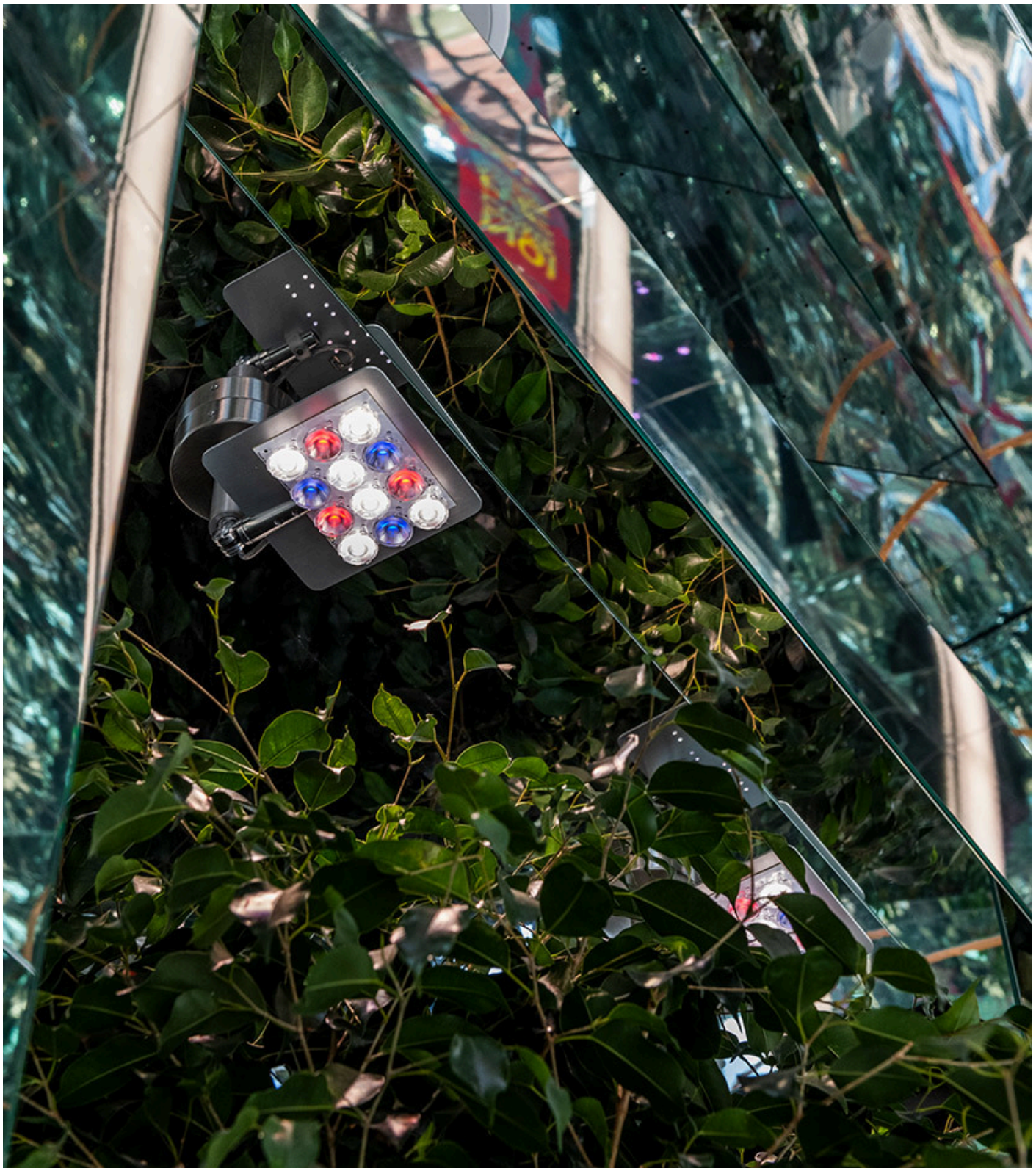
Broken Nature

Artemide is the Lighting partner of the XXII International Exhibition of La Triennale di Milano Broken Nature: Design Takes on Human Survival. The innovative lighting project creates an immersive experience through the discovery of the special exhibition: **The Plants' Nation**.

Artemide

Artemide has always supported the Triennale di Milano projects that aim to promote the culture of design.
In this occasion, moreover, Artemide deeply shares the vision to take nature as an example to learn from, and has in fact, been researching the subject for many years while developing a *"Human&responsible light"*.
If the exhibition combines scientific research with engaging communication, Artemide's light translates, in a similar way, strict technological principles and optoelectrical innovations into emotion, experience, and perception.



↗ Artemide light supports the exhibition in the different installations

↗ Artemide investigates light at 360° through technological, scientific and humanistic research

The Plants' Nation is, in fact, a scientific educational exhibition curated by Stefano Mancuso, which uses a spectacular and enchanting imagery to prove that plants are intelligent organisms in all respects.
Artemide is following this route in one of the most advanced studies in the field of plant neurobiology with a light that creates scenic ambiances while nourishing plants.
The **RWB** technology is an invention patent filed in 2010 for **Una Pro RWB** and now implemented in the lamp **Gople**, capable to provide the appropriate light at the different stages of plant growth. It generates a light not only grand for the staging of nature, but also useful for its growth; its emission, while being the most appropriate for man's perception, creates scenic and intriguing effects through dynamic colours and colour temperatures.

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Alphabet of Light becomes a medium to investigate the invisibility of plants: “cosa vedi?” (what do you see?) is written with the luminous characters that make up the system designed by **BIG Architects**.
The Una Pro RWB spotlights vanish in the installation leaving their light behind to magnify the kaleidoscopic effect encouraging visitors to relate with the world of plants.
Gople RWB feeds the plants and supports the suggestive installation that show their communication skills.

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↗ The design of Artemide is founded on the company's ability to anticipate change through sustainable innovation, culture, creativity, manufacturing, and economy

"Innovation is the starting point of the project for us. It is nurtured by scientific research and thoughts, that is to say the ability to look at things in a different way than we did before. And science is rigorous research, but most of all is a vision. It can promote our knowledge to interpret the future, to open up new frontiers. Through this scientific and technological innovation, light allows us to rethink the environment, its resources, and the energy project in terms of ecosystem for a better quality of life, not just of man, but of all living beings and of the planet."
Carlotta de Bevilacqua, Vice President and CEO, Artemide.