

Beauty and Performance

Umberto Palermo, founder and CEO of UP Design, about about the blueprint that connects Homa refrigerators and sport & luxury cars



Umberto Palermo, UP Design HQ, Turin

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Good design is the result of two fundamental elements, performance and beauty are the prerequisites for creating successful products such as those made for Homa.

Beauty is intrinsic in the Italian soul.

"Umberto Palermo Design" brings this ingredient.

We try to design beautiful products with a distinctive identity, then there is the performance, the technological competence, and the ability to produce competitively in China and therefore in Homa.

These two ingredients are combined, perfectly blended to deliver a successful appliance ”

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I have been a designer since I was a child.

My big dream has always been sport cars.

Like this one: Luce, which is one of the many I have designed over the years.

Performance has been one of the fundamental elements in my search, my quest for the perfect lines and shape.

It is that element that I always make available when I design Homa refrigerators. ”

“ The journey began eight years ago, the great challenge of this super collaboration between Homa and me: a critical, daring and even arduous goal. We are dealing with a totem, the most essential home appliance, that preserves our food, a product that has a great mission: make our life more pleasant and safe. To obtain a winning product, we have combined many ingredients from beauty to the richness of materials and technology. Above all, that technological manufacturing excellence that today Homa can offer to create uniqueness in the refrigerator's world. We started from here .The future goal remains clear: always create an efficient product in terms of the whole process, to meet new needs, combining performance and beauty. ”



VALENTINO, a sport car designed by Umberto Palermo UP Design HQ, Turin

“ From the automobile world, more from the sport cars, we must take the fundamental essence: precious materials only where they are needed, the ability to properly combine and perfectly pair beautiful plastics and metals, details that show care and equilibrium. Therefore, it is essential to be inspired by the world of sport cars. It is fundamental for beauty and design. I love these cars and I design them, we must insert these ingredients, and I have done so for Homa. ”

“ When we observe objects, we often limit ourselves to appreciating the shapes. Other elements determine the result: colours, shades and textures are the set of details that those fundamental elements help and determine the success of a product.

Look at Luce: it has a very delicate colour obtained through careful study and research in the colour range of greys, warm greys.

This gives a technological perception, but at the same time, friendly.

Similarly, we have carried out careful studies and research for the new Homa refrigerators where the colours, in this case, darker colours, are closer to the sports car but which must fit into the kitchen world.

For the QUATTROPORTE – the four doors, just like high-end sport cars with four doors – presented in a particular metal version. The sport car gives us the inspiration for Homa products, we implement and adapt it to the world of interior design. ”



Umberto Palermo, with LUCE and a Homa refrigerator UP Design HQ, Turin

“ Industrial products must be producible; they are not a tiny artisan series. They must be feasible and respond to strict competitive logic.

They are designed with care and attention.

The goal is to combine beauty and costs.

Construction philosophy is a crucial step in the automotive world.

This philosophy is nowadays applied to other categories.

At UP Design, we apply the sport car approach when designing Homa refrigerators. To obtain and deliver high quality and good producibility consistently with attention to costs so that the buyer or the end-user can enjoy the advantages of a quality product. ”



LUCREZIA, a sport car designed by Umberto Palermo . Museo dell 'Automobile, Turin

“ It is nowadays 8 years, a lucky number, we entered in collaboration with Homa. We definitively are the Homa European design centre. I can declare that we have reached a new turning point. Together we are stepping from "original design " to authentic design". We call it the "POP-EXCLUSIVITY". We apply creativity and beauty to a popular and accessible product. We carry the philosophy usually applied to the most exclusive sectors, such as sport cars, we invent a new category: accessible but EXCLUSIVE! Here is our magic, the unique and innovative way to become a global market leader. Technology, industrial skills, and beauty produce an accessible product of high quality- intellectual and functional -for many but not everyone! ”



ALFA MOLE, a sport car designed by Umberto Palermo UP Design HQ, Turin