



# **Exceptional Design comes Home:** **Whirlpool's fabulous comeback to FuoriSalone**

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## 1. FuoriSalone: the Heart of the Design world

[FuoriSalone](#), June 6-12, is Milan's world-famous **celebration of design** and one of the highlights of the design world's calendar. Indisputably **glamorous**, yet open to all, the events and exhibitions of FuoriSalone - held throughout the city - coincide with the [Salone Internazionale del Mobile](#) and are a centrepiece of **Milan Design Week**.

Fuorisalone serves as a reference point for the design world - and defines the trends that others will follow. This year, this celebration of extraordinary design is even more hotly anticipated, having been delayed by the pandemic by two months from April until June.

## 2. Whirlpool makes an exciting return to FuoriSalone

This year, FuoriSalone, promises to be even more dazzling as many of the top brands are making their return after the disruption of recent years. With its deep commitment to bringing exceptional design to the home, Whirlpool has been a long-standing supporter of this unique festival – in particular, through its partnership with [INTERNI](#), the iconic design magazine that is the driving force behind the FuoriSalone.

**This year, visitors can enjoy the Whirlpool experience at FuoriSalone in two main locations:**

- At Università Statale di Milano in Via Festa del Perdono, 7 - as a co-producer of INTERNI's "**Design Re-Generation**" event, Whirlpool is showcasing an artistic installation called '**SIDEREAL STATION**' by the architect Michele De Lucchi.
- In the heart of the Brera District in Via delle Erbe 2/A – Whirlpool will delight visitors with mesmerising Whirlpool and Hotpoint artistic installations.

**Specifically, Whirlpool is proud to be co-producing the INTERNI "Design Re-Generation" exhibition** at the Università Statale di Milano. This year's Whirlpool installation continues the project begun with [AMD L CIRCLE](#) and Michele De Lucchi in 2021. It is in fact a tall reflecting tower, entitled '**SIDEREAL STATION**', that produces a metallic glow that seems to come from the stars. A sort of "telescope" pointing towards the sky and at the same time aiming at a goal: that of finding a harmony to feel good about ourselves and others, preserving the physical environment in which we all live. It is 14

metres high, with translucent and reflective Alucobond<sup>1</sup> panels, which form a cone. Inside the installation, what awaits the viewer is an immersive sensory experience, aimed at experiencing a feeling of **well-being** through stimuli that convey harmony, rebalance energy and project the imagination towards a new possible future. The environment around us is increasingly complex and constantly challenges our inner balance. This is why it is so important to find the time and the way to reconnect with ourselves and our needs every day. Because cultivating our **well-being** helps us to recharge, rebalance and live better.

It is on this pillar that the new Whirlpool brand philosophy is based: taking care of ourselves is the first step to finding and maintaining physical, mental, emotional and social well-being. Everything begins at home. That's why every day Whirlpool helps people maintain their well-being, thanks to its increasingly advanced technologies.

**6<sup>TH</sup> SENSE Technology** makes appliances intuitive, with **intelligent solutions** designed to assist consumers step by step in their use, saving time and optimising resources. As well as making life easier for users, 6<sup>TH</sup> SENSE Technology ensures superior performance with a lower environmental impact, thus responding to the consumer need for sustainable household appliances, who attach great importance to products with a low environmental impact.

**Returning to the 'SIDEREAL STATION' installation, the work interprets Whirlpool's commitment precisely:** the search for a new and innovative approach to tomorrow, when domestic activities will be simplified by advanced technologies and our homes will become "intelligent" places, populated by interconnected appliances.

Whirlpool chose to collaborate with the **AMD L CIRCLE** studio and architect Michele De Lucchi for their renowned humanistic approach to architecture and design. According to Michele De Lucchi, the foundation of design is the continuous search for improvement in the quality of life, both physical and intellectual. He shares this vision with Whirlpool, with both advocating the need to find harmony, to feel good about ourselves and others, and to preserve the physical environment in which we all live.

Yet for Whirlpool, great design is about more than transporting moments of enchantment – it is the key to improving our daily lives: At FuoriSalone, Whirlpool and Hotpoint will also showcase

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<sup>1</sup> ALUCOBOND® is a composite panel consisting of two aluminium cover sheets and a fire-retardant or non-combustible mineral-filled core that stands for sustainable construction quality and the highest creative standards. The façade material is distinguished by its outstanding product attributes such as precise flatness, variety of surfaces and colours as well as excellent formability.

**mesmerising brand experiences in the heart of Milan’s Brera Design district.** Built around the theme of **“HOME REBORN”**, the Whirlpool and Hotpoint artistic installations bring to life the power of great design for elevating our at-home experiences and nourishing a profound sense of **well-being** and of the **“Feeling of Home-Love”** respectively. The Brera site will also provide an outstanding location to present selected products from both brands that demonstrate how great design can improve everyday life at home.

The power of design in the home is not merely an intuition: In 2022, Whirlpool and Hotpoint engaged with **world-renown neuroscientist Beau Lotto** to commission dedicated research into how our relationship with our homes can play a profound role in our lives. Whirlpool’s Brera location will also host a very **special media event entitled the “Power of Perceptions”** with Lotto to discuss the fascinating findings.

### **3. “Between Space and Time”: a journey into design with Whirlpool and Hotpoint in Milan’s Brera Design District**

At this year’s FuoriSalone, visitors to Milan’s Brera District will be able to experience the worlds of Whirlpool and Hotpoint in a truly unique fashion. At the brands’ shared location in Via delle Erbe 2/A, at the heart of the famous Brera District, Whirlpool and Hotpoint will be using interactive experiences to explore the main themes of FuoriSalone 2022.

In 2022, FuoriSalone is focusing on the theme of **“Between Space and Time”** and Whirlpool and Hotpoint explore the relationship between these two dimensions, via the overarching concept of **“HOME REBORN”**. This starts with the idea that no **space of our lives has changed more than our living space at home**. And like never before, **time at home has become more intense**, as we bring the outside in through work, school, fitness, and entertainment – all of which must live alongside our need for relaxation and well-being.

Whereas home used to be one of the many places to be, it is now the absolute centre of our space and time. Hence the idea of **“HOME REBORN”**, which Whirlpool and Hotpoint are each interpreting according to their own brand stories. **Whirlpool’s interpretation of this is “REGENERATE”**. This re-frames the home as the ideal place for cultivating physical, mental, and emotional well-being; **while Hotpoint has given it a warm and more empathetic nuance, “REEMBRACE”**, to restore the idea that

“home” is a feeling that goes far beyond the physical house and that it is a place where the “**Feeling of Home-Love**” is created and shared.

**This is how both experiences unfold for the visitor:**

- **REGENERATE** - Whirlpool takes the visitor on a sensorial journey **to find well-being**, revealing how the **home is the ideal place to unload everyday stress** and regenerate with the help of **6<sup>TH</sup> SENSE Technology**. By responding to real moments of everyday stress, Whirlpool 6<sup>TH</sup> Sense will guide the visitor to the **#FindWellbeing** event space, situated in the heart of Brera’s Design District. On arrival, the visitor will continue along a path guided by **the voice of 6<sup>TH</sup> SENSE Technology**, an embodiment of Whirlpool design and intuition. Along the way, people acknowledge everyday stress brought to life through striking artistic installations and uncover how they can be overcome in order to achieve everyday well-being. At the end of the path, the visitor discovers a room providing an opportunity to embrace silence and nurture a deep sense of well-being before learning how Whirlpool appliances featuring 6<sup>TH</sup> SENSE Technology play a fundamental role in nurturing everyday well-being at home.
- **REEMBRACE** - **Home is so much more than the walls in which we live**. It is a feeling of comfort, care, belonging and joy that evolves with our life experiences and is carried with us wherever we go. Hotpoint calls this feeling, “**Home-Love**” and - with 110+ years of experience at the centre of people’s homes - has made it its mission as a brand to help others in creating and sharing this irreplaceable feeling. At FuoriSalone, in the heart of Milan’s Brera District, Hotpoint brings the “**Feeling of Home-Love**” to life, offering an immersive experience that takes visitors on a journey through familiar home-love moments. From lively birthday celebrations to meals enjoyed with family and friends, home-love will accompany visitors on an unforgettable journey through space and time, proving it’s a feeling that goes far beyond the home. To conclude the experience, a striking artistic installation puts on display **Hotpoint’s thoughtful Home Solutions**, giving visitors the opportunity to see how the brand’s appliances can support them as trusted partners by their side in the home-love moments they cherish, ultimately helping people **#ShareHomeLove**.

#### 4. Live Panel discussion: “The Power of Perceptions” - how Neuroscience informs Design

How does a calm, silent home influence our well-being? How profound is our relationship with our homes? Working with Whirlpool and Hotpoint, world-renowned neuroscientist and popular TED Talk luminary, Professor Beau Lotto, has been researching the complexities of how we perceive our homes – and how our homes influence our life experiences.

At FuoriSalone 2022, Whirlpool is hosting a very special media event with Beau Lotto, with whom has collaborated over recent months to develop two amazing neuroscience research projects, one dedicated to Whirlpool and one to Hotpoint. The event features a live panel discussion that explores **how neuroscience can help Whirlpool and Hotpoint in further shaping their positioning and key messages.**

The event looks at how our evolving understanding of how people perceive the home environment can be used to influence future product design.

#### **Why is Whirlpool using neuroscience?**

Nowadays, consumers are subjected to a large number of stimuli and the brain reacts to them in a matter of seconds: before we can express ourselves verbally, the thoughts and opinions that influence decisions like buying behaviour have already been processed in our subconscious. Emotions are the foundation for engagement.

This is why Whirlpool has collaborated with Lab of Misfits, the well-known team of perceptual neuroscience researchers, to understand how consumers understand and react to certain messages – in particular, the themes and messages at the heart of Whirlpool brands: For example, Whirlpool commissioned research to determine **how much silence is required for well-being, how silence impacts our lives, and how well-being can be improved through silence.** Hotpoint on the other hand engaged the team in order **to uncover the emotional connection we have with our homes and further inspire the brand’s mission of helping everyone create and share the “feeling of home-love”.**



## 5. Experience product innovations from Whirlpool and Hotpoint

The Brera location will also host a compelling showcase of exceptional products from Whirlpool and Hotpoint that will reveal how innovative product design can help to make everyday home life more intuitive and pleasurable.

### Whirlpool product innovations at Fuorisalone

Whirlpool products on show will include the award-winning Whirlpool W Collection Built-In Cooking Suite, the Whirlpool Built-in Dishwasher, the Whirlpool Built-in Total No Frost Fridge Freezer and the new Whirlpool Built-In Space 400 Total No Frost Fridge Freezer. These products present a perfect balance of form and function – **offering sleek, contemporary designs that seamlessly integrate with modern kitchens while improving the user experience thanks to 6<sup>TH</sup> SENSE Technology** that allows effortless daily use. **In line with Whirlpool's focus on well-being in the home**, it will also present new appliances with breakthrough silent performance including the Total No Frost Fridge Freezer, which is the most silent built-in fridge freezer in its class<sup>1</sup>.

### Whirlpool W Collection Built-In Cooking Suites

Addressing every stage of food preparation, all of the built-in appliances within the Whirlpool W Collection Built-In range **reflect Whirlpool's well-being focus – balancing a visually harmonious, minimalist aesthetic with effortless usability and innovative technology, making every interaction intuitive.**

### Whirlpool Built-In Dishwasher

Whirlpool's focus on creating a calm and peaceful home environment is reflected by complementary whisper-quiet operation with a specially designed door mechanism that ensures that the door opens smoothly and quietly. As a stylish built-in solution, the dishwasher fits seamlessly into the home environment – only opening the door when the temperature inside the dishwasher cavity has reduced enough to prevent steam from affecting surrounding kitchen cabinets.

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<sup>1</sup> Referred to the bottom mount refrigerator category. Test done comparing the competitors' noise declaration, November 2020.



### **Whirlpool Built-in Total No Frost Fridge Freezer**

Incredibly silent and effortless to use, Whirlpool's Built-in Total No Frost Fridge Freezer range ensures a totally stress-free experience. Built-in appliances are the ideal discrete design solution for modern, minimalistic interiors and Whirlpool's Built-in Total No Frost Fridge Freezer takes this focus on discrete design further thanks to its supremely silent performance, meaning there's nothing to disturb the stress-free harmony of the home.

### **Hotpoint product innovations at Fuorisalone:**

**Hotpoint is on a mission to help people share the feeling of home-love.** With over 110 years of experience being at the centre of consumers' homes, Hotpoint designs high-quality, long-lasting home appliances that are truly built around consumer needs and values, evolving with their changing lifestyles, harmonizing with their home and supporting them in their day-to-day home happenings. Hotpoint's thoughtful Home Solutions serve as trusted partners people can count on to protect them from unwanted mishaps and consistently achieve desired results, helping them to create and share those irreplaceable moments of home-love.

At FuoriSalone, Hotpoint will present a range of its trusted built-in kitchen appliances.

### **Hotpoint Class 9 Built-In Cooking Suite**

**A kitchen is more than just cabinets and appliances** – it's the heart of the home, where special moments are shared and memories are made. Hotpoint's Class 9 Built-In Cooking Suite features an elegant collection of kitchen appliances (oven, microwave oven, and induction hob) that support users throughout the cooking process to ensure consistently delicious results, protecting from unwanted mishaps along the way. From boil-over prevention to avoiding burnt edges and raw middles, Hotpoint cooking appliances will be by your side so you can cook with confidence.

### **Hotpoint Built-In Dishwasher**

Hotpoint's range of built-in dishwashers has your back when it comes to tackling the dishes. Whether you're up against tough, baked-on grease or want to wash smaller loads without waste – Hotpoint's 60cm dishwashers ensure consistently clean results, load after load, thanks to its powerful 3D Zone Wash technology with precise washing performance and optimal energy efficiency. So you can worry less about the washing-up and focus on sharing home-love moments around the table.





## **Hotpoint Built-In Total No Frost Fridge Freezer**

**It's the little comforts that tend to contribute most to our feeling of home-love - like always having fresh ingredients to bring to the table for loved ones.** Hotpoint's thoughtful Home Solutions for refrigeration serve as trusted partners consumers can count on for optimal food preservation and protect food from everyday mishaps, such as unwanted odours or unnecessary food waste. The new Built-In Total No Frost Fridge Freezer delivers this through a combination of food preservation solutions that can keep your favourite ingredients fresher for longer in a healthy environment, so you always have delicious food to bring to the table and share with your guests.

**The full suite of Fuorisalone PR assets can be viewed here:** <https://fileshare-emea.bm.com/fl/pgT3LM1deu>

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### **About Whirlpool Corporation:**

**Whirlpool Corporation** (NYSE: WHR) is committed to being the best global kitchen and laundry company, in constant pursuit of improving life at home. In an increasingly digital world, the company is driving purposeful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit and Yummly. In 2021, the company reported approximately \$22 billion in annual sales, 69,000 employees and 54 manufacturing and technology research centers. Additional information about the company can be found at [WhirlpoolCorp.com](http://WhirlpoolCorp.com).

### **About Alucobond:**

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