

Green Pea

↗ Turin, Italy

↗ **Año** / 2020
Categoría / Retail
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Foto / Fabio Oggero

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Green Pea is the first **Green Retail Park** in the world dedicated to the theme of respect: 15,000 m² of products that are sustainable and respectful of the Earth, Air, Water and People. Artemide, the “Human&Responsible Light” company, illuminates the five floors of the building in addition to being present with its own retail space on the first floor, dedicated to products for the Home.





Ripple - BIG | Vector 95 - Carlotta de Bevilacqua



AoL Circular, AoL Linear - BIG



AoL Circular, AoL Linear - BIG

↗ Artemide lighting is therefore the perfect choice for this “From duty to beauty” project.

The whole Artemide collection is an expression of a responsible, informed approach to design. Artemide is committed to ongoing research in order to develop lighting systems that pursue the goal of maximum energy efficiency. Focus is on the materials and production processes but the sustainable approach does not end in the product: over time it generates a positive impact on the energy balance of the spaces it illuminates.



AoL - BIG | Vector Track - Carlotta de Bevilacqua



AoL Circular - BIG

A cluster of 28 **Discovery** lamps, specially made in the custom size of 190cm, welcomes the visitor in the full-height space that connects the five floors.
The transparent surface comes to life with a white or coloured light, green in honour of Green Pea, for a spectacular solution, which can also be glimpsed from the outside through the façade.



Discovery Vertical RGBW - Ernesto Gismondi

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Artemide



"O" - Elemental