



I LIGHT DESIGN

At the Milan Design Week, the project Lighting Experience Design promoted by Assodel for a showcase of innovation and design

Milano, 23rd March 2015 – Light innovation together with design and creativity: at the **Milan Design Week** – from **14th to 19th April 2015** – there will be a unique experience to taste and feel the benefits of LED lighting interacting with different installations and solutions. Promoted by **Assodel** (*Italian Association of Electronics Clusters*) in partnership with **LedLab** (*the smart lighting network*) and **TID** (*The Interior Design*), inside the Ventura Lambrate district, **Lighting Experience Design** proposes an extraordinary and interactive exhibition based on the relationship between light and design objects.

With the purpose of highlighting new ideas and solutions, Lighting Experience Design plays with light and design creating interesting light and shadow effects and showing a gallery of light sculptures and products. At the Lighting Experience Design visitors will enter into an emotional dimension and will experience an enchanting situation of light and innovation.

- **LED mirror**: a wall of interactive light, where each element can interact with visitors
- **I light music**: the smart application based on Li-Fi technology to transfer data and to play music through lighting and thanks to a specific App
- **I light art**: an innovative installation to recreate the interior lighting of a museum
- **I light food**: a game of light in which food and design products play a main role
- **Chase the light**: luminous textures and projections realized through light and shadows effects

Beside installations, in a dedicated area there will be an exhibition of design products presented by designers like Erika Bergström, Simone Cappellanti, João Moura, Paul Eikelenboom, Eva Munarin, Anacleto Spazzapan, Studio Magno Design, Hugo van der Kallen, Tonis Vellama, Stefano Zanaboni.

Lighting Experience Design will open from **14 to 19 April 2015** – everyday from 10 am to 8 pm - at Assodel headquarter in Via Console Flaminio 19.

Partners: **AAG Stucchi, Cooledge, Domotica Labs, Durable, Ecolamp, K-Blue, Reggiani Illuminazione, Rold Lighting, Verbatim**

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Ventura Lambrate: curated exhibition areas in an area of 13,000 sqm, with some 80,000 visitors, dedicated to present International designers and emerging talents.

Assodel: the Italian Association of Electronics Clusters is, since 1984, the reference point of the electronics industry. Assodel main activity is to train and inform all the companies that take part to the development of electronics and smart lighting.

LedLab: the Italian network dedicated to professionals and LED lighting solutions. To spread out the culture of light and to become a privileged meeting point for those who design, manufacture or apply in the LED lighting sector.



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