

LODES

Lodes participates in TERRA - Inspired by Earth – an immersive project at Archiproducts Milano



As part of Fuorisalone 2023, Lodes will take part in *Terra - Inspired by earth* – a new project curated by Studiopepe at Archiproducts Milano.

Archiproducts Milano is a Design Centre in Milan that welcomes architects and interior designers in search of inspiration and new solutions for their projects. The centre in the heart of Zona Tortona has become a go-to destination for creative professionals.

Renowned architecture and design studio, Studiopepe, is known for its multidisciplinary approach and eclectic style. On the occasion of Fuorisalone, the studio has curated an immersive project inspired by the earth – bringing together an array of considered and conscious design elements.

The space has been built to offer the visitor a unique experience, where they will be welcomed by earthy colours and natural materials, uniting the elements.

The mission is clear – the earth is our home – which serves as the dominant theme behind the entire installation. The word ‘Terra’ relates to real

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materials, warm colours, and in turn, a wider sense of belonging. We inhabit the earth every day, and we therefore demand a need for responsibility.

The interior project guides us through a discovery of our connection with the earth, evoking a sense of familiarity and peace. Nature inspires the choice of colours and materials with a careful and conscious approach to design.

Natural colour shades create a visual continuum within a coherent and material dimension. The finishes that dress the space present a delicate palette in shades of terracotta, sand and clay, all of which recall Lodes' CMF.

Warm lighting, experimental and natural materials intensify our sense of connection with the earth, building a comfortable mood, soothing both our eyes and touch. The project will be a true sensory experience - exploring interconnected smart devices as well as innovative materials and their infinite applications.

Several Lodes products have been selected by the curators for the installation. For example, *Easy Peasy*, *Random Solo* (on a cluster) and *Spider* will be placed on the ground floor, while a poetic composition of *Volum* will hang on radial clusters on the upper level, welcoming visitors along the main corridor. Walking through the rooms, visitors will also find *Croma*, *Flar*, *A-Tube Nano*, *Puzzle Mega* and finally the new *Elara* pendant lamp.

The lamps sit harmoniously within the space and its warm tones, perfectly integrating into the exhibition's concept while showing how to use some of Lodes' key products.

Archiproducts Milano

Via Tortona 31
18-23 April 2023, 10 am - 8 pm
Press Preview 17 April, 3 pm

milano.archiproducts.com

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For press requests and high-resolution imagery, please contact Gabi Martorana at Caro Communications (gabi@carocommunications.com), or email the company (press@lodes.com).

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Notes to Editors

About Lodes:

Balancing innovative technical know-how and the essence of Italian 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. The company saw an increase of 17% in 2022 with a turnover of 22m€ the same year. 2023 is also expected to see a growth to profits with brand consolidation activities focused on France, the UK, Scandinavia, North America and Asia.

Lodes.com