

Milan Design Week 2022

**HAIER EUROPE PRESENTS  
HOME SWITCH HOME**

LIFE IS CHANGING. DOMESTIC APPLIANCES TOO.

*Candy, Hoover and Haier at Superstudio Più with three exhibitions dedicated to smart home, design and smart tech.*

From 6 to 12 June - Haier Europe is again in the spotlight of Milan Design Week 2022 with Home Switch Home, an immersive experiential installation that is among the most significant event of Milan Tortona Design Week

“Home Switch Home” will narrate smart home designed by Haier Europe for three international brands Candy, Hoover and Haier; the result of a continuous attention to **technological innovation, artificial intelligence, and design**. Three ecosystems that are shaped around people’s lives, adjust to personal taste and anticipate the needs and desires, where appliances and services come together to provide a cutting-edge home experience. Technology, connectivity, and design merge to create innovative solutions designed around values and targets of each specific brand.

**The exhibition area of over 1000 sq.m. is divided into three different macro-areas, dedicated to Candy, Hoover, and Haier.** Every exhibition is a real pathway that starts from **an immersive and emotional experience** through the different characters and values of each brand; it follows on with a **touch&feel** area that provides an actual interaction with the products, the connected solutions and home scenarios; and it ends with a product **showcase** of the latest innovations, with a special focus on built-in products.

The three pathways share the **hOn app**, the Group’s digital platform, which not only allows an integrated, intuitive and dynamic management of connected appliances, but also the best streamlined exploitation of their potential. By adding exclusive functions and services to products, home management enhances and gets easier, while meeting users’ daily needs. An example of the hOn app digital ecosystem is that dedicated to the world of wine, which provides a virtual wine cellar for all wine lovers.

*“Milan Design Week is for us one of the most important time of the year to tell the general public and the insiders about our diversified approach for Candy, Hoover, and Haier, the continuous research into innovation and the bond we have with the design world” - stated Gianpiero Morbello Haier Europe’s Head of Brands & IOT. - “With Home Switch Home we talk about a change in people, in their habits and homes, as well as the resulting constant evolution of our three brands and solutions. This is also why we selected Looking Ahead of Super Design Show 2022 as a thematic framework, and we made it our own with increasingly innovative, quality and customized applications, where products and services come together in a connected ecosystem that enhances and facilitates users’ daily experience”.*

**Haier: Connect To Extraordinary**

Following on with the concept presented during last MDW, Haier – the global No. 1 brand in the large household appliances sector\* - focuses its attention again on the person, on visitors in this case, who become active main character in the space and in a history that perfectly describes their likings and selections. This is when Internet of beings, artificial intelligence and premium technology find their best expression, which materialize corporate mission. The whole ecosystem of Haier appliances and connected solutions form the concept of an interactive and engaging game of mirrors, lights, and sounds, a smart system that perceives the presence of the person, follows their movements and is shaped around them to provide a tailor-made

experience. The holographic and olfactory synaesthesia of *Touch&Feel* installation engages visitors in a unique pathway and provides them with the chance of playing as actors in several home scenarios and in the fascinating world of the smart home, while being guided by the hOn app. This is also the case with the area dedicated to the digital ecosystem for wine lovers, developed in synergy with different major partners of the wine world, *Vivino, Tannico, Coravin, Compravini, Sommelier Winebox* and *Cantine.Wine*. The hOn app offers the chance to all enthusiasts to manage their collection of wines through their smartphones, just by scanning the bottle label. Visitors can enjoy the experience, create their own virtual wine cellar and discover the first ecosystem dedicated to their passion. In the exhibition area, technological innovation, quality and refined design along with customized solutions represent Haier's soul. Among the main products, **CUBE 90 Series**, the fridge that can manage the whole house ecosystem connecting to any Haier appliance in the house: from the wine cooler **Wine Bank 60 Series 7** to **I-PRO Series 7 plus** washing machine and **Superdrum Series 9** washer dryer, from **WASHLENS Series 7** dishwasher to **Chef@home Series 6** oven.

### Candy: Simplify your Day

This interactive wall developed over three home scenarios, namely Cooking, Washing or Cooling, brings the visitor to a multisensory environment **to discover Candy's democratic connectivity**, an integrated smart solution system that simplifies your daily life. Through the interaction between the connected products on display and the hOn app you will be surrounded by the daily routine and see that connectivity is fully accessible and easy to use for everyone. Great attention was given also to design, with a dedicated space for **iCase**: the big innovation to be premiered in a collection of four unique items made in cooperation with four major young artists: *Joey Guidone, Elisabetta Vedovato, No Curves* and *Scombinato (Antonio Colomboni)*. Related to iCase, there will be a **contest** for the **IED (the European Institute of Design)** students: the best work will join the four artists for a capsule collection to be put on display in September at the IFA 2022 in Berlin. To confirm the brand's *zero distance to consumer* approach, the product will be in the spotlight for an interactive installation that allows visitors to become creative designers and directly decorate their own fridges. Major innovations stand out, including the new **RapidÓ Pro** washer and dryer, **the new range of RapidÓ dishwashers** and **Fresco** fridges, **the DiVino** wine bottle cooler, and the new **connected ovens and hobs**, among the others.

### Hoover: Quality for Life

The whole offers a full immersion in the performances and connectivity of Hoover products through augmented reality, which highlight the connection of brand with design and technology, which to Hoover means "**Quality for life**": a home experience that puts performance at the service of wellbeing and turns appliances into a reliable ally that enhances the quality of life. Among the main products, the new wireless **H-Free 900** vacuum cleaner, **H-WASH 700** washing machine, the new range of **H-DISH** dishwashers, the new 5 collection (**H-OVEN 500 Steam Plus, H-HOB 500, H-INDUCTION HOB, H-HOOD 500**), and **H-FRIDGE 700** fridge.

Participation in the Milan Design Week perfectly matches the corporate strategy aimed at **strengthening its leading role in the IoT and connectivity** and Haier Europe's vision of being **the first choice of consumers in the Smart Home context** and among the **top three appliance manufacturers in Europe**.

*\*Source: Euromonitor 2021*

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About Haier Europe

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*Haier Europe is a branch of Haier Smart Home, n. 1 global household appliance manufacturer, included among the 500 Fortune Global businesses. Listed on the Shanghai, Frankfurt and Hong Kong Stock Exchange (600690.SH, 690D.DE and 06690.HK), Haier Smart Home operates in all 5 continents with 25 industrial parks, 14 research and development centres and approximately 100,000 employees. The company achieved a 227.5-billion-yuan turnover in 2021 with global sales in over 160 countries. Haier's vision aims at becoming global leaders in the IoT with home smart solutions. In 2018, Haier Smart Home was the first Chinese company to enter the D-Share Market and listed on the Frankfurt stock exchange with the aim of promoting the brand and support business growth internationally and in Europe, where the company trades products with Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel brands. Haier Europe is based in Brugherio (MB), Italy. Please click [here](#) for more information.*