

LODES

Lodes at Milan Design Week 2022

Milan Design Week

- @Lodes Milan Showroom, *Cortile della Seta, via della Moscova 33*
- @Elle Decor - *Design Forever, Palazzo Bovara, corso Venezia 51 Milano*
- @Salone del Mobile – *Diesel Living with Lodes Milan fairgrounds, Rho, Hall 13, Stand C11 D14*

Lodes opens its first showroom in Milan as part of Milan Design Week 2022



Lodes, Italian lighting brand, will open its first Milan showroom in June 2022 to coincide with this year's Fuorisalone during Milan Design Week. Situated in the heart of Brera, the city's renowned creative hub and home to some of the best Italian design brands, the new space will be part of a prestigious building on Via della Moscova 33. Visitors to the showroom will find Lodes' latest lighting collections, including Volum by leading Norwegian architects, Snøhetta, Flar by Patrick Norguet, IVY by Vittorio Massimo, along with other brand new items from the Diesel Living with Lodes collection.

Spanning over 200 sqm with three large display windows, the space is the brand's first showroom in Milan – and also the first worldwide. Not only does the new space serve as a showroom for architects and

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interior designers, it also provides customers with a relaxing, feel-at-home environment to experience Lodes' quality designs and meet its team of experts in-person.

The high ceilings of the new showroom provide Lodes with the ability to demonstrate the product ranges versatility and configuration capabilities. The showroom is divided into two levels: the ground floor is characterised by a traditional Venetian terrazzo floor where a large collection of Lodes lighting products are displayed; on the mezzanine floor you will find a comfortable business area for contract clients.

The colour palette focuses on neutral tones that blend well with the architectural elements, creating a refined atmosphere that frames the products of the Lodes and Diesel Living with Lodes collections, alongside lamps that interact with the surrounding space.

After the opening, the new Milan showroom will see Lodes host a series of events and workshops for industry professionals and end-consumers.



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Design Forever
06 — 12.06.2022
Palazzo Bovara
Corso Venezia 51
Milano

Ingresso gratuito
lun 06.06
h 15.00 — 20.00
mar 07.06
ven 10.06
dom 12.06
h 10.00 — 19.00
mer 08.06
gio 09.06
sab 11.06
h 10.00 — 20.00

A project by
ELLE DECOR
Exhibition design
Cecilia Brambilla



*Design Forever by Elle Decor Italia / Palazzo Bovara, Milan /
6-12 June*

Additionally, Lodes will be featured in the Design Forever exhibition by Elle Decor Italia, curated by Studio Calvi Brambilla. Set in the Palazzo Bovara, visitors will be taken on an emotional journey dedicated to the beauty and value of timeless design. As such, the curators have selected Flar by

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Patrick Norguet, Croma by Luca Nichetto and Puzzle Mega from the Lodes portfolio.



Spring and ROD from the Diesel Living with Lodes collection © Lodes

Salone del Mobile – Diesel Living with Lodes / Milan fairgrounds, Rho

The latest products from the Diesel Living with Lodes collection, ROD and Spring, will be presented at the Salone del Mobile at the Diesel Living booth. Additional lighting products from the catalogue such as Flask, Urban Concrete and Vynil will also be included on the stand characterized by Diesel's irreverent and ironic language.

ROD, the latest portable and rechargeable table lamp, will welcome visitors at the entrance of the stand and will also be present inside the loft-inspired exhibition space. While Spring, a contemporary reinterpretation of the classic arm wall light by Diesel, has been selected for the bedroom area. In addition, some Diesel Living with Lodes products will be present in the Fuorisalone installation at the Diesel space in Piazza San Babila.

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- ENDS -

For any press enquiries, images and interview requests, please contact Alexandra Zwicky at Novità Communications (alexandra@novitapr.com), or Lodes at press@lodes.com +39 041 4569266.

Notes to Editors:

About Lodes:

Balancing technical know-how and the best Made in Italy design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

Originating in the founder's passion for glass and informed by continuous technological research, the company has evolved into one of Europe's leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant lighting solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques.

lodes.com