

MASIERO

The Light You Are
Studio MILO project
Fuorisalone 15-21 April 2024
Brera Design District

Timeless by Atelier
Corso Garibaldi, 73
+
Shapes of Lights by Dimore
Via Statuto, 16

Masiero will be featuring at Milan Design Week, within the well-known Brera Design District, in a dual guise.

Two temporary installations will reveal the company's dual soul: a more contemporary one, contained in the Dimore catalogue (Via Statuto 16), a the more classic one, narrated by the Atelier catalogue (Corso Garibaldi 73).

'The Light You Are' is the leitmotif that unites the two installations, a true manifesto of Masiero's philosophy, which goes beyond the simple concept of lighting to offer luminous solutions that adapt perfectly to the tastes, spaces and needs of every individual or context.

The two areas designed for Milan Design Week are very different yet each characterised by a charming elegance and a contemporary allure.

The brand's dual soul is represented in spaces that play with colours of an ethereal, timeless quality, in which the lamps emerge as primary elements.

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“Shapes of lights” in Via Statuto 16

Visitors are welcomed into a serene, airy ambience, a sense of peace and quiet pervading every corner of the space. This perfect canvas of tranquillity serves as the backdrop for a selection of lamps from the Dimore collection, characterised by elegant finishes and soft, textured accents.

The space is dominated by soft hues ranging from dove-grey to pink, enveloping every surface with delicacy and harmony. Elegantly integrated arched architectural elements gracefully conceal the latest lamp collections, creating an effect of mystery and sophistication that invites discovery and admiration.

As in a beautiful Italian village, visitors can stroll around and discover elegant niches enclosing Cordea fixtures by Favaretto & Partners, in new brushed matt galvanic finishes, or Nappe by Marco Zito, a striking cascading installation in a new and refined bronze finish.

Continuing on their stroll, visitors then discover Visio by Nava + Arosio, Horo by Pierre Gonalons, Honicé by Oriano Favaretto, and the new Luppiter collection by Marco Zito that dominates the shop windows.

The external setting, which replicates the interior's ribbed vaults, is illuminated by the outdoor Cordea fixture designed by Favaretto&Partners.

Dimore is Masiero's contemporary line boasting a rich assortment of collections with a deliberately flexible style to illuminate different types of residential and contract spaces.

Thanks to the Masiero customisation service, with Dimore you can create unique and exclusive lighting works based on the requests of designers and customers.

Luppiter design Marco Zito

Utmost aesthetic cleanliness and chic details mark the "Luppiter" family of suspension, wall, floor and table lamps, which Marco Zito designed inspired by the geometric shape of the ellipse, chosen for its recognisable yet functional allure.

The name Luppiter evokes that of a planet (in Latin "father of Jupiter"), semantically associating the name of this family of lamps with the orbital shape of its underlying structure.

The choice of materials and precious decorative details in various hues and finishes, in addition to the brand's skilled metalwork, consolidate the identity and recognisability of Masiero.

Serving as the leitmotif of the entire collection, the ellipsoidal structure in matt black metal includes a small metal cap, placed on one of the vertices of the frame (the upper or the lower one, depending on the model) and containing the LED light source.

The frame's orbit is enriched, depending on the type, by spheres in white alabaster or gold metal, or by shiny decorative bell caps in brushed gold metal (with a white interior), creating a pleasant contrast with the essential, understated stem.

More precisely, the suspensions are available with a frame in three heights and a small or large bell; the wall, floor and table lamps are characterised by an alabaster or metal sphere, while the floor and table versions come with a sphere or a small bell cap.

A modular synthesis of geometric elements of different materials and finishes, Luppiter shines out in spaces of all sizes like a precious jewel suspended amidst refinement and harmony.

The various shapes and finishes available make Luppiter a collection suitable for use in residential, contract, hospitality and public spaces.

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Visio design Nava+Arosio

This is an all-black limited edition of Visio, the collection of suspension, floor, table and wall lamps with clear surrealist references.

An ode to the iconography and expressiveness of the face, Visio takes the form of many different possible configurations of facial geometries.

Painted tubular metal is curved to form a face, either in its entirety or in different compositions of mouths, noses, ears and eyes.

Visio's aesthetic vocabulary, in its meticulous focus on detail, and the light that etches the faces and shapes the volumes of the rooms, reveals the new, while remaining faithful to Masiero's DNA, a heritage of skilled workmanship and attention to detail.

Cordea design Favaretto&Partners

Complying with the genetic code of the industrial world, but softening its rationality of character through combinations of materials, finishes and colours, Favaretto&Partners has conceived the Cordea Indoor suspension and table lamps: a modern, designer interpretation of the iconic lights of industrial warehouses.

The bell-shaped metal body, topped by a lamellar radiator, is elegantly encircled by an original wide leather band, both in the three sizes available for the suspension model and in the table version.

The brilliant finishes for the galvanised metal body - gold, dark nickel and rose gold - are presented in a new brushed finish, and can always be freely combined with the three colours proposed for the leather band - black, leather and red - featuring a golden brass buckle with the Masiero logo.

Horo design Pierre Gonolons

An all-round decorative element for a collection of suspension, floor, wall and table lamps. A gilded metal frame sets a pair of discs in prismatic glass with a characteristic diamond finish or, alternatively, in striking glass with a marbled effect.

Nappe design Marco Zito

Brushed copper is the new soft finish of this series of original suspension lamps that give a contemporary twist to the traditional decorative element used to tie back curtains in Venetian residences.

The Nappe project comprises 10 elements differing in shape, details or decorative elements, which can be combined to create compositions of three, five and ten light sources, arranged in a line, a circle or a rectangle, thanks to a ceiling fastening system made up of brass spheres that connect the power cable to each other and fasten the elements, drawing a pattern of lines between them.

Nappe is also available in a wall lamp version and in 3 XL variants for larger rooms.

Honicé design Oriano Favaretto

Rectangular slabs in various sizes of onyx coupled with glass, the *marmor alabastrum* of the ancient Latins, richly veined and set in a suspended frame of matt gold-plated metal.

A LED light source allows light to filter through the onyx diffuser, enhancing the beauty of the surface and its timeless elegance.

Images available at this link:

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