

## **At EuroLuce 2017 Artemide introduces the new frontiers of lighting**

The brand **Artemide** has been part of the history of made-in-Italy lighting and participates in the 2017 edition of EuroLuce with **systems, products, and solutions designed for advanced interaction**, originating from the Company's on-going **research, testing, and technological innovation**.

Artemide introduces generations of **new product concepts**, featuring **innovative management intelligence** and born from significant partnerships with international researchers and architecture firms, always with a humanist vision of the project – the **“Human & Responsible Light,”** a hallmark of Artemide for many years.

Artemide stands for lighting in all respects, interpreted as an open platform based on a human-centered approach, values, competence and a point of view of light design that embraces all applications.

### **An on-going dialogue with outstanding international design**

Cultural synergies and design partnerships are at the basis of the all-purpose character of the Artemide appliances. New important collaborations, such as with **Neri&Hu** for **Yanzi**, add up to long-standing relations aimed at growing, developing, and expanding projects, such as **Alphabet of Light** by the firm **BIG**, **Orsa** by **Foster+Partner**, or **Unterlinden** by **Herzog & De Meuron**.

There are not just international names, but also outstanding representatives of the Italian design culture, such as **Paolo Rizzatto** and **Michele De Lucchi**.

### **Innovation for human and responsible light**

As the author of the vision **“The Human Light”**, Artemide continues on this course opening up to the development of new generations of products deriving from human-centered parametric design, capable to relate light management to physiological and perceptive principles aimed at health and wellbeing.

In this century of photonics, light is much more than what we are accustomed to. It is not just “a lamp”, but also **IoT interaction, Li-Fi, sensors, software, App**.

*Technology is interpreted according to functional needs, to the quality and perception of light, to a modern and evolved understanding of the relation between light, man, and the environment.*

Tools like **Target Point**, the **LoT Software**, or the **Artemide App** enable a dynamic and positive experience of light. The former reacts to changes of the environmental parameters, while the others offer a simple and user-friendly way to create light scenarios.

# Artemide®

## The perception and experience of light

Artemide introduces a new range of all-purpose products suited for a variety of application fields: a high-performance, yet uniquely expressive light, arousing emotions both through the presence and beauty of the product and through absence and pure light.

**Harry H.** is a hybrid suspension appliance designed by **Carlotta de Bevilacqua**, which joins together **LED** and **OLED** in a new design paradigm combined with more traditional blown glass.

**A24** and **A15**, also by Carlotta de Bevilacqua, are two comprehensive systems for physically dematerialized light, yet capable to interact with space according to man's pace, thus ensuring utmost flexibility.

These projects are based on a **patented** ultra-high optical and electronic **technology**.

Systems designed for office use ensure high-quality performance and composition intelligence. These include **Series Y** by **Gensler** and **Plane** by **Giacobone&Roj**, as well as **Node** by **Foster+Partners** and **Vector** for retail.

Artemide brings the **human-centered experience into the outdoor segment** with **Walking** by **Carlotta de Bevilacqua**, to design landscapes with a perception-based approach, and **Solar Tree 2<sup>nd</sup> generation** by **Ross Lovegrove**, now an adjustable IoT-ready system.

The booth designed, again, by **Michele De Lucchi** also hosts to many other products by **Atelier Oi**, **Neil Poluton**, **Pio & Tito Toso**, **Bernardth&Vella**, a **Mobile Light Collection** with **Emera** by **Ernesto Gismondi**, and **Empatia Mobile** by **Carlotta de Bevilacqua**.

Lastly, the new **Tolomeo Maxi**: according to **Michele De Lucchi**, at 30 years of age Tolomeo is still "Ready for anything" and still modern.

*Founded in 1960 by Ernesto Gismondi, **Artemide** is based in Pregnana Milanese, Italy, and operates through **24 subsidiaries**. Its distribution network includes **55 branded showrooms** in the main cities around the world. The products of **Artemide** are distributed in **98 countries**. Its **five manufacturing units** in Italy, France, Hungary, and Canada, **a glass-works facility, and a Research & Development centre** supported by prototyping labs and groundbreaking tests, the Artemide Group currently has **753 employees**, including **61 engaged in R&D**, thus confirming the key role of innovation in the Group's success.*

*Each **Artemide** light carries the energy of a company that **believes and invests in research and development**, supports the **Made-in-Italy** approach, and **manufactures in Europe** with a **world-renowned reputation**.*

[www.artemide.com](http://www.artemide.com)