



**“Water Heritage” by Vicario
Installation project by JoeVelluto**

Milano Design Week
Brera Design District
Via Statuto 13
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“Water Heritage” by JoeVelluto is the name of the immersive installation with which Vicario - a brand that has been manufacturing faucets for over 50 years, with its headquarters and factory in Gozzano, on the shores of Lake Orta (Piedmont) - will debut at Milan Design Week.



The spaces of the art gallery at Via Statuto 13, in the heart of Brera Design District, evoke a primordial landscape: visitors will immerse themselves in the ethereal and evocative installation, conceived by JoeVelluto – who overview the Vicario rebrand and visual identity in early 2026- to discover the historic brand’s collections of bathroom, kitchen, and outdoor faucets, also displayed at Salone del Mobile.Milano, Hall 10.



Amid stage sets, video, sounds, drapery, and plays of light, a sensory journey will guide visitors through islands of land emerging from the water.

From mirrors that reflect light and give rise to forms, monolithic faucets belonging to “Lumière” tabs’ collection emerge, as if they were the source of natural springs - primordial elements, a precious legacy to be preserved and safeguarded.

In a dreamlike, ethereal, and delicate atmosphere, amid floating drapes that veil and reveal, visitors are invited to toss a brass disc through a large porthole: an intimate and private experience - whether to recall a wishing well or simply to take home a memory - their gesture remains in the water as a physical and shared trace, becoming part of the installation.

“Water Heritage” installation is conceived as a dialogue with our senses, evoking emotions and sensations that intertwine the world of water with our human memory - both essential elements for their unique beauty, necessity, and deep meanings.

Vicario

Innovation, technical research, and creativity are woven into the very fabric of Vicario.

A 100% Italian family-owned company, it has been led for over 25 years by Daniele and Rossana Vicario, the children of founder Armando.

Founded in Gozzano on Lake Orta in 1974 out of a passion for engineering excellence, today Vicario is a brand that blends tradition with design trends.

By combining elegance, craftsmanship, technological innovation, and creativity, it has successfully interpreted the evolution of the bathroom world over the years.

Vicarioarmando.com

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