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Artemide

Artemide BAM's Exhibition Partner 2024

2 - 5 October 2024

BAM - Biblioteca degli Alberi di Milano
Via Gaetano de Castillia, 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.