

WAITING FOR “PROGETTO FUOCO”: MCZ RETRACES THE STEPS OF ITS JOURNEY THROUGH DESIGN

While in the past heating a home was regarded simply as a functional need, consumers now demand products that combine high performance with a refined aesthetic, in line with the latest trends.

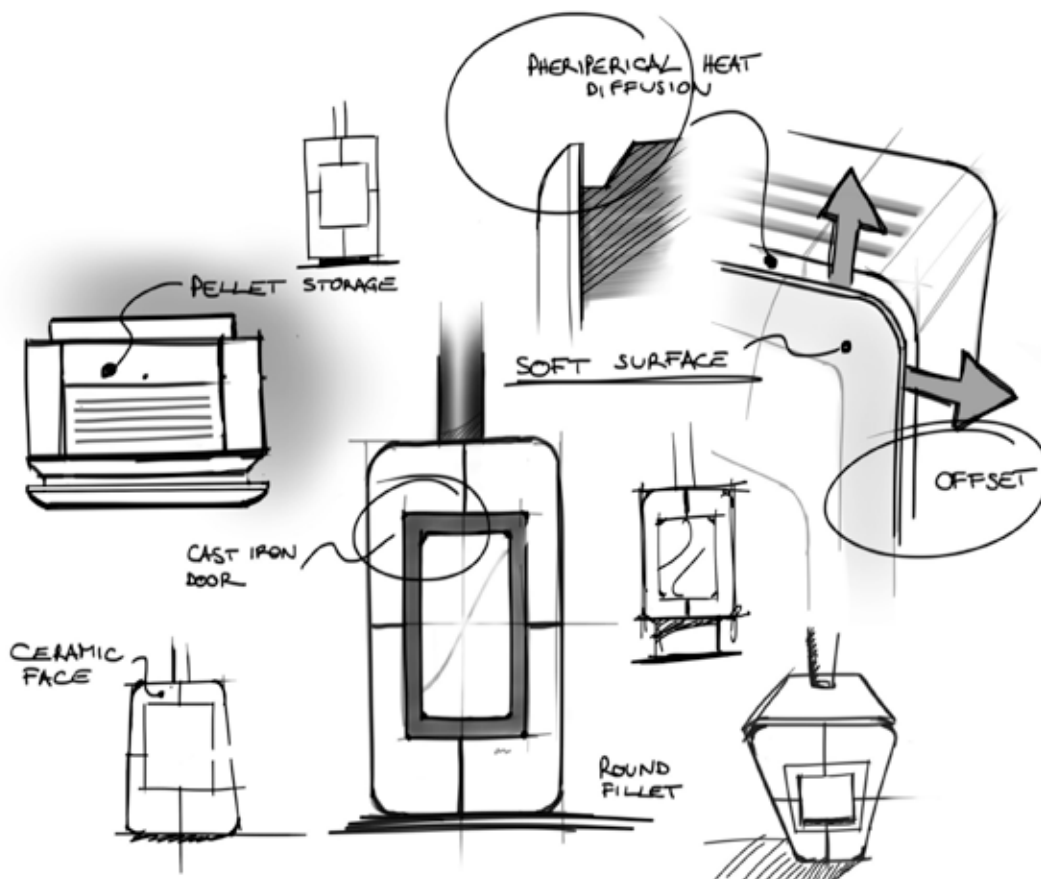
This will be one of the main guidelines of the new launches on display at “Progetto Fuoco”, the long-awaited event at Verona’s exhibition centre devoted to pellet and wood heating systems (19-22 February 2020). Without revealing the news for the upcoming season, MCZ retraces the turning points that have marked the last few years and that have enabled it to stand out on the market for its focus on design.

TOBA

**2011:
TOBA STOVE WINS
THE IF DESIGN AWARD**

Toba, the first pellet stove to win the iF Design Award, has been a turning point not only for MCZ, but for the entire sector as well. Indeed, for the first time the pellet stove is no longer merely a functional object and becomes a furnishing item. With Toba, the typical front hot air outlet grille disappears and the heat is distributed around the perimeter, leaving the front clean and with a simple design. Lines, volumes and finishes have a contemporary feel. Ceramic takes centre stage and, with its soft and rounded lines, gives the stove a strong character and identity. The Toba front ceramic cladding then became one of the most popular details in pellet stoves.

The project of Toba was developed by MCZ together with Emo Design, a young team of designers who, over the years, have stood out in the industrial design sector for their market-oriented approach.




TILDA

MOOD

2012 - 2018: THE SEARCH FOR AN INTERNATIONAL STYLE AND THE SCOUTING OF YOUNG TALENTS

Constant R&D investments have enabled MCZ to launch increasingly innovative and environmentally friendly appliances. Growing exports, which now account for 70% of its turnover, have led the company to offer a product range with an international design to meet the taste of consumers from all over Europe. This is why MCZ appointed both their in-house style department and young designers to take care of the design process.

One of the most successful models is Mood (2012, Emo Design), the first completely round pellet stove, which is still one of the most elegant and refined models on the market. Furthermore, Klin, Tilda and Aike (2015, Emo Design), with their clean lines and extreme attention to detail, represent a turn towards a Nordic and minimalist taste.

Pablo Dorigo is another remarkable young designer who collaborated with the brand. He teamed up with MCZ in 2015, when he was still studying at the IUAV in Venice. Pablo has designed several interesting projects, both in terms of aesthetics and functionality. In particular Curve and Berg (2016), which feature a rounded shape with sinuous and soft lines on the cladding, made of ceramic for Curve and of serpentine stone for Berg.



AIKE



KLIN



BERG



CURVE



WALL

2019: THE COLLABORATION WITH PATRICIA URQUIOLA, PAOLA NAVONE AND MICHAEL GELDMACHER

2019 was a triple step forward for MCZ towards design, as it launched its collaboration with three top international designers such as Patricia Urquiola, Paola Navone and Michael Geldmacher. For all three designers, the fire sector was something new and interesting, both in terms of its emotional content and for the topics related to environmental sustainability, which are particularly advanced in this sector. They decided to take a different approach, according to their experience and their personality.

PATRICIA URQUIOLA

Patricia Urquiola made her debut in the fire sector with the Wall pellet stove, designed for MCZ in 2019. Working on the project was an extremely stimulating experience for her, since she has always made sure that the products she designs are environmentally sustainable.

“In recent years there has been a major shift in thinking in the pellet stove sector,” says Patricia Urquiola. “These heat sources are neutral in terms of CO2 emissions, and this is crucial for us.”

In order to give the stove also a decorative appeal, Urquiola decided to go for a minimalist design. A very simple cylindrical element, without front ventilation grilles, is placed next to a linear shape resting against the wall. For the special design of the structure, entirely made of Black painted steel, Patricia Urquiola came up with a simple and yet innovative solution to conceal the pipes and the technical connecting elements of the stove. The simple design of Wall is enhanced by a unique detail, the base, available in black steel or in different natural materials, such as terrazzo, wood, stone or concrete, to match any kind of floor.

“I was rather impressed by MCZ’s potential and openness to the world of design and technology, its focus on the environment, its curiosity, its modern approach and how easy it is to communicate and exchange ideas”, says Patricia Urquiola.



MICHAEL GELDMACHER

For MCZ, Michael Geldmacher designed the Reflex pellet stove, a poetic and essential interpretation of fire.

Talking about his experience, the German designer was inspired by the famous quote from The Little Prince "It is only with the heart that one can see rightly, what is essential is invisible to the eye".

"If I think of a fire-lit cave at night, I instantly get a feeling of conviviality, safety and warmth," says Michael Geldmacher. "These are the emotions I intended to convey with Reflex."

In Reflex, the flame can't be seen directly, but it's easy to feel it and to sense its glow, which enhances the effect of fire. Reflex has a door with vertical blades that conceals the firebox and therefore blocks a direct and full view of the fire. What can be caught is the glow of the flame, which is perceived differently according to the point of view.

Michael Geldmacher also stressed the unexpected harmony between technicians and designers during the project, which is not always so obvious in other sectors. "Sometimes I really struggle to convince the technical department that details are necessary, but I immediately got along with the people at MCZ. Designers and engineers share the same ideas."

**PAOLA NAVONE**

For MCZ, Paola Navone designed Sahara, a fireplace cladding in glazed terracotta zellige tiles.

“Zellige is an unconventional, poetic and decorative material that I truly love,” says the designer. “The iridescent hues of the glazed surface reveal the poetic and somewhat flawed beauty of handmade objects.”

With Sahara, Navone also made her debut in the fire sector. This is how she explains her experience with MCZ: “Fire is a strongly metaphorical element, which is inherently and deeply human and therefore shared by all cultures, although with a different symbology. What fascinates me about fire is its universal connection with people everywhere and through all ages. That is why I was interested in the experience of ‘clothing’ it with my contemporary and slightly nomadic approach to design”.

Paola Navone was impressed by the company’s savoir-faire: MCZ’s special ability to combine the poetry of the fireplace, the energy of fire and high-level technological performance is a strength we built upon. Everything else came spontaneously.”

You can download the images presented in the press release by clicking on the following link:
http://www.ergo-online.it/press/MCZ_Design.zip

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