



alchimia

ELEMENTS OF DESIGN

The Concept

Bespoke Elements

The Collection

Partnership

Projects

1-4

The Concept

Bespoke Elements

9-12
The Collection

Partnership

20-24
Projects

5-8

13-20

SUMMARY

Add a new dimension to your interior design

ALCHIMIA, THE CONCEPT



WELCOME TO INTERIOR INNOVATION

Alchimia redefines traditional interior design by seamlessly integrating technology into pieces of furniture and natural materials, creating a harmonious fusion of elegance and innovation.



INVISIBLE TECHNOLOGY, VISIBLE ELEGANCE



Add a magical dimension to your interior design, and let technology seamlessly blends with elements of your interior space.

With invisible technology integrated into natural materials like natural stones, marble, and wood, your interior design is completely free of any visible technology, offering unmatched elegance and sophistication.

TAILORED TO PERFECTION

Choose from our two distinctive offers: Bespoke Elements and The Collection.

With Bespoke Elements, embrace the luxury of fully customized elements meticulously crafted to fit your unique preferences, similar to haute couture in luxury fashion.

Alternatively, explore The Collection, offering a curated selection of pre-designed pieces of furniture for effortless integration into any interior design, providing both convenience and sophistication.



POWERED BY AI

As the first piece of furniture powered by AI, Alchimia sets the standard for innovation and sophistication in interior design and creates spaces in constant evolution.



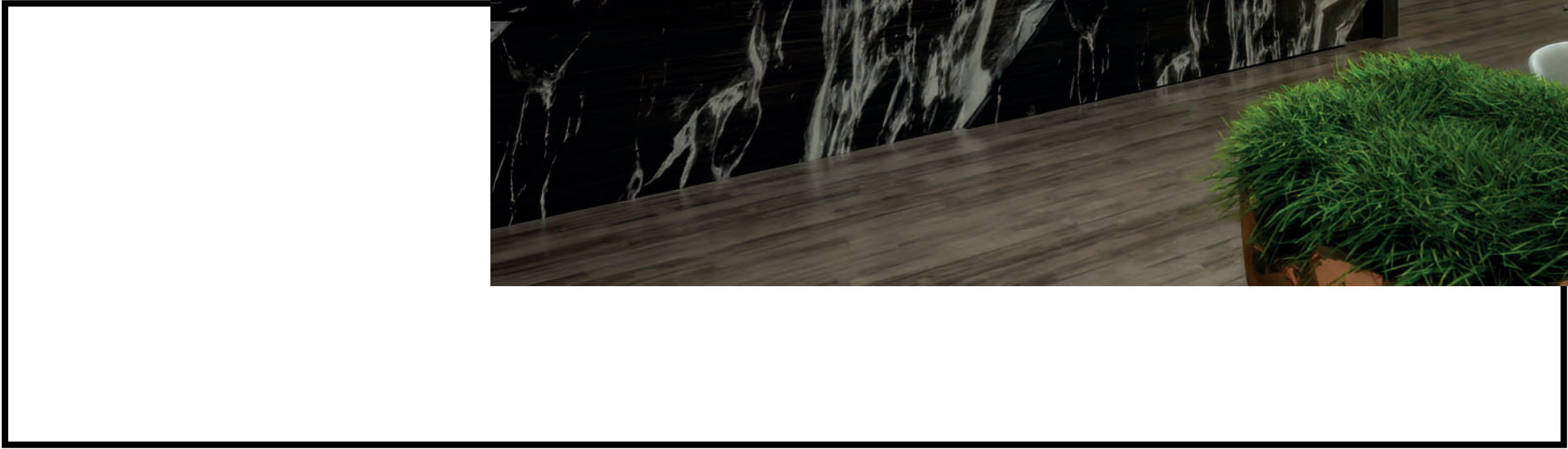
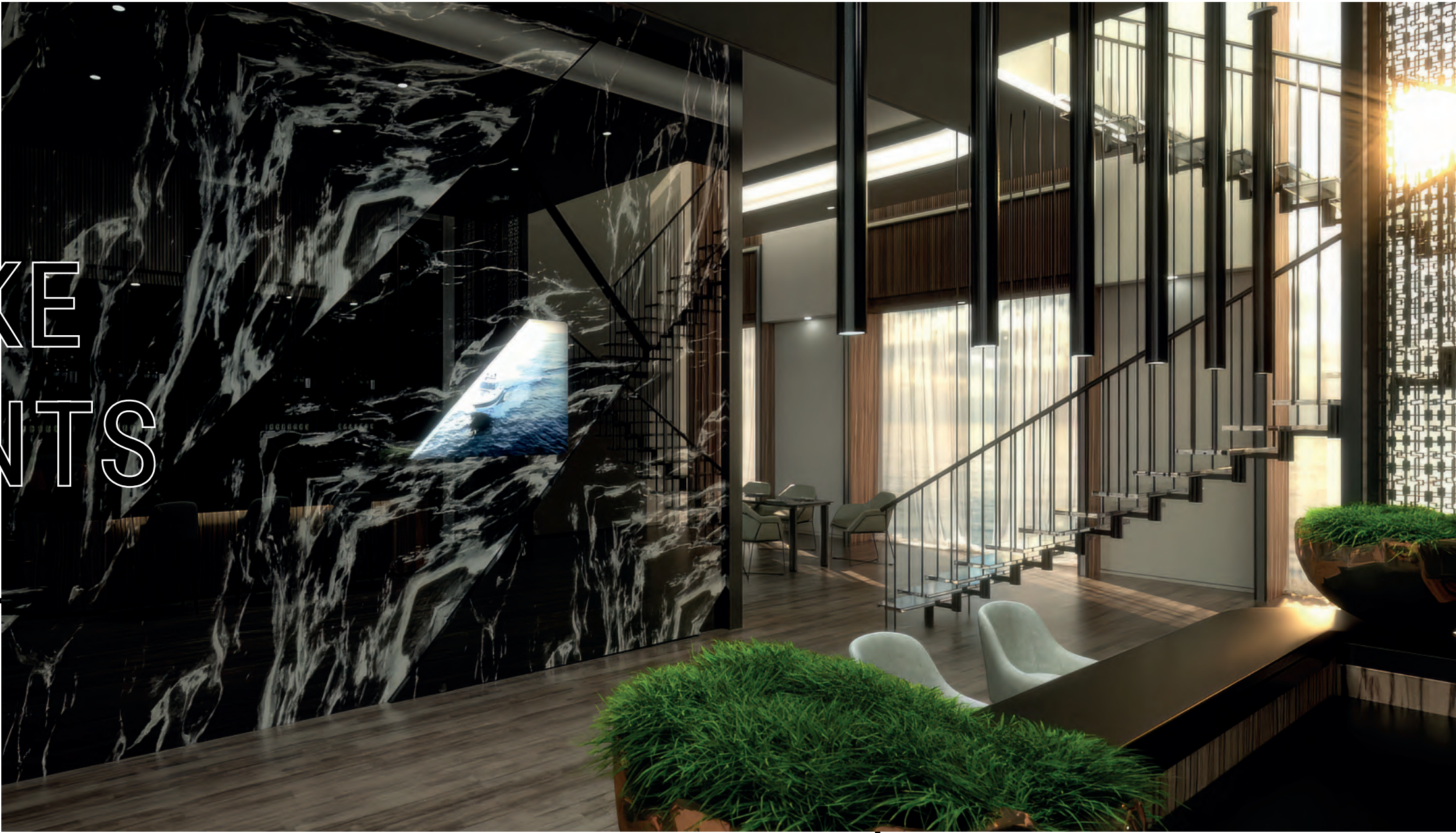
FUNCTIONALITY MEETS LUXURY

Alchimia combines functionality with luxury, offering display solutions like TV screens and sound systems seamlessly integrated into stylish furniture and design elements.

Experience harmonious spaces where Technology appears only on demand and disappears instantly like a chameleon when not needed anymore.

Add a new dimension to your interior design

BESPOKE ELEMENTS



ALCHIMIA BESPOKE ELEMENTS

For the most discerning clients seeking to integrate technology into their bespoke decor, Alchimia presents our Bespoke Elements.

Tailor-made for perfection, this version of Alchimia involves a close collaboration with architects and designers, ensuring technology not only serves its purpose but also complements the unique design and materials chosen by our clients.

From displays and speakers to the magic UI, we seamlessly incorporate these elements into the custom designs envisioned by interior designers, guaranteeing a harmonious blend of artistry and innovation in every detail.

ALCHIMIA WALL ELEMENT

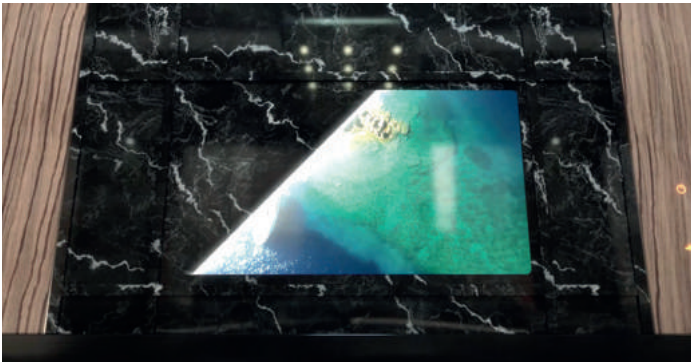


The bespoke Alchimia Wall Element features an invisible display (TV screen) designed to seamlessly integrate into your home.

It can be placed above your fireplace, in the unique piece of art décor facing your bed, in the book-matched marble wall of your bathroom, or... In any room where technology may be required sometimes.... And sometimes not.

Fully customizable to meet the specific requirements of any project, the Alchimia Wall Element can be paired with the Alchimia Control Element and the Alchimia Sound Element, providing a comprehensive solution that perfectly complements your project's needs.

We offer a wide selection of slab-cut patterns to enhance the stunning natural beauty of the chosen material or to adapt the Alchimia Wall Element to the material selected by our client, ensuring a flawless integration into any space.



ALCHIMIA CONTROL ELEMENT



Experience the ultimate magic user interface with the Alchimia Control Element.

Seamlessly integrating into any natural material in the room, such as a wooden panel, an element of design crafted from natural stone, or even a marble wall, the Alchimia Control Element offers effortless control over lighting, temperature, music, displays, and more.

You can imagine your Alchimia Control Element integrated into a wall, a coffee table, the surface of your bar, your bathroom, anywhere you may need a control interface, without having to look for a remote control or a switch on the wall.

Simply approach your hand close to its surface, and the interface instantly lights up from behind the material, providing you with an enchanting control experience like no other. When not in use, the Alchimia Control Element magically disappears, blending into the natural material of the room and leaving you with an uninterrupted and luxurious atmosphere.

ALCHIMIA SOUND ELEMENT

The Alchimia Sound Element redefines luxury audio systems, providing a revolutionary way to experience music and sound.

This innovative audio solution can be seamlessly integrated behind any natural stone or wood, eliminating the need for unsightly speakers or wires. The Alchimia Sound Element emits sound through natural materials, creating an enchanting audio experience that cannot be located.

Whether you're relaxing in your living room, hosting a party, or simply enjoying your favorite playlist, Alchimia Sound Element will provide you with an unparalleled audio experience that is truly exceptional.



Add a new dimension to your interior design

THE COLLECTION



THE COLLECTION: A CURATED SELECTION OF ALCHIMIA ELEMENTS

Alchimia – The Collection is crafted for those who seek the perfect and easy blend of invisible technology and unmatched aesthetic appeal in their spaces.



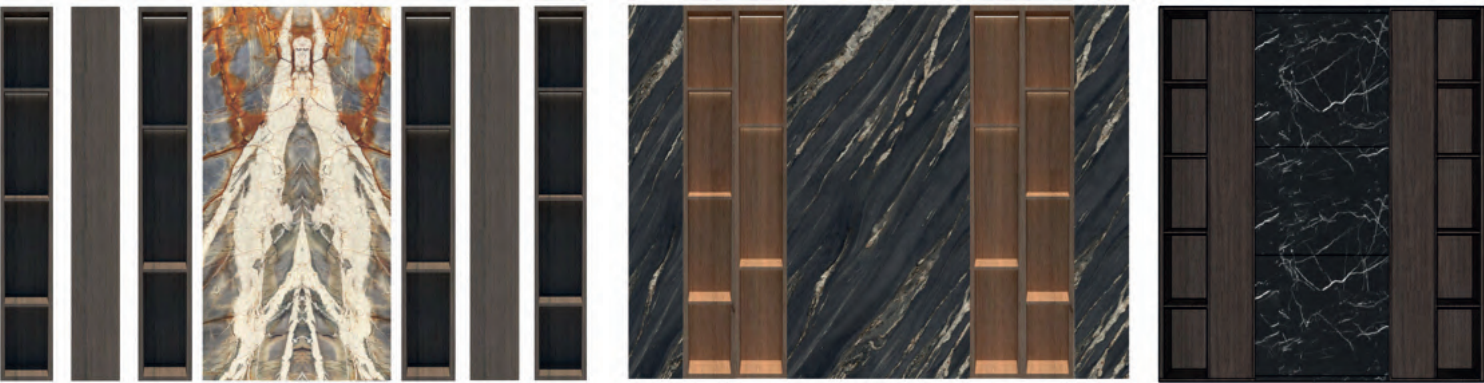
A PERFECT DESIGN INTEGRATION



Designed with the discerning client in mind, it simplifies the integration of cutting-edge technology into any environment, ensuring that elegance remains front and center.

This unique collection allows each client to create their personalized Alchimia experience. It's about having their version of Alchimia, tailored to fit their space and style perfectly.

PRE-DESIGNED AND CUSTOMIZABLE



Clients or designers can choose from an array of pre-designed yet fully customizable pieces, from luxurious natural stone panels to sleek wood shelves. They can configure their dream piece of furniture, assembling as many elements as they desire, and select the right size, shape, and materials.

Our panel elements from The Collection can include a variety of TV screens and speakers, responding to our clients' diverse needs, making the ideal Alchimia for their space, easier to achieve than ever.

Each piece is configured per client, maintaining the uniqueness of a tailored project and the ease of ordering pre-designed elements.



DESIGNERS KEY TO INNOVATION



For architects and interior designers, The Collection is a game-changer.

It offers a handpicked selection of elements that complement any design, coupled with the convenience of 3D SketchUp models ready for integration into design software.

This not only streamlines the design process but also opens up new possibilities for innovation and creativity.

Add a new dimension to your interior design

PARTNERSHIPS



PARTNERSHIPS THAT SHAPE EXPERIENCES

At Alchimia, we believe that true innovation is born through collaboration. Our partners are more than suppliers – they are visionaries, creators, and technical pioneers who help shape the immersive environments we bring to life.

Each project we develop is a carefully curated composition of technology, design, and craftsmanship. By working hand-in-hand with trusted partners across industries – from surface materials to sound, control systems to structural design – we create seamless integrations that elevate the living experience.

On the following pages, we proudly present our network of collaborators who share our passion for excellence, detail, and the pursuit of the extraordinary.

WHAT OUR PARTNERS HAVE TO SAY

“Together, we are redefining what is possible in luxury spaces.”

– Thomas Birkelund, CEO and CTO of Steinway Lyngdorf

“ICG ceramics undergo a metamorphosis, adapting to the surrounding setting and connecting two worlds”

– Federica Minozzi, CEO Iris Ceramica Group



ALCHIMIA DESIGN LYNGDORF POWERED

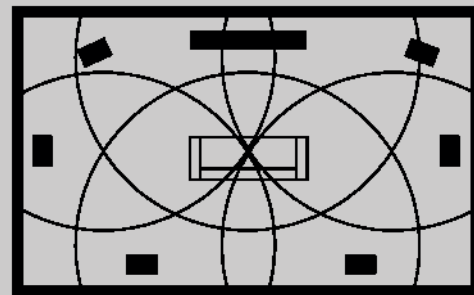
INNOVATION THROUGH PARTNERSHIP

This collaboration brings together Alchimia's innovative approach to integrating natural materials with cutting-edge technology and Steinway Lyngdorf's renowned expertise in audio engineering and sound performance, culminating in an elevated offering for discerning clients.

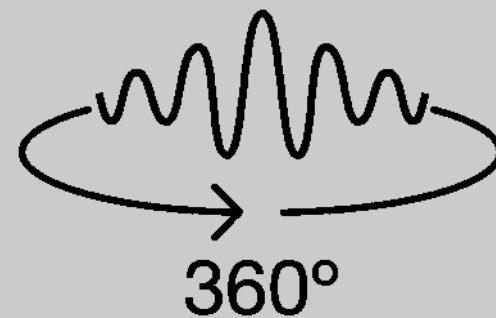
PERFECT SOUND DELIVERED

As one of the largest patent-filings in audio industry history and over two decades of pioneering audio research and development, Steinway Lyngdorf's proprietary RoomPerfect™ maps the room in 3-dimensions and acoustically calibrates the sound system to the unique environment. It delivers an uncompromised sound in nearly any environment.

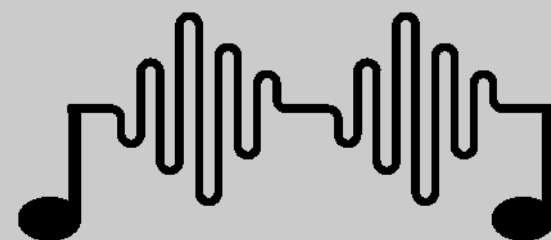
RoomPerfect™



BASS MANAGEMENT



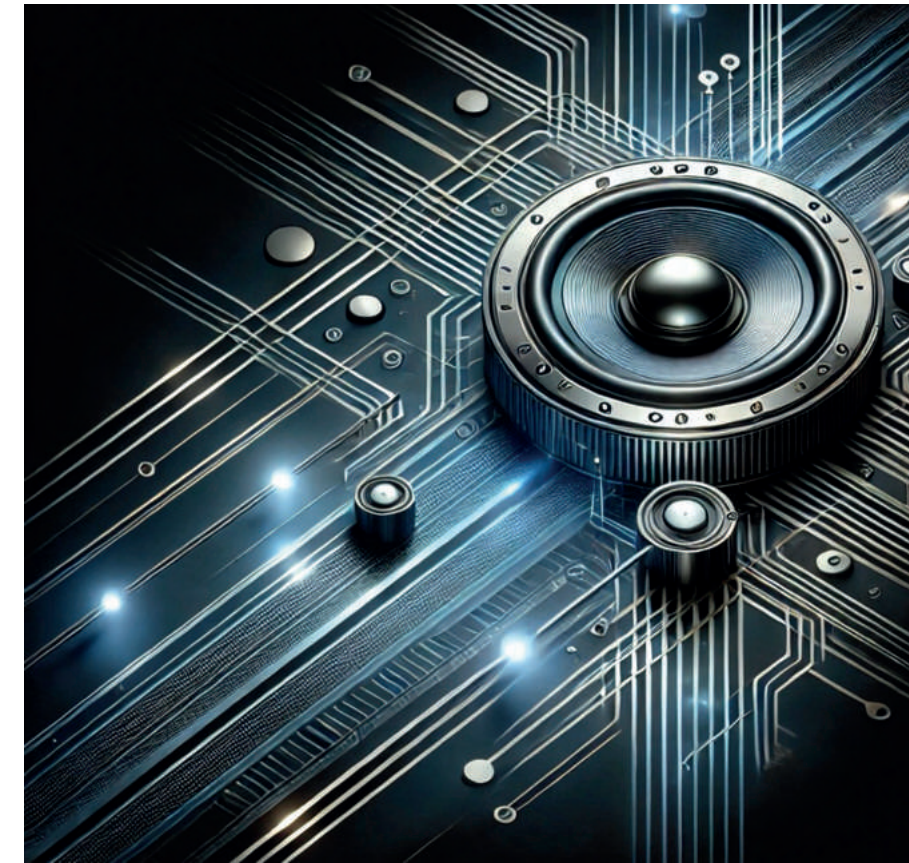
FULLY DIGITAL SYSTEMS



INNOVATION AMPLIFIED

Steinway Lyngdorf, a pioneer in digital amplification, launched the world's first fully digital amplifier and continues to lead the industry with innovative and award-winning technologies that deliver unmatched sound quality.

Alchimia Design – Lyngdorf Powered incorporates the very latest in digital amplification and award-winning electronics.



ALCHIMIA SOUND ELEMENT

The Alchimia Sound Element redefines luxury audio systems, providing a revolutionary way to experience music and sound.

"ANY SURFACE" FLAT SPEAKERS

This unique and patented Flat Speaker audio technology can be seamlessly integrated behind any natural stone or wood, eliminating the need for unsightly speakers or wires. The Alchimia Sound Element emits sound through natural materials, creating an enchanting audio experience that cannot be located.

Through the Alchimia Design – Lyngdorf Powered collaboration, Lyngdorf's RoomPerfect™ and award-winning amplification elevates the audio experience to and provides flexibility to expand a simple music area into a fully immersive experience.

Whether you're relaxing in your living room, hosting a party, or simply enjoying your favorite playlist, the Alchimia Sound Element will provide you with an unparalleled audio experience that is truly exceptional.

— *“Through the Alchimia technological solution, the innovative approach for which Iris Ceramica Group is renowned finds a perfect partner in the VBH team, and we are thrilled to collaborate on this important partnership.”*

— **Federica Minozzi, CEO Iris Ceramica Group**



A FUSION OF AESTHETICS AND TECHNOLOGY

At the heart of this partnership there is a revolutionary concept: Alchimia & Iris Ceramica Group, an advanced solution that makes technology completely invisible, fully integrating audio-video systems within natural ceramic systems within natural ceramic surfaces. Iris Ceramica Group ceramic surfaces undergo a metamorphosis, adapting to the surrounding setting and connecting two worlds: maintaining all their original beauty, they conceal a technological application that allows devices to blend perfectly into the space. The result is an environment where design and functionality exist in perfect balance becoming beauty and elevating luxury interiors to unparalleled experience.

SHAPING IMMERSIVE ENVIRONMENTS

The partnership combines Alchimia's pioneering approach to integrated technology with Iris Ceramica Group's mastery of ceramic craftsmanship and innovation. From private residences to yachts and exclusive commercial areas, Alchimia & Iris Ceramica Group creates spaces that come alive when needed—quietly elevating every experience.



A SHARED VISION

‘True innovation happens when design and technology evolve together. Our partnership with Iris Ceramica Group represents a shared vision—where surfaces are no longer just static elements, but active participants in shaping immersive environments. This collaboration allows us to redefine the boundaries of interior design, offering seamless, elegant solutions for those who demand both beauty and intelligence in their spaces.’— Jeroen van den Hurk, CEO Alchimia

“For Iris Ceramica Group, ceramics are a noble material with infinite technical qualities, shaped and transformed in our search for new solutions and applications.

Our mission, “Reengineering ceramics for the Better”, is based on unique technological solutions that open new horizons for ceramics, including smart surfaces for home automation systems, backlit slabs, eco-active ceramics and many other innovations aiming to improve interaction between humans and the environment.

Alchimia fits perfectly and coherently with this project, underlining the beauty of ceramics. The cooperation with VBH has allowed us to integrate an exclusive technology into our high-end surfaces, exploring the new properties of this flexible material and offering us the chance to create one-of-a-kind solution for the interior design world.” – Federica Minozzi, CEO Iris Ceramica Group

Add a new dimension to your interior design

SOME OF OUR PROJECTS



DAROCA DESIGN



Introducing here our collaboration with Daroca Design, featuring their superb project Sunset. Under the visionary guidance of Alejandro Crespo Daroca, CEO and Head of Design at Daroca Design, Alchimia was seamlessly integrated in this 80m masterpiece, transforming it into an oasis of luxury and innovation.

In the beach club, guests can unwind by the interior swimming pool in a spa area. Alchimia displays offer a remarkable entertainment experience, allowing guests to enjoy their favorite shows or movies while basking in the pool’s serene ambiance. On the opposite side, behind the bar, Alchimia bespoke elements have been seamlessly incorporated into natural stone, elevating the lounge experience to new heights. Here, guests can relax and savor drinks while staying updated with news, enjoying their favorite programs, or immersing themselves in music.

PROJECT: Sunset, 80m Yacht, including Alchimia Bespoke Elements (2 Alchimia Wall Elements with 100-inch displays and speakers).



DMD DESIGN

Dasha Moranova was one of our pioneer yacht designers, boldly embracing our Alchimia elements in her yacht interior projects. Her disruptive and inspiring designs make us immensely proud to see Alchimia seamlessly integrated into these stunning yacht interiors.

Our collaboration extends to different areas of her remarkable ‘Alice’ project, where Alchimia bespoke elements bring a new level of luxury and quietness in the spa area, the main salon and the owners state room.

PROJECT: Alice, 98m Yacht, including Alchimia Bespoke Elements (3 Alchimia Wall Element with 75, 85, 98 -inch displays, user interfaces and speakers).



VBH FOR MASTERLY

This piece of furniture was crafted for the 2024 Milan Design Week and showcased in the VIP area of Masterly in Milan.

Composed of various elements from The Collection and crafted in exquisite marble and refined wood, this library seamlessly fits into a sophisticated interior design where art, natural materials, and harmony are paramount. Here, technology is cleverly integrated and activated only as needed, ensuring it complements rather than disrupts the aesthetic balance.

PROJECT: Masterly VIP room, with Alchimia-The Collection (4 frozen walnut shelves elements and 2 panels with speakers, 1 blue tempest marble panel with 65-inch display).






alchimia

ELEMENTS OF DESIGN



Alchimia is a line of products created by VBH. VBH is a leading provider of luxury technology solutions with an extensive portfolio of over 300 superyachts and 100 residences that showcase their expertise.

For more than 50 years, VBH has been committed to integrating cutting-edge technology into luxury designs, creating unparalleled experiences for their clients. With Alchimia, VBH redefines interior design by merging it with pioneering technology. This revolutionnary line of products takes common design elements and elevates them to something truly valuable, reflecting the alchemist's philosophy of turning base metals into gold.

-  www.alchimia-elements.com
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-  [alchimia.elements](https://www.instagram.com/alchimia.elements)

