



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.





DISCOVERING 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.