each built around a different sense of gathering. In the entrance, artist Stuart Forrester presents "A Man in Love"; the Kitchen features ceramic work from Feldspar; the Lounge brings together light sculptures from Studio Waldemeyer alongside the CookTop V6000 Integra itself; and the Dining Room closes the experience with Robi Walters' "A Love Supreme Part III".

Having previously shown in Milan and Copenhagen, this marks the CookTop V6000 Integra's UK premiere.

The exhibition takes its name from umami, the elusive "fifth taste" that brings depth and harmony to food, using it as a lens on the intangible qualities that turn a house into a home. For London Design Festival, the V-ZUG Studio becomes a living cultural space where art, design, craftsmanship, scent and culinary experience meet with each participating artist chosen for their ability to reveal the extraordinary within the everyday, working across limited-edition print, ceramics, light and mixed media to explore precision, materiality, memory and transformation, values that defined V-ZUG for over a century.

At the centre of the installation is a simple provocation: what happens to a kitchen when its most essential tool vanishes from sight? Developed with surface specialist Inalco, the CookTop V6000 Integra sits flush beneath the worktop, leaving no visible trace of the technology beneath, a literal expression of V-ZUG's belief that the most advanced design is often the one you don't notice at all.

THE FIFTH TASTE: TABLE RITUALS

12 – 20 September 2026

V-ZUG | 27 Wigmore Street

London | W1U 1PN

About V-ZUG

Founded in 1913 in Zug, Switzerland, V-ZUG is a Swiss manufacturer of ultra-premium kitchen appliances, combining precision engineering with considered design.

Press contact

Daniel Vila

Campaign & PR Brand Manager

+41 79 624 74 55

media.office@vzug.com