Press Release

Zumtobel creates highlights at the Salone del Mobile 2017

Modern installations artistically illuminated.

Dornbirn, 29 March 2017 – Zumtobel is contributing four creative lighting solutions for various installations at this year’s Salone del Mobile in Milan.

1. **Courtyard Installation by Diller Scofidio + Renfro at Palazzo Litta, for the event "A Matter of Perception: LINKING MINDS", organised by DAMn° magazine and Mosca Partners, Corso Magenta 24**

   The installation by New York-based interdisciplinary design studio Diller Scofidio + Renfro (DS+R) engages Palazzo Litta’s courtyard with the most basic architectural element – the roof – to filter the sky and capture the space. The roof canopy is composed of 300 pairs of jeans. DS+R deploys the jeans as a ready-made, intentionally mis-using and translating them from the context of the human body into an architectural module. A contemporary folly in the bracketed context of monumental classicism, the canopy stitches together the collective and the individual scales of urban life. The Zumtobel Group, which collaborated with DS+R on its latest curated business report 2015/16 "Blue Hour", furnishes lighting solutions for the installation: twelve PYLAS outdoor luminaires, which change colour, and light the canopy from below, while the walls of the palazzo’s courtyard are lit by ARCOS spotlights, with a colour temperature of 3000 K, to ensure a focused effect.

   **Preview:** 3 April, 15:00 – 19:00
   Exclusive design talk with Jürg Zumtobel and Elizabeth Diller, founding partner, DS+R: 4 April, 16:30

2. **Sawaya & Moroni showroom, Via Manzoni 11**

   Architects and designers William Sawaya and Paolo Moroni will showcase their newest furniture collection during the Salone, with the help of a customised solution by Zumtobel, a long-term partner of the Italian manufacturer. The Zumtobel masterpieces "LQ by Hani Rashid" and "VorteXX by Zaha Hadid", co-edited with Sawaya & Moroni, will be spectacular eye-catchers in the showroom and thus lighting solution highlights. The Sawaya & Moroni collection and furniture of other manufacturers will shine thanks to SUPERSYSTEM and IYON products: the small, unobtrusive spotlights guarantee that each individual piece of furniture is perfectly lit in a focused way with just the right colour temperature, between 2800 and 4000 kelvin, to emphasise the texture and quality of the respective material in an optimal way. On top of that, the free-standing CIELOS, with its gradually changing coloured media walls enhances the attractive atmosphere of the space even more.
3. Sawaya & Moroni exhibition stand at the Salone del Mobile 2017

Zumtobel created the lighting design for this year's Sawaya & Moroni tradeshow stand at the Salone del Mobile 2017. Included are ACTIVE LIGHT WALLS that atmospherically light up the exhibition stand in changing colours and ARCOS spotlights to accentuate the pieces of furniture by William Sawaya, Zaha Hadid and other designers.

Sawaya & Moroni fair stand: Salone del Mobile, 4 – 9 April, Hall 20/Stand E 18

4. Exhibition and special event at the Casabella Laoboratorio gallery: 9 April 2017, Via Marco Polo 13

To mark the occasion of the Salone del Mobile, the Casabella Laboratorio is hosting an exhibition entitled "Superficie e danza tra geometria e colore". It not only features ceramic designs in inspirational colours by the ceramist and designer Maria Luisa Brighenti but also geometric works of art consisting of 140 Ways to bend and dance with 2m2 of paper designed by the Atelier Blumer of the University Academy of Architecture in Mendrisio. Zumtobel Group is contributing an artistic, outdoor light installation to the exhibition – with Zumtobel products TECTON, ONICO, NIGHTSIGHT, SUPERSYSTEM outdoor and ARCOS, plus several luminaires from Thorn and acdc. On the evening of 7 April, Zumtobel will be highlighting the exhibition pieces with a light show followed by a special evening event.

Exhibition: 3 – 9 April
Zumtobel special event: 7 April, 20:00

Learn more about the Salone del Mobile 2017 here: www.salonemilano.it
If you have interview requests please send an email to: daniela.bohl@haebmau.de

Follow Zumtobel at the Salone del Mobile 2017 live on Facebook and Instagram!
Captions:
(Photo credits: Zumtobel)

Fig. 1: The installation by Diller Scofidio + Renfro (DS+R) is a kind of denim canopy made from 300 pairs of jeans that covers the Palazzo Litta’s inner courtyard in its entirety like a net. Zumtobel has installed PYLAS outdoor luminaires to highlight the installation in changing colours from below.

Fig. 2: The Zumtobel masterpiece “VORTEXX by Zaha Hadid” is one of the lighting solution highlights on view at the Sawaya & Moroni showroom.

Fig. 3: With their changing colours, Zumtobel’s free-standing media walls CIELOS create the right atmosphere in the Sawaya & Moroni showroom.
Fig. 4: To mark the occasion of the Salone del Mobile, Zumtobel is contributing the lighting for the Casabella Laboratorio gallery’s event "Superficie e danza tra geometria e colore".

Press contact:

Zumtobel Lighting GmbH
Kiki McGowan
Head of Brand Communications
Schweizer Strasse 30
6850 Dornbirn
Tel: +43 5572 390 1303
kiki.mcgowan@zumtobelgroup.com
www.zumtobel.com

Zumtobel Lighting GmbH
Andreas Reimann
Brand PR Manager
Schweizer Strasse 30
6850 Dornbirn
Tel: +43 5572 390 2652
andreas.reimann@zumtobelgroup.com
www.zumtobel.com

Zumtobel Illuminazione Srl.
Stefano Dalla-Via
Marketing Communication
Via Giovanni Battista Pirelli, 26
I-20124 Milano
Tel: +39 345 2911591
Cell: +39 345 2911591
stefano.dallavia@zumtobelgroup.com
www.zumtobel.it

About Zumtobel

As a leader in innovation, Zumtobel develops sustainable lighting solutions tailored to the needs of people in their respective applications. With a comprehensive portfolio of high-quality luminaires and intelligent lighting management systems, the Austrian company provides optimum indoor and exterior products for working and living spaces - the right light for every activity at any time of day. The applications office, education, presentation and retail, hotel and wellness, health, art and culture and industry are now perfectly complemented with portfolios for living and outdoor areas. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.