

LIGHT UP THE NIGHT

Cube Gallery presents the official Artemide relaunch in South Africa.

On Thursday 20 July Artemide lighting products will light up the Highveld winter evening.

Cube Gallery, authorised importer and distributor of Artemide, is hosting the event at its Bryanston showroom to reintroduce Artemide to South Africa's public and industry professionals.

Artemide was founded in 1960 in Milan, Italy by Ernesto Gismondi. Since then its lighting designs have won numerous awards over the years, such as the Compasso d'Oro Award, the Red Dot Design Award and the IF Product Design Award. Many Artemide lighting designs are exhibited in museums of modern art and design collections around the world, for example the Museum of Modern Art and Metropolitan Museum of Art (New York), Victoria and Albert Museum (London), Museo Nazionale della Scienza e della Tecnica (Milan), Galleria Nazionale d'Arte Moderna (Rome), and the Centre Georges Pompidou (Paris).

"Designing light is not just about designing a form, but also addressing technical and performance-related issues, always with a close focus on man, his existential needs, his wellbeing," says architect, Carlotta de Bevilacqua, Vice President, Artemide. "At Artemide, technological research always goes hand in hand with a human vision and an ethical and social approach."

Since introducing 'The Human Light' concept in the 1990s, Artemide has been changing the way of conceiving light and designing perfect solutions to improve the quality of light in dwelling spaces, both for the present and for the future. The relationship between people, light and the environment has always been central to their vision. This process continues daily - investigating new interactions between man, space, and light and combining technological innovation, sociological investigation, and research.

The relaunch event will officially open the 400-square meter showroom dedicated to Artemide, exclusively designed for Cube by Artemide in Italy. In addition, the entire gallery space (about 800 square metres) will present an even wider range of Artemide's unique design pieces, as well as Artemide lighting introduced at Euroluca in Milan earlier this year.

Artemide®



All architects, interior designers and decorators, lighting designers, engineers and space planners, and media are invited to attend this prestigious event.

In conjunction with the relaunch, Cube is offering a special promotion on the iconic Tolomeo desk lamp (valid from 20 July to 30 October 2017). Designed by Michele De Lucchi and popular amongst architects and design aficionados worldwide, the Tolomeo is celebrating its 30th anniversary this year.

"Tolomeo lamp was made to go everywhere, stay everywhere, work everywhere. Now on its 30th anniversary we know it will never become old. Even in the future it will go everywhere, stay everywhere, work everywhere, forever!" Michele De Lucchi

Let's light up the night in classic Italian style!

All automation by LightGrid, specialists in home automation, commercial building management and advanced lighting control. LightGrid works with leading architects, interior designers and M+E Consultants to help them achieve their visions.

(Cube: importers, distributors and retailers of exclusive European design furniture and lighting, including Vitra, Artemide, Gandiabrasco, Artek, Gan, Danese Milano and Belux)

ENDS

www.cubegallery.co.za
www.artemide.com

LAUNCH EVENT INFORMATION

#lightupthenight

Date: Thursday, 20 July 2017

Time: 19:00 for 19:30

Address: 68 on Hobart, Block A, corner William Nicol Drive and Dover Road,
Bryanston, Johannesburg, South Africa

Contact: Alexia Leitich
alexia@cubegallery.co.za
+27 82 458 1386
+27 11 463 7869

Free to attend but RSVP is essential

Artemide[®]

