



# MEET

## Headquarter

➤ Milan, Italy

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Category / Culture / Office

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Photo / Michele Nastasi

### ➤ Artemide's light follows the rhythms of the people

MEET – the international centre of digital culture, supported by the **Cariplo Foundation** – recently unveiled its brand-new Milan headquarters.

**Artemide** has been a supporter of MEET for several years, as part of a partnership based on the shared belief that design culture can act as a strong driver for **innovation** and future-oriented development.

Here, in the new headquarters designed by Carlo Ratti Associati, Artemide's lighting solutions become an integral part of the very spirit of the centre.

MEET is a meeting place – a hub for sharing and dialogue, not just online but also in person, where visitors are greeted at the entrance by a fragmented chandelier spelling out the word MEET, designed by Carlo Ratti with the help of Artemide. On entering, visitors see the individual suspended pieces come together, as the power of perspective transforms them into communication.



Custom Chandelier by Artemide & Carlo Ratti

## ↗ The aim of MEET is to rediscover a new sense of humanism – through digital

In the immersive digital room, the dynamic LoT (Light over Time, by **Tapio Rosenius**) interacts with wall projections for an even more engaging experience. Patented optical technology and smart operating systems make it possible to alter the apertures of the beams and the colour of the light, creating ever-changing displays which seem to vanish into the surrounding architecture.



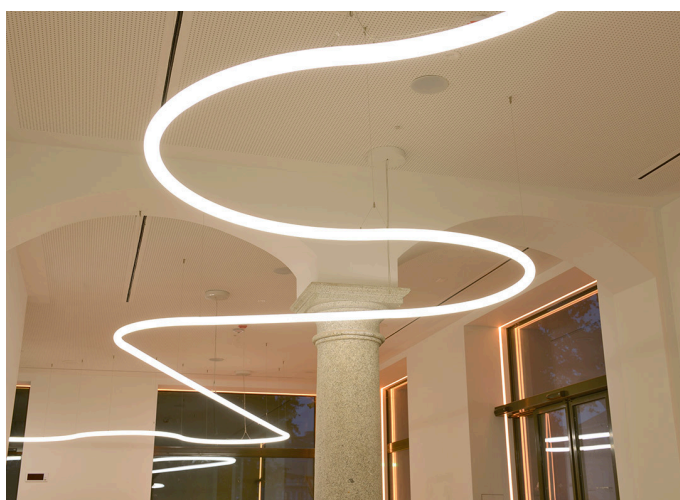


## ➤ The light of Artemide describes and highlights the architecture

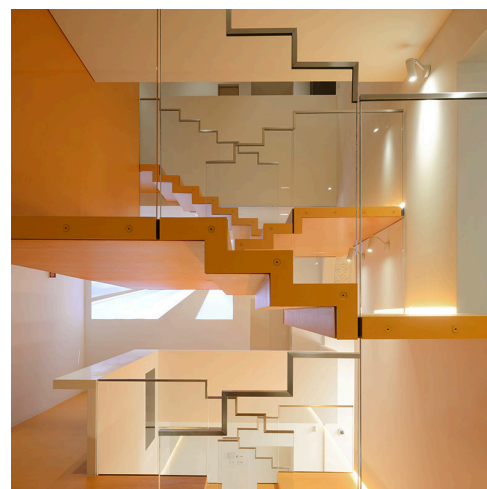
The **Alphabet of Light** composition from **BIG**, measuring over 30 metres, flows through the entrance, connecting the various spaces together and beckoning visitors inside. The simplicity of this modular system creates a sense of continuity and uniformity and is the result of highly innovative, patented optical and electronic technology.

The light also follows the lines of the staircase – the heart of the building, which was created to accommodate people and projections

In the offices, the **A.39** ceiling lights from **Carlotta de Bevilacqua** guarantee optimum perception thanks to innovative optical systems which control brightness.



Alphabet of Light System - BIG



The heart of the project: the stairs



The Theatre