

VBH TO LAUNCH INNOVATIVE “ALCHIMIA” LINE AT MASTERLY DURING MILAN DESIGN WEEK

Amsterdam, 12th of April 2023. Van Berge Henegouwen (VBH), a leading provider of luxury technology solutions for superyachts and residences, is excited to unveil its latest project, Alchimia, during the Milan Design Week. The event will take place from April 18th to 23rd, 2023, at Palazzo Giureconsulti, where VBH will participate in Masterly – The Dutch in Milano, one of the most prestigious pavilions of the Salone del Mobile.

Alchimia is a line of transformative elements of design for upscale residences, that seamlessly integrates technology for entertainment and relaxation, into luxury living spaces. VBH's new brand offers three elements of design: the Alchimia Wall Element (AWE), the Alchimia Control Element (ACE), and the Alchimia Immersive Sound Element (AISE).

The AWE invisibly incorporates display, sound and control technologies in a wall made of natural elements, while the ACE is an extraordinary user interface that illuminates from behind any natural material as soon as your hand approaches it, providing an enchanting control experience over lighting, temperature, music, and displays. The AISE, on the other hand, is the only audio solution available today that can be seamlessly integrated behind any natural stone, eliminating the need for unsightly speakers or wires.

VBH is thrilled to showcase Alchimia at Masterly – The Dutch in Milano, a renowned pavilion that provides a unique opportunity for companies to present their latest projects to an international audience. Alchimia will be part of the VIP area on the ground floor of Palazzo Giureconsulti, surrounded by the most creative design pieces.

Jeroen van den Hurk, CEO of VBH, says, “With our Alchimia new range of semi-custom and full-custom products, we are introducing a fresh perspective on interior design and technology. Like we are doing in the Yachting industry with our Invisible Technology, we now want to inspire architects and interior designers and allow them to create new interior designs crafted with natural elements, and free of technology, while still benefiting from it.”

VBH's commitment to excellence and innovation extends to both land and sea, where the company strives to create designs that establish a unique connection between space and its inhabitants, reflecting their values and lifestyle. With the launch of Alchimia, VBH enters the residential design and furniture industry and plans to develop its high-end residential branch.

About VBH

VBH has been committed to integrating cutting-edge technology into luxury designs for over 50 years, with an extensive portfolio of over 300 superyachts and almost 100 residences that showcase their expertise. The company's mission is to provide clients with the ultimate luxury experience, whether they are at home or out on the open water.

In 2023, inspired by their clients' lifestyles and experiences, VBH redefined interior design by merging it with pioneering technology. This fusion gave birth to Alchimia, a revolutionary line of products that takes common design elements and elevates them to something truly valuable, reflecting the alchemist's philosophy of turning base metals into gold.

VBH headquarters are based in Amsterdam, Netherlands, and have offices in Antibes, France, Bredenbek, Germany and Fort Lauderdale, Florida.

More information on www.vbhi.com and www.alchimia-design.com

Pictures, videos, brochure and different languages versions of the PR are available [here](#).

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