



# Milano Design Week 2023

Artemide confirms its participation at **EuroLuce 2023** with products borne out of constant research and technological innovation. Artemide has always listened to the world, through research and through dialogue with people who design the spaces of present and future living.

The new collections that blend innovation and ancient knowledge, are flexible and transversal proposals capable of bringing good light to private and public spaces, personal or shared, indoors and outdoors.

Especially at EuroLuce will be protagonists professional systems that further complete the range of Artemide proposals with flexibility, transversality, integration and freedom of application in space and time. They are infrastructures that bring light into any space with carefully measured parameters for perfect perception and great attention to energy consumption, which is increasingly reduced thanks to optoelectronic solutions that guarantee very high efficiencies.

In addition, Artemide will present updates on its patented **INTEGRALIS®** technology, the innovative light that sanitizes spaces fitting perfectly into the products of Artemide's collections.

The stand, where it will be possible to live a lighting experience that is an expression of Artemide's know-how, skills and values, is a project by **Mario Cucinella**.

Artemide is also the protagonist of **Salone del Mobile 2023** in different exhibition spaces within the city and is pleased to invite you to discover the 2023 novelty.



## 1. EUROLUCE 2023

Milan Fairground, Rho Pero  
Artemide Booth  
by Mario Cucinella Architects  
Pad. 11, Booth 114  
18\_23.04.2023 9:30 AM - 6:30 PM

Artemide presents at Euroluce the new products born from the continuous collaboration with the major international architects, synthesis and testimony of vision, research and know-how: an increasingly universal light that interprets the Made in Italy and the culture of the project that has made Milan the capital of design in the world.

## 2. ARTEMIDE HEADQUARTERS



Exhibition Centre  
Via Bergamo 17, Pregnana Milanese (MI)  
18\_21.04.2023 10 AM - 7 PM

The Artemide Exhibition Centre in the Pregnana Milanese Headquarters, designed by MC A - Mario Cucinella Architects, is a permanent but constantly evolving exhibition space to showcase light in all its forms.

It is a living space that unites the company's history and future with an interactive and digital experience, a tale of content and dialogue with the most innovative management and communication systems. It is a direct expression of Artemide's know-how, showing its ideas, skills and core values such as sustainability.

## 3. MONFORTE FLAGSHIP STORE

Corso Monforte 19, Milan  
17\_23.04.2023 10 AM - 7 PM

In the historical showroom of Corso Monforte are presented the new products born from the collaboration with the most important international architects with whom Artemide collaborates sharing important values such as sustainability, central to the perspective Artemide to the future.



## 4. COMPETENCE CENTRE



#### ARCHITECTURAL & OUTDOOR COLLECTION

Via Canova 34, Milan

18\_21.04.2023 10 AM - 6 PM

In the Lighting Center, where Artemide's know-how in making light is translated into international lighting projects, are shown indoor and outdoor architectural collections.

## 5. “Discover(y) Light(n)ing”

INTERNI Design Re-Evolution

Università degli Studi di Milano

Via Festa del Perdono 7, Milan

17\_26.04.2023 10 AM - 7 PM

The installation designed by Mario Cucinella is a luminous tribute to Artemide's founder, Ernesto Gismondi, and is made using a series of Discovery Vertical models from Artemide's Discovery collection, designed by Gismondi and awarded the Compasso d'Oro in 1918.





