GIANFRANCO
FRATTINI

100

1926–2026

Gianfranco Frattini 100, 1926-2026

A hundred years after the birth of Gianfranco Frattini, Milan celebrates his legacy with a series of initiatives that reflect both his design vision and its enduring relevance. The installation *Gianfranco Frattini 100, 1926–2026*, hosted at the Castello Sforzesco, brings together a selection of furniture and objects in special editions, shaping a collective narrative developed in collaboration with the companies that shared his journey. Among them, Artemide pays tribute to the Maestro through one of the most emblematic projects born from their partnership: **Megaron**.



Courtesy of Studio / Archivio Gianfranco Frattini

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Designed by Gianfranco Frattini in 1979, **Megaron** translates a precise idea of light and space into an essential form. Its vertical silhouette, marked by the distinctive front groove, defines a discreet yet striking architectural presence, while its indirect emission enhances its character, transforming light into atmosphere. On the occasion of the centenary, Artemide presents Megaron in a **special red finish, engraved with the anniversary logo**: an edition that celebrates its bond with Frattini and renews the value of a timeless icon, now updated with LED sources to accompany its evolution into the present with coherence.



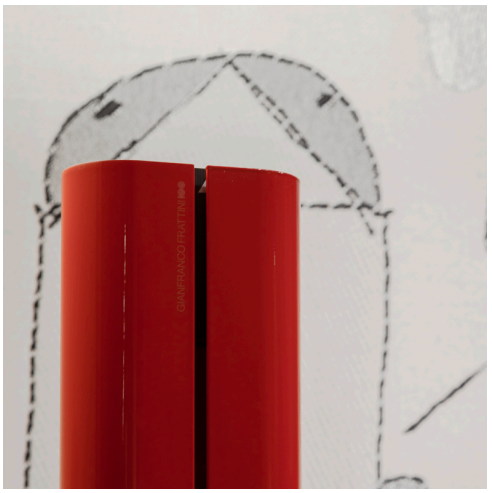
Ph. Aldo Ballo

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Ph. Francesco Merlini



Ph. Francesco Merlini



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