

FISHER & PAYKEL

MEDIA RELEASE

Fisher & Paykel announces immersive *Nature—Ritual* exhibition for EuroCucina 2026

DATE

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Auckland, 8 December 2025: Fisher & Paykel, the luxury appliance brand from Aotearoa New Zealand, announces an immersive large-scale exhibition for EuroCucina at Milan's Salone del Mobile in April 2026.

As part of Milan Design Week's Fuorisalone, the brand will also host an exclusive dinner in the heart of the Brera Design District.

Fisher & Paykel CEO Daniel Witten-Hannah says the EuroCucina exhibition, *Nature—Ritual*, is conceived as a serene Antipodean oasis within Rho's bustling fairground halls. Visitors will encounter a sequence of interlinked spatial, sensory and product experiences—all wrapped in a forest cloak.

"Architecture attuned to the natural environment gives shape to how we live, and design inspired by nature leads to the creation of beautiful, durable and meaningful things. From the edge of the Pacific to Milan, we are pleased to announce *Nature—Ritual* for Milan Design Week," says Witten-Hannah.

"We look to nature not only as inspiration but as a framework for living. Its rhythms influence the way we live and design. Its realities remind us of our responsibility to reduce carbon impact while creating moments of delight in the home," he adds.

Nature—Ritual is created in collaboration with Fisher & Paykel's strategic brand partner Alt Group and Milanese architecture practice Calvi Brambilla & Partners.

The exhibition traces a line from design inspired by nature to the design of objects that embody Fisher & Paykel's vision for low-impact luxury living.

The design language extends and evolves the warm humanism and raw sophistication of the brand's new Experience Centres in Auckland, Melbourne, Toronto, New York and London, and showcases multiple Red Dot Award-winning appliances from its State of the Art Collection.

Several new product releases, exclusive to EuroCucina, introduce the brand's advancement of minimalist and integrated appliance aesthetics across kitchen environments.

"Our Minimal Style evolution continues to support the clarity of expression and design freedom sought by the world's leading architects and designers as they create bespoke kitchen and living spaces," says Witten-Hannah.

"We believe great design removes the friction between object, environment and user. A drawer glides smoothly open. Food stays fresher for longer. Wine is perfectly cellared and served. Through intelligent, seamlessly integrated products, we seek repeated moments and effortless actions that transform routines into rituals. This is the essence of our Milan exhibition."

Further details of Fisher & Paykel's creative partners, programme highlights and State of the Art Collection launches will be revealed in the months leading up to Milan Design Week.

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About Fisher & Paykel

Luxury appliances, designed in Aotearoa New Zealand since 1934.

Fisher & Paykel is a global luxury appliance company founded in New Zealand with a unique culture of curiosity and world-first innovation. For 90 years, we have challenged conventional appliance design with a human insight, performance innovation and technology-led approach, resulting in iconic products that respond to the changing nature of the kitchen and reimagine the future of fabric care.

Today, as we design for a changing world, we carry our legacy of innovation into the future with efficient, connected and refined appliance ecosystems. Built to last and engineered for life, they integrate seamlessly with modern homes and lifestyles, and accelerate our carbon-zero transition.

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