



Orea Unveils the S2-Line at Milan Design Week 2026

Zurich, 23 March 2026 – At Milan Design Week 2026, as part of EuroCucina 2026, designer Bodo Sperlein and Swiss kitchen manufacturer Orea AG will present the new **S2-Line**. Building on the original S-Line, the S2-Line reinterprets the kitchen as both a sculptural object and an architectural element.

The S2-Line is not a completely new direction but a precise refinement. Its design language has been reduced to the essentials and stands for calm, elegance, and material clarity. Instead of stark contrasts, it emphasizes a harmonious, tactile quality that integrates naturally into modern living spaces.

Painted surfaces meet ceramic stone and mineral composites, creating a high-quality, timeless material palette. The interplay gives the kitchen a furniture-like character—meticulously crafted, functionally intelligent, and deliberately restrained in its appearance.

The signature design element, the S-shape, remains but is interpreted in the S2-Line with greater fluidity and lightness. Gentle curves and seamless transitions allow for a natural integration into open-plan layouts. The kitchen presents itself as an independent, sculptural object—present yet calm and elegant.

A central innovation is the **S2-Line Divider Wall**. This architectural element functions both as a room divider and as a functional core. It structures open living spaces while integrating appliances such as refrigerators, freezers, ovens, and storage. The rear side can serve as a wardrobe or cabinet system, creating a seamless transition between kitchen and living areas.

Materiality plays a decisive role: lacquered surfaces offer a refined tactile feel, while ceramic stone conveys precision, durability, and resilience. All components are designed for daily use, combining technical performance with a clear aesthetic.

This approach reflects Orea AG's philosophy. As a leading Swiss brand for bespoke kitchens, the company stands for precision, artisanal excellence, and uncompromising quality. The combination of technical expertise and individualized craftsmanship perfectly complements Sperlein's sculptural, human-centered design perfectly.

"Architecture has always influenced my work, yet I continue to see the kitchen as an independent object," says Bodo Sperlein. "With the S2-Line, I wanted to create something quieter and more elegant—a form that integrates naturally into the space while maintaining a clear, sculptural identity. The kitchen should be present without being loud."

The S2-Line is a confident expression of contemporary living: sculptural, functional, and timelessly elegant.

Press Day in Milan: MENU by Bodo Sperlein, Monday, April 20, 2026

For the S2 Line showcased in Milan, we benefited from the close collaboration with our valued **partners** **INALCO**, **PEKA**, and **V-ZUG**.

S2-Line presented in Milan – Materials and Specifications:

Fronts: Surface coating, fine-textured lacquer, in colors 03026 Almond and [Bauwerk Colour “Dandelion”](#)

Handles: Recessed grip in black

Countertops: [INALCO “VINT”](#) (almond kitchen island) and [INALCO “Masai Blanco Plus”](#) (green kitchen island)

Faucets: “Orea” model in black (almond kitchen island) and stainless-steel finish (green kitchen island)

Appliances: V-ZUG, Freezyboy, and PEKA

Sinks: [Morath Magico Mattschwarz MAG50UB](#) (almond kitchen island) und [Morath Sereno R15 SER 50 FB7 S](#) (green kitchen island)

Accessories: The S2-Line is equipped with the [Revoltab](#) Smart Diffuser HIDE, a plug-in fragrance device that creates a pleasant atmosphere

Orea AG – Premium Partner for Kitchen and Interior Concepts

Orea AG is a Swiss brand specializing in high-end kitchen and interior concepts. The company collaborates with leading real estate partners on sophisticated architectural projects such as FOUR Frankfurt in Germany and PilatusTower in Switzerland.

Orea is led by co-owners David Spielhofer (CEO) and Kilian Reichenbach (CSO), who have shaped the Swiss premium kitchen segment for over 20 years. Spielhofer oversees strategic direction and international brand development, while Reichenbach manages sales and close collaboration with architects and project partners.

Both previously worked with Poggenpohl and bulthaup and have developed Orea into a sought-after brand in the luxury segment. The company is experiencing strong growth and rising international demand, recently receiving a German Brand Award – Product Brand of the Year.

David Spielhofer: *“Orea enjoys high acceptance among private clients while establishing itself as a reliable partner in premium projects. In the luxury real estate segment, buyers increasingly seek holistic interior concepts and select their partners very carefully.”*

The brand’s positioning is reinforced through partnerships with renowned personalities such as brand ambassador Andreas Caminada and collaborations with top chefs like Heiko Nieder and Tohru Nakamura.

About Orea

Based in Zurich, Orea AG specializes in high-quality, bespoke kitchens and interior elements, aiming for a holistic living concept. The projects are driven by a young, dynamic team dedicated to design and implementation. Showrooms are located in Basel, Bern, Chur, Rothenburg, and Zurich. To meet cross-border demand, Orea AG has established Orea Europe GmbH in Nittendorf/Regensburg, Germany. More information is available at <https://www.orea-living.com/en/>.

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THEWALL by... a bold product innovation prevails...

No more cables—that is the credo of THEWALL's founders, David Spielhofer and Johannes Falk!

What began at MOW 2019 in Löhne has quickly evolved into a market-ready product; 10% of all German kitchen studios will soon showcase this premium system. THEWALL is a technical wall system with a patented 4-phase power rail, allowing various kitchen accessories, phone chargers, and lighting (including the iconic Tolomeo by Artemide) to be clicked in. Wall surfaces can be freely chosen.

The founders aim to liberate the world from cables, enabling complete flexibility in planning and using wall systems throughout the living space. Future product lines include battery-powered small kitchen appliances, razors, electric toothbrushes, and click-in TVs.

Like its collaboration with Artemide, THEWALL seeks to unite leading brands for small appliances on a single wall.

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