

TK Home Solutions, part of TK Elevator, and Italdesign win
the Red Dot Product Design Award 2026
with the Home Lift H300 NXT project



reddot winner 2026

Moncalieri, May 6, 2026

TK Home Solutions, the residential mobility brand within TK Elevator, and Italdesign, have won the Red Dot Product Design Award 2026 in the Product Design category with Home Lift H300 NXT, a project that reimagines the home elevator as a space designed to be experienced every day.

Driven by TK Elevator's overarching vision to develop innovative, smarter and more sustainable solutions that redefine vertical transportation, and by Italdesign's multidisciplinary and human-centered design approach—combining technological innovation with a deep sensitivity to people, space and real-life usage contexts—this shared vision has led the project to receive one of the most prestigious international recognitions in the field of design.

The Home Lift H300 NXT is distinguished by an essential and balanced design language, intelligent functional solutions and a strong focus on the perceptual quality of space. The project aims to transform the home lift into an environment that feels intuitive, welcoming and inclusive, enhancing everyday usability through clarity, comfort and attention to detail.

Farid Oilad Adj Amar, Global Commercial Director Home Elevator at TK Home Solutions, says: *"This award truly means a lot to us. At TK Home Solutions, we design for people and for everyday life at home. Together with Italdesign, our goal with this cabin was simple: to create a space that feels familiar and comforting, just like any other room in the home. Being recognized by the Red Dot jury for this vision is incredibly meaningful."*

"With the home lift cabin we designed for TK Elevator, we wanted to transform a technical space into a meaningful everyday environment," said **Enrico Lago**, Industrial Design Team Leader at Italdesign. *"Through modular solutions, accessible interfaces and a careful integration of materials, light and details, we created a cabin with a distinctive identity and a wide range of configuration possibilities. This award confirms the role of design as a cultural and functional tool, capable of interpreting contemporary needs and translating them into solutions that genuinely improve quality of life".*

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ABOUT TK ELEVATOR

TK Elevator (TKE) is a global leader in vertical transportation and urban mobility. We provide engineering that keeps the world moving, including design, installation, and maintenance of elevators, escalators, walkways, lifts, passenger boarding bridges, stairlifts, platform lifts and home elevators – including multi-brand modernization and service any place, any time. With TK Elevator's AI and digital solutions 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 €9.2 billion in fiscal year 2024/2025. 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 manufacturing, active in the fields of mobility and product design. Renowned for its customer-centric, method-driven approach to innovation, the company has been shaping the evolution of products and solutions for high-tech, complex systems for more than 58 years. Headquartered in Moncalieri (Turin, Italy), and with over 1,300 professionals across 10 international locations, Italdesign delivers end-to-end, integrated and vertical solutions, supporting projects from concept through to series production. Italdesign's multidisciplinary teams develop projects for both established brands and emerging players, supporting the industrialization of innovative products through state-of-the-art methods and tools. Alongside its long-standing automotive expertise – reflected in more than 100 showcars and over 300 production models– the Industrial Design division has developed more than 1,000 products, ranging from consumer goods and professional equipment to solutions for public transport, aerospace and robotics.

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