



Smeg introduces Isola, a new design-led kitchen collection created in collaboration with Stefano Boeri Interiors

Iconic Italian brand Smeg unveils Isola, a standout new collection of hobs and extraction systems designed in collaboration with Stefano Boeri Interiors, the award-winning studio founded by architect and designer Stefano Boeri. Known for landmark projects including [Milan's Bosco Verticale](#), Boeri brings an architectural sensibility to Isola - treating kitchen appliances not as background utilities, but as defining elements within the space.



Isola makes its market debut with a range of induction hobs with integrated extraction, suspended hoods and a sculptural lighting rail. The collection challenges the idea that appliances should disappear into the background, instead giving them a stronger role within the kitchen landscape. With clean architectural lines, refined proportions and advanced performance, Isola becomes a statement piece.

The collection pairs rounded forms with integrated lighting designed to improve visibility while creating a softer look within the kitchen. Materials include anodised aluminium in stainless steel, matte black finishes and black glass, combining matte and reflective finishes to give the appliances a clean, contemporary feel without overpowering the wider space.

"The Isola collection perfectly expresses the SMEG identity" says Chairman Vittorio Bertazzoni, "A relentless pursuit for excellence, innovation, aesthetics and technology, resulting in products that fit in with new trends and stay ahead of their forward evolution. The collaboration with Stefano Boeri Interiors is a fundamental chapter of this research."

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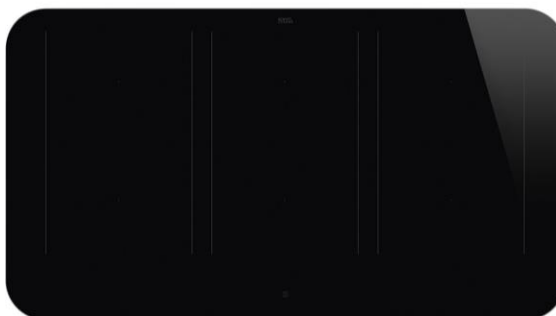


Isola Hobs – A balance of form and advanced technology

The Isola induction hobs are designed as a cohesive family, each variation responding to different spatial and aesthetic needs while maintaining a unified design language:

- **Flat** – Defined by clean surfaces and softened corners, offering a minimal, architectural presence.

90cm 6 zones for £1,299



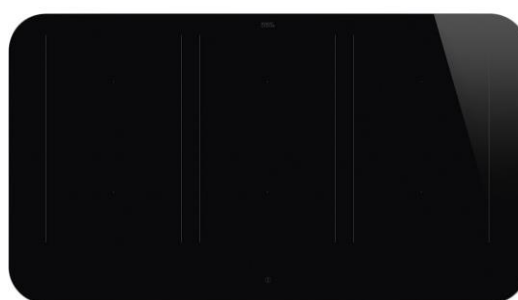
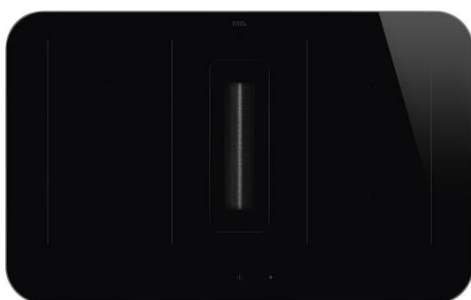
- **Alta** – Introduces a raised frame in stainless steel or matte black, adding depth and dimensionality, with options including a central integrated extraction.

90cm 6 zones for £1,699

80cm Hood in hob for £2,399

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- **Alta Pro** – Features a motorised downdraft system that emerges only when needed, helping remove steam, smoke and cooking odours. It also features Smeg's VIVOscreen, a 5-inch colour touch display with features including automatic pot detection, multizone cooking and adjustable power settings. Available in stainless steel or matte black.

90cm 5 zones for £2,699

80cm Hood in hob for £3,499

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Suspended hoods and lighting rails – Elegance that illuminates the space

Isola extends beyond the hob to a complete system of suspended hoods and lighting rails. Designed as sculptural elements, the hoods integrate adjustable lighting and intuitive touch controls, operating as both functional tools and focal points within the kitchen. Available in stainless steel or matte black.



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Top: Suspended Hood 100, £2,499

Bottom: Suspended Hood 180, £3,499

Lighting Rails

The suspended lighting rail introduces a new layer of interaction. Gesture-controlled, it allows users to modulate both intensity and warmth of light, adapting seamlessly to different moments - from preparation to dining. It can also function independently, illuminating the wider kitchen with a soft, ambient glow.



Lighting Rail, £2,999

"In designing Isola, we wanted to go against the grain," explains Stefano Boeri, founder of Stefano Boeri Interiors. "We imagined hoods and hobs not only as advanced technologies, but as elements capable of furnishing space through the balance of colour, form and light."

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Isola hobs will be available for sale in the UK from **16th June**, with hoods and lighting rails from July, via Smeg's network of retailers and distributors, alongside Smeg London, 14 Regent St, St James and via <https://shop.smeguk.com>.

For further information, high-res images, and review sample requests, please contact smeg@littleredrooster.co.uk.

About Smeg

SMEG, founded in 1948, stands for "Smalterie Metallurgiche Emiliane Guastalla," is a proudly Italian company now in its third generation of the Bertazzoni family. Renowned for responsible production of products that combine technology and style, SMEG manufactures high performance large and small appliances, sinks, taps and cookware for the home, as well as professional equipment for the catering, hospitality, laboratory, and medical sectors.

Over time, SMEG has established itself as a symbol of high aesthetic around the world, and each product is made with a unique attention to research and development. Each new appliance is not just a product, but a creation, arisen from a deep study of design, ergonomics, and function. Smeg's internal design studio, which carries out painstaking research into aesthetics and style, has the support of internationally renowned designers such as Guido Canali, Mario Bellini, the Piano Design studio, Marc Newson, Giancarlo Piretti, Matteo Bazzicalupo and Raffaella Mangiarotti, Dolce & Gabbana.

For more information including stockists, please visit Smeg UK's brand website <https://www.smeguk.com>/online store <https://shop.smeguk.com/> and physical London Flagship Store located at 14 Regent Street, St James's, SW1Y 4PH. Smeg can also be found on LinkedIn (SmegUK Ltd), Facebook (SmegUKOfficial), Instagram (@smeg_uk) and Pinterest (smeguk). For trade enquiries, please call +44 (0)344 5570070 or email sales@smeguk.com.

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