



ARTEMIDE

The Human Light is Here!

Artemide is the European leader in Design lighting appliances and part of the Italian design history", says ERNESTO GISMONDI, Artemide Group President.

"Technological capability, innovation, creativity, lighting competence and a cooperation with the most important representatives of Italian and international design make the difference between Artemide and its competitors, and make Artemide the leading European manufacturer of lighting equipment and residential design".

The Artemide Group, with its two business units – design and architectural – operates on both markets, residential and indoor architectural. On the European residential lighting equipment market, with an estimated total value of 3.330 million EUR and divided into the three segments of design, modern, and traditional, Artemide only competes in the Design segment.

In the Design segment, which generated an estimated turnover of about 754 million EUR in Europe in 2010, Artemide is the leader with a 12.4% market share.

The broad set of Artemide solutions, both domestic and professional, is synonymous for high quality "design and Made in Italy".

Designed to Serve

Artemide has been serving the Hong Kong market since 1991.

In 2002 Artemide opened Artemide Ltd. in Hong Kong (Head Office and showroom) establishing a stronger footprint on the local market. From that moment, the Artemide vision, values, competence, and technology were fully expressed in Hong Kong, and the brand was able to expand its powerful energy to



ERNESTO GISMONDI: "There are three strong trends in lighting demand and design: sustainability, materials, and innovation."





every lighting sector.

The activity is aimed both at the professional and the private target, offering customers comprehensive support for every lighting requirement, thanks to the internal lighting consulting office.

Artemide in Hong Kong provides a qualified in-house lighting-technique consulting office that offers customized projects - from customized lighting systems, designed by adjusting standard appliances, to the development of ad hoc products to meet specific design requirements.

This is done through on-going dialogue between the Artemide consultants and the architects or lighting designers, with technical, aesthetic, and environmental analyses and checks of premises. Among the company's Asian projects are:

HONG KONG

- Renaissance Harbour View Hotel
- Novotel Kowloon Hotel
- Mandarin Oriental Hotel
- The Lily Repulse Bay at #129, Repulse Bay Road
- Cyber Port – Phase 6
- Just Cavalli Shops

- Ronald Macdonalds House – Shatin
 - POSH Warwick NetWork Centre
- MACAU**
- MGM – Resort & Hotel
- CHINA (Mainland China)**
- Salitun Beijing Project
 - New Westgate Garden (Residence 8, Ji Nan Road, Shanghai)

Trends Ahead

There are three strong trends in lighting demand and design: sustainability, materials, and innovation. In terms of sustainability, Artemide is committed to create products and systems that minimize energy consumption in "use" and have adapted packaging using new technologies and innovative materials in order to reduce end-of-life waste.

In designing decorative products, Artemide minimizes the use of materials that are most difficult to recycle. In terms of materials, Artemide's choices always comply with the product's peculiar aesthetic and technical requirements: the product's features change according to its aesthetic, formal, and qualitative value

and to safety requirements.

In developing new products and expanding the existing product range, Artemide always promotes the use of alternative sources to traditional incandescent ones: our aim is to provide the tools to end customers for appropriate energy saving. Artemide uses LED sources with low power consumption for task light applications, combining the performance of these ever-developing sources with an adequate visual effect.

Concerning innovation, the Artemide Group is historically characterized by a strong bent towards innovation, turning research and the use of groundbreaking technologies into important factors for its success.

The Group firmly believes in research, to which it commits about 4% of its turnover searching for more and more innovative solutions, capable to combine design with technology and to respond to the needs of man and his environment.

The Artemide Group has two R&D centres. The core of these activities is the Giacinto Gismondi Innovation Centre in Pregnana Milanese.

Through its optics, electronic design, materials, and light sources units, the Centre develops and sets up each new product, from its conception to industrial production, ensuring optimal results in terms of quality and compliance with international standards.

Some of the most recent high-tech product lines developed by the Centre include a range of lamps with LED sources, the Metamorfosi lighting system, and the MY WHITE LIGHT line.

Lighting up China

Artemide works on the Chinese market through Artemide Trading in Shanghai (Head Office and showroom), one lighting consulting office in Shanghai, three showrooms in Beijing, about fifteen Shops in Shop. Artemide plans to open the second monobrand showroom in Shanghai, and to develop its footprint in the contract sector through a lighting consulting office. ■



For additional information please visit www.artemide.com