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# Milano Design Week 2021

Artemide is the protagonist of the Milano Design Week with products and services that are the result of continuous research, experimentation and technological innovation. For this important occasion we are pleased to invite you to the various exhibition spaces in Milan, Pregnana Milanese and Rho, to present all the new 2021 products.

For access to the Artemide exhibition spaces and events, in order to protect all participants, entry will be granted to Green Pass holders within the limits of capacity and in accordance with the regulations in force.

## Supersalone 2021

Artemide presents at Supersalone the new products born from the continuous collaboration with the major international architects, synthesis and testimony of vision, research and know-how: an increasingly universal light that interprets the Made in Italy and the culture of the project that has made Milan the capital of design in the world.

## Artemide HQs - New Exhibition Centre

The new Artemide Exhibition Centre in the Pregnana Milanese Headquarters, designed by MC A - Mario Cucinella Architects, is a permanent but constantly evolving exhibition space to showcase light in all its forms.

It is a living space that unites the company's history and future with an interactive and digital experience, a tale of content and dialogue with the most innovative management and communication systems. It is a direct expression of Artemide's know-how, showing its ideas, skills and core values such as sustainability. It is a space in which to host and listen to the world, closely linked to a centre of expertise capable of translating ideas and distributing them.



## Monforte Showroom

In the historical showroom of Corso Monforte are presented the new products born from the collaboration with the most important international architects with whom Artemide collaborates sharing important values such as sustainability, central to the perspective Artemide to the future.

# Statale Installation - "Il mondo di Ernesto"

Il Mondo di Ernesto is a tribute installation to Ernesto Gismondi designed by Mario Cucinella.

In an immersive and connective space, with the aim of bringing the public into contact with architecture and storytelling, the installation accompanies visitors through a visual and interactive narration of Artemide's history.

Light becomes a guide that leads the viewer to discover the story: values, design culture, research, know-how, iconic products, innovative projects, encounters and lasting collaborations: a network of creative connections through which Artemide has interpreted light for over 60 years.