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# Ruby Red Collection

With the **Ruby Red Collection**, Artemide and Danese Milano reinterpret some of their most recognizable icons in a limited edition defined by a bold, contemporary character. The deep red hue renews timeless forms, enhancing their identity and offering a new perspective. What emerges is a dialogue between light and design, in which color takes on a central role, helping redefine the character of interior spaces.
The Ruby Red Collection is an act of reinterpretation: color becomes a design tool, capable of intervening in the perception of objects, revealing new qualities and intensifying their relationship with space. The glossy, saturated red builds a more intense and expressive presence.

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Within the collection, several Artemide icons are transformed through this intervention. The technical geometries of **Tolomeo Micro** emerge with greater clarity, making its mechanical balance more legible; the verticality of Ilio is reinforced, becoming an architectural element that structures space; the sculptural forms of **Dalù**, **Nesso** and **Nessino** find a new depth in Ruby Red, where reflected and diffused light amplify the material perception of the object.

Ph. Federico Villa

Credits: Pezzo di Studio

Even the most essential solutions, such as **Teti**, acquire a new presence: their simplicity takes on a visual strength that places them at the center of the domestic space. In all these cases, color acts as an element of synthesis between function and perception, between technology and form.

Ph. Federico Villa

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Alongside this dialogue, a number of iconic objects by **Danese Milano** extend the narrative beyond light. The **Timor** calendar introduces a dynamic dimension of time, while **Dedalo** and **Dedalino** explore the relationship between everyday use and the construction of space.

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**Selene**, designed by **Vico Magistretti**, also becomes part of this context, now reissued by Danese Milano after having been out of production for many years. Originally developed within Artemide's broader design journey, when the company was also exploring the world of furniture, Selene returns as part of a vision that reconnects with and enhances that history, while preserving its original radical character.

Credits: Pezzo di Studio

**The Ruby Red Collection thus creates a coherent whole, in which objects of different functions and origins enter into dialogue through a shared identity, defined by color and by their ability to activate space.**

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