
Italdesign for TK Elevator:
Italdesign's multidisciplinary, human-centered vision serving
domestic vertical mobility,
showcased in Milan at the Global Elevator Exhibition



Moncalieri, November 21, 2025

Italdesign brings its cross-sector expertise, ranging from automotive to interior design, into the world of domestic vertical mobility, with an approach that always puts the user at the center. Even a few seconds inside an elevator cabin can become a meaningful experience, where aesthetics, modularity, inclusion, and sustainability blend to enhance everyday life.

The new cabin project for TK Elevator, developed in collaboration with Italdesign, was presented at the **Global Elevator Exhibition** (November 19–21, Fiera Milano Rho), the leading event for elevators, escalators, and system components. During the show, the concept was presented by Dejan Gjergji, Operation Development at TK Home Solutions, and Enrico Lago, Industrial Design Team Leader at Italdesign.

"The way a home elevator cabin looks and feels has a real impact on the comfort of everyday living," said Dirk Marschall, COO of TKE Home Solutions. *"In rethinking our cabin design, we focused on creating an inviting atmosphere with clear usability. Even a short ride should feel natural, safe, and aligned with the character of each home."*

"Italdesign continues to explore new frontiers of functional design, with the goal of making every space more human, smarter, and more open to all," commented Enrico Lago. *"Every project is an opportunity to put the user at the center. It's not just about rethinking shapes or using new materials, but about applying a design approach that makes every interaction meaningful. With the domestic elevator cabin we designed for TKE, we wanted to transform a technical space into an environment where all elements merge to improve daily life, where aesthetics become utility and innovation becomes responsibility toward the future."*

"The elevator is a meeting place: the last space we leave when we go out and the first we find when we return home," commented Nicolas Bussetti, Senior Designer at Italdesign. *"We didn't want it to be just a passage, but an experience. The client asked for modularity, and that became our challenge: few components, standard panels, interchangeable elements to adapt to different sizes and create multiple combinations. We developed two configurations, basic and premium, enhanced with linear LED lighting, distinctive finishes, sustainable materials, and details that evoke the home. The color palette and interior lighting were calibrated to create a welcoming and intuitive environment. Creating a sense of comfort in a small space, with safety constraints and metallic materials, was a major challenge. But that's how even an elevator becomes a moment of well-being."*

A key feature of the new cabin is the use of L-shaped panels, designed to provide visual continuity and identity, introducing three-dimensionality and a sense of

enclosure. A customizable cantilevered interface with both touch and physical buttons, including Braille markings, takes center stage. The modular cover applied to the control panel and handrail optimizes costs, simplifies maintenance, and promotes inclusivity.

In those few seconds of travel, warmth, elegance, and even discreet luxury can be found thanks to personalization options: multifunction panels, fragrance diffusers, and fabrics coordinated with home furniture.

"For Italdesign, every project is also an opportunity to create market value," added Fiorenzo Piracci, Business Developer Industrial Design at Italdesign. "With TK Elevator, we combined design and strategy to meet a growing demand for domestic solutions that are modular, sustainable, and accessible. Our goal is not only to innovate the user experience but to support partners in building a scalable offering that stands out and creates competitive advantage in an evolving sector."

ABOUT TK ELEVATOR

TK Elevator (TKE) is a global leader in vertical transportation and urban mobility. We provide engineering that keeps the world moving, from design to installation and maintenance on any brand of elevators, escalators, walkways, lifts, passenger boarding bridges, stairlifts, platform lifts and home elevators – any place and any time. With our digital solutions like AGILE and the IoT platform, MAX, there are no longer any limits to urban mobility. TK Elevator became independent following its separation from the Thyssenkrupp group in 2020. The company achieved sales of €9.3 billion in fiscal year 2023/2024. With around 50,000 employees, 25,000 service technicians and over 1,000 support centers globally, we are moved by what moves people. TKE – Move Beyond.

ABOUT ITALDESIGN

Italdesign is a global leader in design, engineering, and production, renowned for its customer-centric and method-driven approach to innovation. Headquartered in Moncalieri, Turin, and with over 1,300 professionals across 10 international sites, Italdesign has been shaping the future of mobility, product, and transportation design for more than 57 years. The company offers end-to-end, vertical and integrated solutions spanning from concept to series production, including advanced expertise in electronics, digitalization, and new mobility solutions. Italdesign's multidisciplinary teams deliver projects for established brands and emerging players, supporting the industrialization of new products with state-of-the-art methods and tools. Alongside its automotive legacy, with over 100 showcars and 300 production models realized, the company's industrial design division has developed more than 1,000 industrial and transportation design products, ranging from consumer goods to professional equipment and public transport solutions.

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