



Vimar partners with the installation entitled “La città è una miniera” by Mario Cucinella

On the occasion of Milano Design Week 2024, Vimar is emphasising its commitment to sustainability, through an unprecedented temporary installation, set up in one of the most widely acclaimed spaces during the Milan design event: Solferino 28.

The historic headquarters of the **Corriere della Sera** newspaper, now part of the **Cairo RCS Group, Solferino 28** offers visitors the visionary and immersive project by one of the leading exponents on the international scene: **the architect Mario Cucinella**. “**La città è una miniera. Design, Dismantle, Disseminate**” is an installation based on a simple, poor and everyday object such as the vegetable collection box, to create a sustainable city. The same object from farming is conceived, designed and assembled to compose an urban space and return to farming once disassembled. This idea of circularity, cyclicity and alternation aims to cast the focus back on design, as a creative act that has a decisive role in generating positive impacts on the planet and on society.

Vimar fits in perfectly with this concept of “Città Miniera”, in the form of a smart wiring system with Linea, a new series of cover plates and controls featuring an unprecedented and elegant design, which brings together the understated allure of sophisticated styling with state-of-the-art technology. The result of an in-depth research process, thanks to its **24 patents**, to the use of plastic from **recycled or renewable sources**, to the optimised production processes, the efficient management of product volumes, and the use of FSC certified eco-sustainable packaging, Linea in fact **reduces CO₂ emissions by 80%, saving over 500 tonnes of CO₂ each year**. What’s more, **97% of production contains plastic from renewable and recycled sources** originating from an **ISCC PLUS** certified supply chain, contributing to a significantly lower environmental impact. An unstoppable design development path, without compromising on essential values such as innovation and quality.

Never before has the concept of **sustainability** played such a key role in the world of architecture. This is why Vimar has made all its resources and expertise available to develop solutions that are in keeping with the latest contemporary lifestyle needs: home automation devices and technologies designed to make a difference and transform the home into a place where sustainability, energy savings, comfort and safety are the foundations of day-to-day life.

Vimar’s positive energy to “live in the future”: we look forward to seeing you in Milan, from 15th to 21st April at no. 28, Via Solferino!

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