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- ✓ *To satisfy new ways of enjoying a space, iGuzzini has created Light Shed: the new sustainable and intelligent solution designed to furnish, illuminate, diffuse sound in a room and absorb noise*
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An itinerary based on the value of collaboration, designed to present the different shapes and applications of light resulting from working across disciplines and sharing knowhow

Milan, 6 September 2021 - **iGuzzini illuminazione**, international leader in the architectural lighting industry and part of the Fagerhult Group, will once again **take centre stage this year at Fuorisalone** with "The Light Gate Works Together" creative tour. Until 10 September, the company is opening its doors to the public at its space in via Brera, 5 - an area dedicated to the culture of light, located in the heart of Milan and inside the Brera Design District - to present the different shapes and applications of light, the result of working across disciplines and sharing knowhow.

iGuzzini has always worked with architects, lighting designers, engineering and design studios from all over the world to develop solutions that regularly meet their project requirements and those of the people living in the spaces. It is with this aim that the company **has developed a special collaboration with the Automobili Lamborghini Centro Stile** that has led to the conception and design of a **new lighting solution: Mya**. A custom-designed **table lamp** with high visual performance, and a genuine design object that transposes the features of the Lamborghini super sports cars into light.

That's not all that's new at iGuzzini. For the Milan Design Week, **the company is also presenting the new intelligent Light Shed solution**, devised to satisfy new ways of living and interpreting space. A perfect example of eco-design, achieved with recycled and fully recyclable materials, that provides an intelligent, efficient and quality light, by harmoniously slotting into a space and assimilating sound absorption capacities or intelligent tools that increase its features over and above those of lighting a space wisely. This latest iGuzzini product features modularity, custom-design, integration and application flexibility and is a genuine furnishing accessory.

During Fuorisalone, it will also be possible to take a close look, within the space, at some of the **most significant international projects** created using custom-designed iGuzzini solutions and integrated into architecture. These include, the **San Giorgio Bridge in Genoa**, designed and donated to the city by the architect, Renzo Piano, the **Evolution Tower skyscraper in Moscow** designed by the architects, Tony Kettel and Karen Forbes and the lighting project by Dean Skria, and the **Doha Underground** from an architectural project by the UN Studio and lighting project by AG Licht, and are some examples of the company's many years of expertise in working alongside professionals helping them achieve their design requirements and those of the people who live in the spaces.

It is also possible for visitors to get hands-on experience of iGuzzini's light perfection in **The Light Experience updated** with the latest products like the Robin, Superrail, Blade R, Laser Blade Space and Easy Space.

The space can be accessed from 10.00 until 20.00. Registration is compulsory.
<https://www.iguzzini.com/events/works-together-iguzzini-at-fuorisalone-2021/>

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iGuzzini will be presenting Mya for the first time; the exclusive table lamp designed in collaboration with the Automobili Lamborghini Centro Stile

Mya is the table lamp that iGuzzini has developed together with the Automobili Lamborghini Centro Stile and will be making its international debut at Fuorisalone 2021, both at iGuzzini's The Light Gate and in Lamborghini's space at the Superstudio.

The innovative lighting solution, jointly designed by two companies, aims to be something completely personal and customisable, and therefore unique, becoming an exclusive piece for those who own it. Hence the name "Mya", which underlines the possibility of configuring the lamp according to one's needs, in line with the "ad personam" philosophy with which Automobili Lamborghini designs and produces its exceptional super sports cars. Indeed, Mya is a unique furnishing accessory and product of style, art and elegance, that extends the user's imagination, employing in its name the characteristic Lamborghini design elements such as the iconic "Y".

"Mya is a lamp inspired by the pure lines of Lamborghini's super sports cars and is the result of the excellence, technology and innovative design that the two brands share. Its name suggests that personalisation is a distinctive feature of the lamp, just like our cars, which customers can customise according to their wishes," says Mitja Borkert, Head of Design at Automobili Lamborghini.

The claim "Faster Than Light" transports us to where the **imagination** runs ahead of space and time to anticipate needs, and where the imagination is at one with design, in every detail. Mya is "faster than light" because, playing on the concept of light itself, it aims to represent the speed of intuition and imagination, alluding to the speed of Lamborghini's super sports cars.

The shape of the lamp recalls some of the design elements that are part of Lamborghini's DNA, the Countach Line and the Y. In fact, Mya depicts the **iconic "Y"** in a three-dimensional manner, with an important structure that transmits solidity and strength, transforming itself into a sculpture with a decisive presence that dominates the environment, into an art object and therefore into an icon. The "Y" is also incorporated in the point of "lamp power", that is, the point where the lamp is switched on/off and its light is adjusted (via a slider on a touch display that sends a visual response to manual dimming). Even this simple function becomes a touch experience where the sharp lines accompany the gesture of control as if to operate the engine of a Lamborghini.

"We are extremely proud of this opportunity to present this lighting solution for the first time at Fuorisalone 2021; yet another stage in the collaboration between two companies looking for excellence in terms of innovation, performance, technology, quality, proposal of materials and design. For years we have been supporting Automobili Lamborghini in the lighting of showrooms, lounges and temporary lounges around the world; the customisation and opportunity for the client to achieve their every desire lie at the heart of the choice of car for Automobili Lamborghini, as is the conception and creation of solutions for iGuzzini that fully meet the different demands from designers and needs of people who live in the spaces" comments Cristiano Venturini, Chief Executive Officer at iGuzzini illuminazione.

The product has numerous features: as well as its highly effective lighting, there is also visual comfort and the possibility of rotating the opening to point the light exactly where you want, with a +/- 30° rotation, the specific, ad hoc designed asymmetrical optics can be moved with a simple gesture. The lamp is also fitted with a type C USB key to charge devices.

To satisfy new ways of enjoying a space, iGuzzini has created **Light Shed**: the new sustainable and intelligent solution designed to furnish, illuminate, diffuse sound in a room and absorb noise

In a living context that has undergone dramatic changes over the last year, iGuzzini is presenting **Light Shed** at Fuorisalone 2021: a new **intelligent and completely sustainable furnishing accessory** that goes beyond light and has been designed to **bring well-being to rooms** that leave space for creativity and new technologies.

A product with recycled and recyclable materials, Light Shed is an eco-design solution that makes its mark by guaranteeing energy efficiency, an all-round well-being thanks to its possibility of **becoming a sound-absorbing panel or integrating intelligent tools that increase its features beyond mere lighting**. Like Blade R, launched last year by the company, on the one hand, Light Shed also makes lighting an element of aesthetic and functional fusion with architecture, and on the other, **facilitates people's well-being, enabling smart safety services, entertainment, comfort and sustainability**. This is thanks to its technological central core that can host, as an alternative to the light, a loudspeaker, camera, room sensor and a multi-sensor that monitors movement and lighting conditions.

Made up of a LED source, highly efficient drivers and optics that can achieve excellent Lumen/Watt levels, **Light Shed has a control system that allows you to use the light only when and where necessary**. Indeed, thanks to its BLE-DALI interface, the system can be controlled and each luminaire or lighting setting managed using the iGuzzini *Smart Light Control* app from your smartphone or the internet, and integrate devices for voice commands. So, thanks to this management, which involves greater energy savings, and is easy to use, the product gains a high mark on the Smart Readiness Index in buildings as indicated in the Energy Performance of Buildings Directive (EPBD). Thanks to the beacon technology that is part of the BLE-DALI interface, and the Bluetooth Low Energy protocol, it is also possible to transmit digital information by activating proximity marketing services (push notifications) or indications about the itinerary (indoor navigation) or data on the use of spaces (occupancy/space management) directly on the user's smartphone. Light Shed can also be controlled manually or by voice command just connecting a speaker with voice assistance via wi-fi (with the bridge).

Light Shed is **available in three modular shapes** (single square, modular square and linear) **that can be installed flush, surface or suspension**, assisting those who design maximum flexibility. The solution adapts to any room thanks to the lightness of its minimalist, neutral shape and makes each room unique. Indeed, the combined modules can be customised by creating ceilings coordinated with the room, to create microcosms in more extensive rooms or with double height or, by choosing the same finishing for the ceiling, to be concealed inside with only the light it gives off being perceivable. Furthermore, Light Shed's vast distribution of light emission increases the perception of space by harmonising the luminances on various surfaces, contributing to creating excellent levels of horizontal and vertical lighting, required to create a room that can stimulate people while respecting the Circadian cycles and favouring better mood, productivity and overall well-being.

The Light Shed family consists of the versions, Light Shed 120, Light Shed 60, Light Shed 30, Light Shed 60 dB and Light Shed 14 that can be viewed in more detail in the technical data sheets in the press kit.

Besides The Light Gate, iGuzzini will be celebrating design in different locations around Milan

iGuzzini will take part in the buzz of the Milan Design Week, getting involved in a series of events in other locations around Milan. This is what to visit after having seen The Light Gate, in via Brera 5:

Interni Creative Connections

At the Cortile d'Onore at the Università Statale, just a stone's throw from The Light Gate, **iGuzzini is technical sponsor for the lighting of the UNcracked installation designed by Stroop Design with Jeffrey Beers International in collaboration with Corepla** – National Consortium for the Collection, Recycling and Recovery of Plastic packaging – and Guzzini. The work is a parallelepiped entirely in 100% recycled polycarbonate with a crack on the inside filled with crushed bottles symbolising how plastic can be transformed from waste into a resource and aims to represent how, by focusing on the ability of man to innovate, it is still possible to heal the wounds inflicted on the environment. iGuzzini **Linealuca** luminaires illuminate the volume.

Find further information about our Creative Connections di Interni and UNcracked [here](#).

Hotel Regeneration - Simone Micheli connects design to Art - Fashion - Food - Journalism - Music - Show - Sport

iGuzzini is a partner of Hotel Regeneration, the vast agora exhibition dedicated to the contract by **Simone Micheli** in the heart of the Ventura Milano district. Organised in collaboration with 196+ forum Milan and PKF hotelexperts, Hotel Regeneration combines very high profile experimental installations with a vast cultural programme of conferences and topical meetings designed to describe the face of tomorrow's hospitality. The space is lit by iGuzzini **Pixel Pro** and **Front Light** luminaires.

Find further information about Hotel Regeneration 2021 by Simone Micheli [here](#).

Vietato l'Ingresso, Teatro Arcimboldi

Brand-new project, conceived and developed by **Giulia Pellegrino** with **Show Bees**, that sees **important interior design studios modernising the seventeen dressing rooms at the Teatro Arcimboldi** - magical, secret places where actors, singers, dancers and musicians get ready to go on stage. **During Fuorisalone, the new copyright dressing rooms will be open to the public**, giving visitors the chance to vote for their favourite dressing room (voting open until 27 September). The winning studio will receive the contract to renovate the theatre's main dressing room, the "Camerino Muti". iGuzzini is also taking part in the initiative. Its solutions (like Laser Blade XS and Trick) have been selected by the **Francesco Rota Architettura, Monica Baio and Nicola Quadri, and Karlandrae** studios respectively to light up Dressing Room 13, Dressing Room 14 and the corridor artists walk along to go on stage.

iGuzzini solutions also light up the new restaurant overlooking the garden which, from September onwards, will be open seven days a week from midday to post-theatre and will be run by the award winning chef, Tommaso Arrigoni.

Find out more about the initiative [here](#).

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iGuzzini illuminazione was founded in 1959 and is an international leading group in the architectural lighting industry. With around 1360 employees, it is committed to researching, designing and manufacturing intelligent lighting systems for indoors and outdoors, in collaboration with the best architects, lighting designers, design experts and research centres across the globe. It is based in Recanati (Macerata) with operational activities in more than 20 countries spread over 5 continents. Using light, iGuzzini works to improve the relationship between humans and the environment through research, industry, technology and awareness in places of culture, work, retail, cities, infrastructures and hospitality & living. Consolidated revenue for 2020 was 189.9 million Euro. iGuzzini has been part of the Fagerhult Group since 2019. For further information: www.iguzzini.com.