



London Design Festival 2026

London Flagship Store

Great Russell Street, 106 London

On the occasion of **London Design Festival 2026**, Artemide reopens the doors of its historic London showroom at 106 Great Russell Street, fully renewed. Located in the heart of the city, just a few steps from the British Museum, the new space unfolds across two floors and brings together professional lighting solutions and some of the brand's most iconic products, expressing its identity through **light, design and innovation**.

The setting places light at the centre as an element capable of transforming space and altering its perception, through solutions designed to adapt to different needs and contexts. The showroom thus reflects Artemide's approach to design, where **research, technology and sustainability** converge in a contemporary and transversal vision.

An approach rooted in dialogue and **collaboration with Italian and international architects and designers**, whose different perspectives have always contributed to defining and expanding the brand's identity.



Ph. James Harris

Ephemeral Architectures by Interni



Courtesy of INTERNI Magazine
Ph. Stefano Broli - Phocus Collective



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Also as part of the London Design Festival 2026, Casa Italia hosted the talk **“Ephemeral Architectures”**, promoted by INTERNI. The event explored the role of ephemeral architecture and installation design as fields of experimentation, bringing together **tradition, innovation, craftsmanship and new technologies**.

Among the protagonists of the discussion, **Carolina Gismondi de Bevilacqua**, Vice President and Chief Product Strategy Officer at Artemide, shared the brand's perspective on the role of temporary installations and their ability to transform space and create new relationships with the public.

The event offered a perspective on temporary architecture as an open space for experimentation and interdisciplinary dialogue, in line with Artemide's design culture.



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