



## Milano Design City 2021

Artemide is the protagonist of Milano Design City Week with products and services that are the result of continuous research, experimentation and technological innovation.

Artemide is presenting developments of its patented INTEGRALIS<sup>®</sup> technology, which combines sanitising efficacy with lighting performance and design beauty.

INTEGRALIS<sup>®</sup> is an innovative light that sanitises spaces and integrates perfectly with the products in Artemide's collections. It fits perfectly into the environments and moments of life interpreting the rhythms and the human needs thanks to the intelligent management with Artemide App. Discovery, Nur, Ilio, Pipe, Tagora, A.39, Sharp are just some of the first products now available in the INTEGRALIS<sup>®</sup> solution.



Alphabet of Light by BIG

Design City Week is an opportunity to present new evolutions of the Alphabet of Light, Gople System and La Linea projects designed by BIG - Bjarke Ingels Group, as well as the entire Gople family, Gople Portable/Plug and the new Gople Outdoor.

Mario Cucinella, Elemental by Alejandro Aravena, Foster+Partners, Herzog & de Meuron are the protagonists of the architecture behind the products presented in the Corso Monforte showroom.

Artemide has always worked with leading Italian and international architects with whom cultural synergies and design partnerships have been created, human relationships that build a common path to innovation. An important new feature is the Funivia system, designed by Carlotta de Bevilacqua. Flexible and inclusive, it builds a network of light intelligences with which to go beyond the limits of space. Funivia is a perfect example of the sustainable approach to design, central to the company's values.



Flexia by Mario Cucinella



Artemide increasingly explicitly declares its perspective towards the future: an approach to design guided by values, driven not only by scientific research and technological and production expertise but also by a humanistic and ethical approach.

Artemide has adopted a concrete path towards 360° sustainability, not only environmental but also social, as demonstrated by ISO 9001, ISO 14001 and ISO 45001 certification, membership of the United Nation Global Compact and the new sustainability report just published.

Through its Human & Responsible Light, Artemide makes it possible to rethink the environment in terms of the energy ecosystem, the perception of space, the experience of wellbeing and now, with INTEGRALIS® , also of human health for a better quality of life and to get back to being all together in safety.

**Visit the Artemide showroom in Corso Monforte through the Virtual Tour here below and discover the novelties presented at the Milano Design City 2021**