



Artemide BAM's Exhibition Partner 2024

7-9 October 2024

BAM - Biblioteca degli Alberi di
Milano
Via Gaetano de Castilia, 18-20,
20124 Milano

Artemide is taking part in the fourth edition of **Open Air Design**, an initiative by **BAM's** cultural program curated by **COIMA Image**, running from October 2nd to 5th. The event will transform the Biblioteca degli Alberi into an open-air design museum, with installations placed among the trees, encouraging reflections on the relationship between nature, design, and sustainability in an inclusive way, open to all.



DISCOVER_ING THE NATURE, an installation designed by Carolina Gismondi de Bevilacqua, brings to life the core values of the event-regeneration, sustainability, and beauty-through light.



The Red Circle Artemide is a space that interacts with nature, architecture, and life, using dynamic lighting to create shifting colorful atmospheres. Four **Discovery Outdoor Special** highlight the natural and architectural surroundings, with light that nurtures both people and nature. The platform offers a place for rest and gathering, creating a "Natural Theatre" where light enhances connections with the environment. It's a tribute to **Ernesto Gismondi**, Artemide's founder, who designed the Discovery light, embodying the company's values and innovative research.



