

Press Office: Havas PR  
Agnese Borri  
T + 342 8090372  
[agnese.borri@havaspr.com](mailto:agnese.borri@havaspr.com)  
Caterina Maticera  
T +39 342 8646489  
[caterina.maticera@havaspr.com](mailto:caterina.maticera@havaspr.com)  
Giulia Bertelli  
T +39 3401453906  
[giulia.bertelli@havaspr.com](mailto:giulia.bertelli@havaspr.com)

## Elica at EuroCucina 2026: debut of the new proprietary ID Technology and Matrix for a boundless cooking experience.

**A €2 million project underpins the development of a new induction hob range featuring proprietary technology, alongside a user interface designed to combine aesthetic value with ease of use. Numerous innovations are showcased at the trade show, including new premium finishes and a unique experiential format.**

Milan, 21 April 2026 – From **21 to 26 April**, Elica returns to EuroCucina at “Salone del Mobile Milano”, marking another strategic step in its evolution within the cooking sector. It will **present its first collection of induction hobs featuring proprietary technology**, entirely designed by Elica, alongside a **new user interface** inspired by the most advanced sectors, from automotive to consumer electronics.

The **stand, covering over 600 m<sup>2</sup> and designed by Studio Calvi Brambilla**, was conceived to bring together creativity and style, creating an experience that reflects the **strength of an international company** while expressing its constant **drive towards the future**. An **immersive space** in which Elica showcases its complete and updated range of cooking solutions, designed to match any kitchen style. Distinctive design, smart features and high-quality construction define its identity.

**“For us, innovation is not an option: it is the only way to truly exist and compete,”** said **Francesco Casoli, President of Elica**. *“Our sector is undergoing rapid change, driven by evolving consumer needs, regulatory pressures and challenges in supply chain sustainability. In this context, we do not follow: we invest, we stay one step ahead, we raise the bar. **Technology and design are the tools through which we continue to create value from Italy for the world**, with the concrete ambition of being a game changer. We can do this because we start from a real advantage: a unique design culture, a radical attention to detail and manufacturing capabilities that few can claim. This is the foundation of our growth.”*

For the first time, the **company has developed its own hardware and software architecture, which forms the core of the product**: the proprietary **ID Technology** is the result of a **€2 million** research project, for which Elica employed a **task force of six engineers who, for three years, worked exclusively on the development of the first collection of induction hobs designed by Elica**.

**“Today, we are not only expanding the range, we are strengthening our ability to drive our own innovation,” explained Luca Barboni, CEO of Elica. “In recent years, we have worked with a very clear objective: to transform Elica into a cooking company capable of expressing a distinctive vision in the world of cooking. The rebranding we launched two years ago was not merely a cosmetic makeover, but the beginning of a precise industrial trajectory that today is reinforced by a **proprietary, scalable technology platform, ready to support Elica’s innovation journey in the coming years.**”**

A tangible and immediately noticeable upgrade to the user experience: the cooking surface of these hobs is **flexible and ergonomic**, designed to maximise the cooking area on hobs with integrated extractors. This translates into greater comfort, freedom of movement, and more intuitive control of the cooking areas. Another distinctive feature is the **temperature control**, which enables cooking by setting specific degrees rather than power levels, or by using **automatic modes**. Cooking with ID Technology is also **exceptionally quiet**, while power control is seamless and efficient thanks to **innovative, patented technological solutions**.

The induction hobs with ID Technology will be equipped with the new **Matrix** user interface: a pixel-based interface that delivers smoother, more intuitive interaction through high-definition graphics. The result is a dynamic and distinctive aesthetic, **capable of rendering infographics, animations, and text-based messages, setting a new standard for the category**.

**“Where Cooking Has No Borders”: vision, matter and innovation.**

Innovation runs through the entire exhibition journey, giving shape to the concept **“Where Cooking Has No Borders”**, through which Elica interprets and articulates its presence at EuroCucina. **Within the space, vision, matter, and innovation come together in a coherent narrative**: each element relates to the others, and each product integrates into a vision of the kitchen as an **open, inclusive environment without borders**. A design ecosystem that breaks down the barriers between form and function, creativity and technology, overcomes category constraints, and redefines the way kitchen spaces are designed and experienced.

**A journey through the brand’s most advanced solutions**, starting with the iconic and multi-award-winning **Lhov**, the first All-in-One cooking solution combining an oven, induction hob and extraction system into a single appliance, now available in **two new finishes: matt white and matt black**. Already a design icon and winner of the 2024 *Compasso d’Oro* award for its technological and design vision, Lhov is now even smarter, thanks to the **Vocal Assistant** - which allows users to control the key functions via simple voice commands - and **new automatic cooking programmes** that provide access to comprehensive, guided recipes.

**Luna** is the **pendant lamp** combining essential lines and natural interaction, interpreting lighting in its most advanced form. It accompanies every moment in the kitchen, delivering a true **total lighting experience** through the combination of ambient light and direct light over the cooking area, which self-adjusts by interacting with the Elica hob. With **Gesture Control**, app connectivity and voice assistant, interaction becomes fully smart and intuitive, transforming the space into a dynamic ecosystem where technology and style work in perfect harmony.

**Matt Black** is Elica's latest addition, enriching its extensive range of products with an **elegant matt black finish**. A trend that Elica interprets with style, offering the market one of the most extensive and complete ranges in this finish: ovens, induction hobs, extractor hobs and extraction systems. Among the standout products are the **Virtus Multi 60 DD Matt** oven, featuring the iconic floating knob, and the **Haiku Black Matt** kitchen hood, distinguished by its simple yet powerful design. With a depth of **just 32 cm**, it integrates perfectly into any kitchen. The collection also includes induction and extractor hobs in the **Raw** version, a special finish designed to resist scratches, everyday wear and fingerprints, such as the **Ratio Connex 804 Plus Raw** hob, distinguished by its essential aesthetics and enhanced ergonomics, and the **NikolaTesla One HP RAW** extractor hob, winner of the prestigious **Compasso d'Oro award in 2018**, which combines style and functionality through **refined lines** and **premium materials**.

**NikolaTesla**, the most extensive collection of extractor hobs on the market, continues to evolve with the launch of the ultra-slim **SUIT S** platform: a new range with a depth of just **19.4 cm**, which frees up **20%** more space within the kitchen unit for total design freedom. Among the core products in the collection is **NikolaTesla FIT XL SL Raw**, featuring a spacious, flush, linear and elegant surface, with a central flap that conceals the silent, invisible and fully automatic extraction system. Finally, among the key innovations, **TheKub**, an extraction system that brings a new level of versatility into the kitchen: a compact 32 cm cube with integrated full LED lighting, it becomes an essential element capable of creating up to **ten different configurations**, including wall-mounted, suspended and island versions, as well as configurations with chimney and wooden shelving.

In every project, Elica expresses its commitment to anticipating the future, transforming ideas into concrete visions. By constantly innovating, experimenting, and redefining its language, the company charts new paths through the creative spark of design: the most authentic way to imagine and build what lies ahead.

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Elica, Italian company standing at the forefront of cooking appliance production and design, a global leader in kitchen extraction systems with over 50 years of history. European major player in the production of electric motors for household appliances and heating boilers.

Around 2500 staff employed in its Fabriano headquarters and in its six production sites in Italy, Poland, Mexico and China: these are Elica's figures, successfully achieved under the constant guidance of the company President Francesco Casoli. Results driven by corporate values that have always inspired every single project, product and activity: design that meets aesthetics and performance for an extraordinary cooking experience, art destined as a model for creative processes and working methods, and innovation to support technological solutions capable of enhancing product functionality.