



## Artemide at MAD Paris

For the exhibition “**Private Lives : from the Bedroom to Social Media,**” Artemide developed a custom lighting solution, featuring a specially adapted **Discovery Spot** to enhance the presentation of the artworks and the museum’s unique spaces. This bespoke design highlights Artemide’s deep expertise in lighting, seamlessly combining innovation with craftsmanship. The lighting concept was created in close collaboration with **Italo Rota**, to whom the exhibition is dedicated, and **Alessandro Pedretti**. Together, they envisioned light as a central part of the exhibition’s narrative, helping to explore the evolution of intimacy throughout history.

