

TUBES

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Tubes Radiatori srl
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Tubes featured in La Reserve Eden au Lac Zurich, the imaginary yacht club by the lake created by Philippe Starck.

Tubes Radiatori, an acclaimed brand in the heating industry owing to its focus on **design and technology**, was chosen by La Réserve Eden au Lac hotel in Zurich.

Tubes was able to guarantee the level of customisation that the French creator required to achieve the highest levels of living comfort, aesthetic styling and environmental friendliness. The answer to such requirements proved to be the **Soho** radiator, an iconic product



by Tubes designed by **Ludovica + Roberto Palomba**, which heats and decorates the rooms in **bespoke versions**: the height, the number of **elements** making up the radiators and the **customised anodised finish** are features which were designed specifically for this project. This **customisation** also involved the **installation**, which was made possible on the historical walls thanks to a **special fastening system** that allowed the existing wall to remain unaltered during the renovation work.

In terms of **technology** too, Soho accommodates the need for superior technical performance: a high heat output, while keeping the temperature of the radiator at around 37 degrees, with a particularly low Delta T coefficient. Soho has a **Delta T** (the difference between the average temperature of the water inside the radiator and the temperature of the air in the room) of **just 16.5°** which manages to heat the room quickly with a **reduced water requirement** and, consequently, **guaranteeing both low energy consumption and outstanding thermal response**.

As a result, Soho proved to be the ideal solution to guarantee environmental friendliness and the perfect comfort levels pursued by guests at the prestigious La Réserve Eden au Lac during their stay in Zurich.



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Click on the following link to download the project photos:

http://www.ergo-online.it/press/Tubes_LaReserveEden.zip

For further information about La Réserve Eden au Lac Zurich please contact:

<https://www.lareserve-zurich.com/>

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Tubes Radiatori stands for design, know-how, cutting-edge technology and excellence Made in Italy in the "heat" production segment. Pioneers of its industry, the company was set up thanks to the passion and experience of the Crosetta family, who have always stood out for their courage and their ability to innovate, expressing the art of "savoir-faire" and painstaking care for detail in every single product. Starting with the simple and genial intuition of "releasing" the heating body from the constraints of valves, in over twenty years, Tubes has travelled a journey to grow its business through listening, research, experimentation, both technological and styling-related, which have enabled the brand to revolutionise the concept of the radiator, turning it into an item of interior design, sculptural even, capable of defining the architectural space. The encounter with Ludovica+Roberto Palomba gave rise to Elements, a collection that boasts partnerships with leading names in international design, and that includes heating objects with a high sculptural value. In 2018 Tubes launches the Plug&Play collection, unique on the market, which presents electric design heating objects that don't require installation, thus being easily transportable.

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