

Artemide®

Mercedes-Benz Style

BEST PRACTICE: SYNERGY BETWEEN THE GERMAN AND ITALIAN EXCELLENCE

**Carlotta de Bevilacqua, Artemide Vice-President
Martin Bremer - Mercedes-Benz Leiter Corporate Design Strategie**

INDUSTRY 4.0 SMART FACTORY - SMART PEOPLE

Milan, 19 October 2016



Artemide®

Ernesto Gismondi,
Artemide President



Artemide[®]

**BORN IN ITALY IN 1959
WORLDWIDE AWARENESS
WORLDWIDE DESIGNERS
WORLDWIDE DISTRIBUTION**

The image features a dark blue background with two glowing, horizontal, oval shapes. The top oval is larger and more prominent, with a bright white-to-blue gradient along its upper edge, giving it a three-dimensional, lens-like appearance. A second, smaller, similar oval is positioned below and to the right of the first. Centered between these two ovals is the text "An Innovative Vision" in a bold, white, sans-serif font. The text is split into two lines: "An Innovative" on the top line and "Vision" on the bottom line.

**An Innovative
Vision**

ARTEMIDE THE VISION



Human Light

Olafur Eliasson, The Weather Project, 2003



Human Technology

Carlotta de Bevilacqua, Cata, 2012

ARTEMIDE_THE VISION

SCIENCE_RESEARCH & INNOVATION

TECHNOLOGY_TECHNOLOGICAL TRANSFERT

ECOSYSTEM_SUSTAINABILITY

ARTS_GREAT BEAUTY

MANUFACTURING_MECHATRONICS

RESEARCH & INNOVATION_LIGHT IN 5 YEARS TIME

The photonics in the 21st century

**Photonics is going to revolutionize
our lives in the coming decades.**

RESEARCH & INNOVATION

IOT

In collaboration with



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



LIF

In collaboration with



Access Center for
Photonics Innovation Solutions
And Technology Support



Sant'Anna
Scuola Universitaria Superiore di Pisa

TECHNOLOGY

Opto-Electronic Department



TECHNOLOGY

2016

10 Patents of Invention

Alphabet of Light

Algoritmo Sharping Emission

Ameluna

LoT

LoT Reflector

Pad Floor

Self Awareness

Sharp System

Silent Field

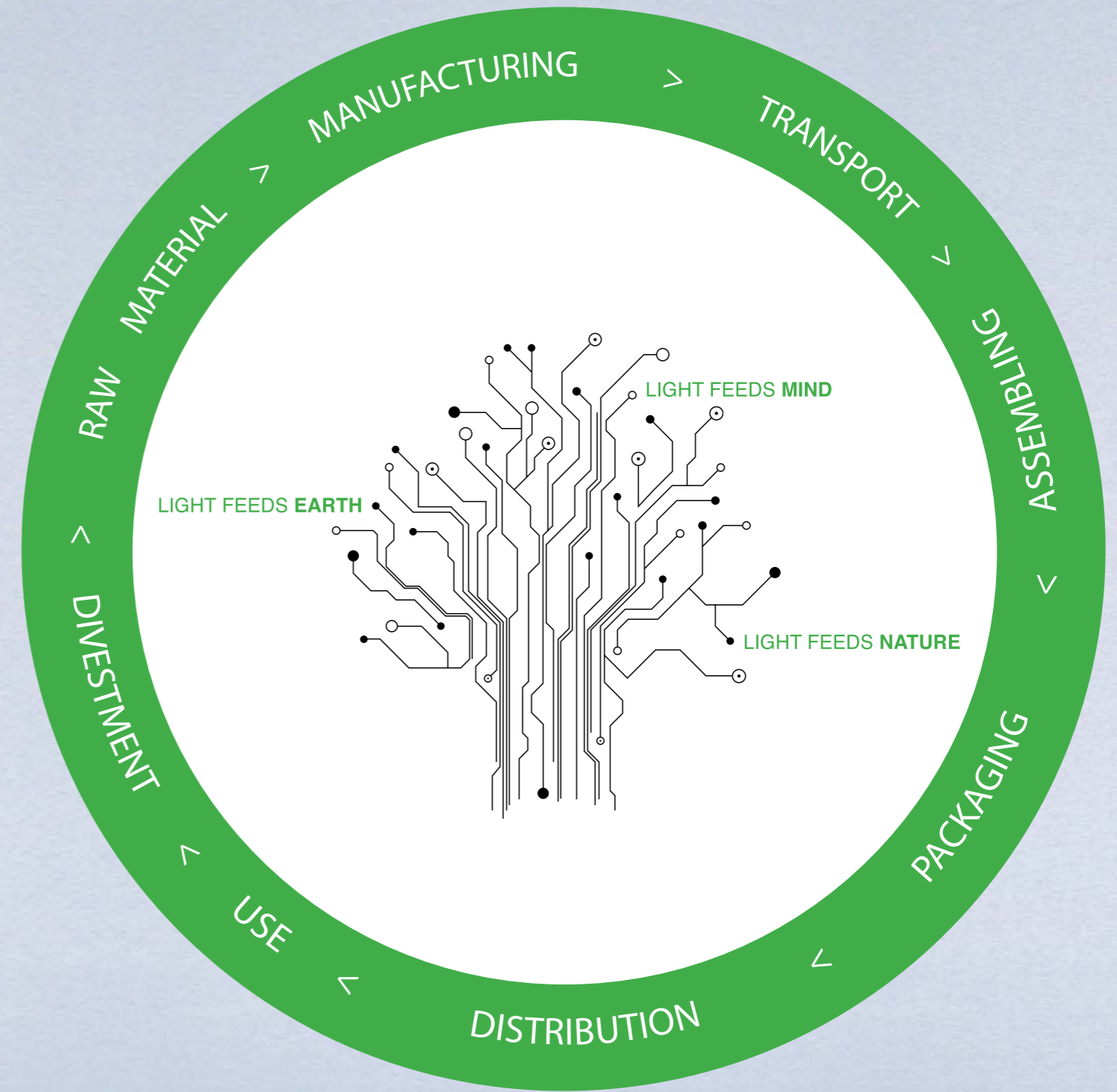
Vector

ECOSYSTEM_SUSTAINABILITY



1986

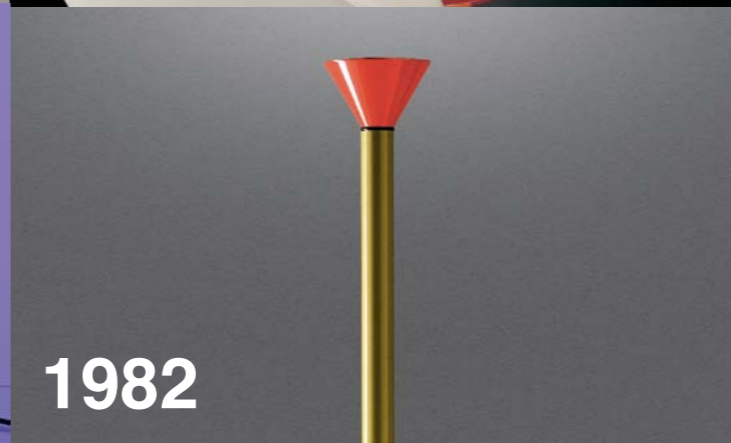
2016



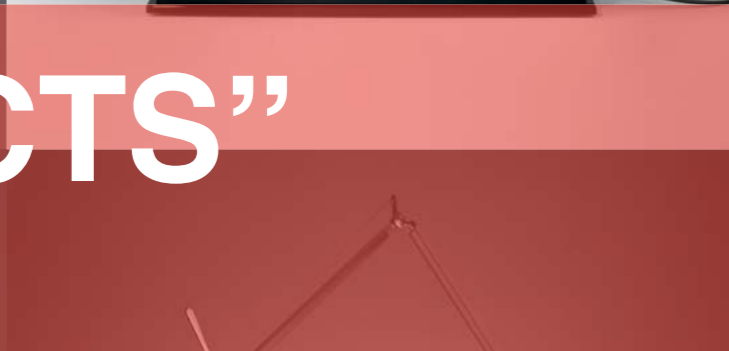
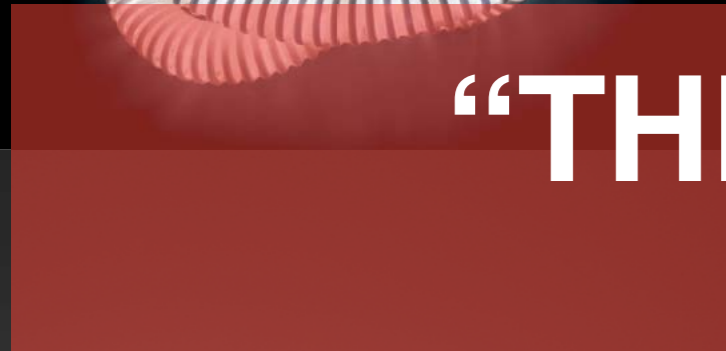
LCA (LIFE CYCLE ASSESSMENT)

GREAT BEAUTY

The Great Beauty



“THE WORLD LOVES OUR PRODUCTS”
ERNESTO GISMONDI, PRESIDENT ARTEMIDE



MANUFACTURING

MADE IN EUROPE

Milan Italy, Bourges France, Paks Hungary



MANUFACTURING

High Manufacturing quality





Mercedes-Benz

— Martin Bremer —

Leiter Corporate Design Strategie

A WORLD OF
MODERN LUXURY

0.25
31 g

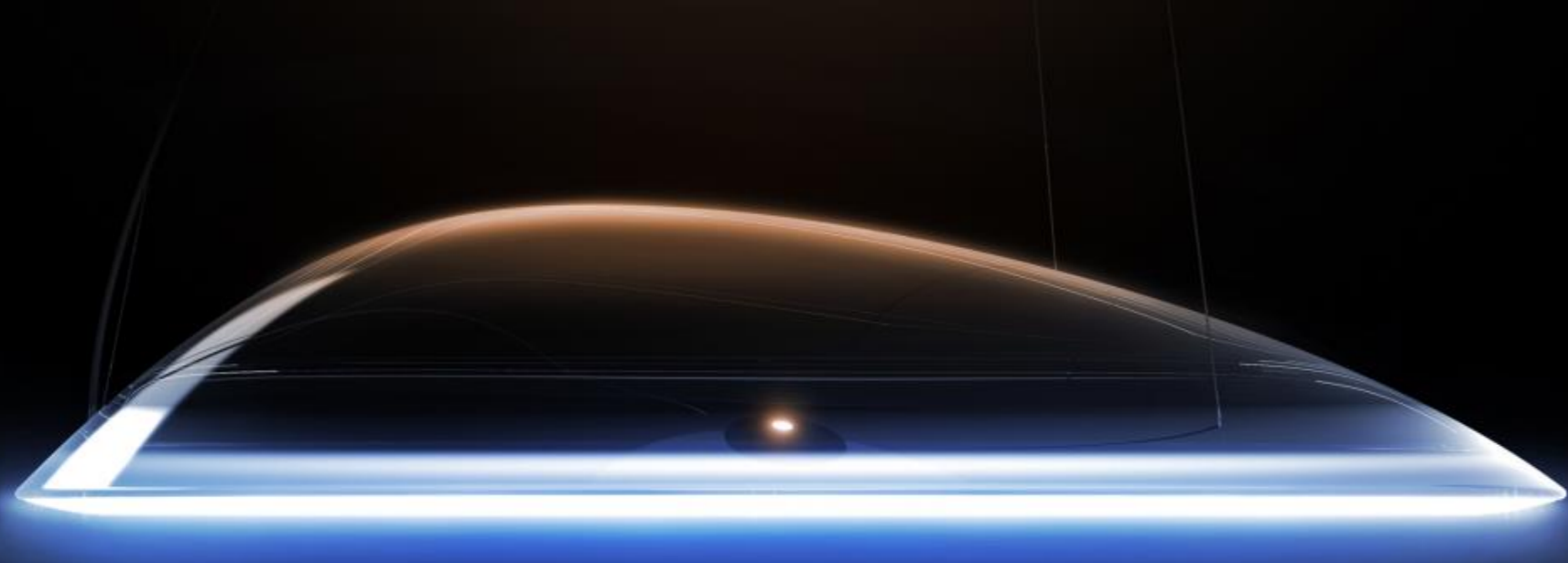
122
km/h

MERCEDES-BENZ DESIGN

SENSUAL

PURITY

AS THE
DEFINITION OF
MODERN LUXURY



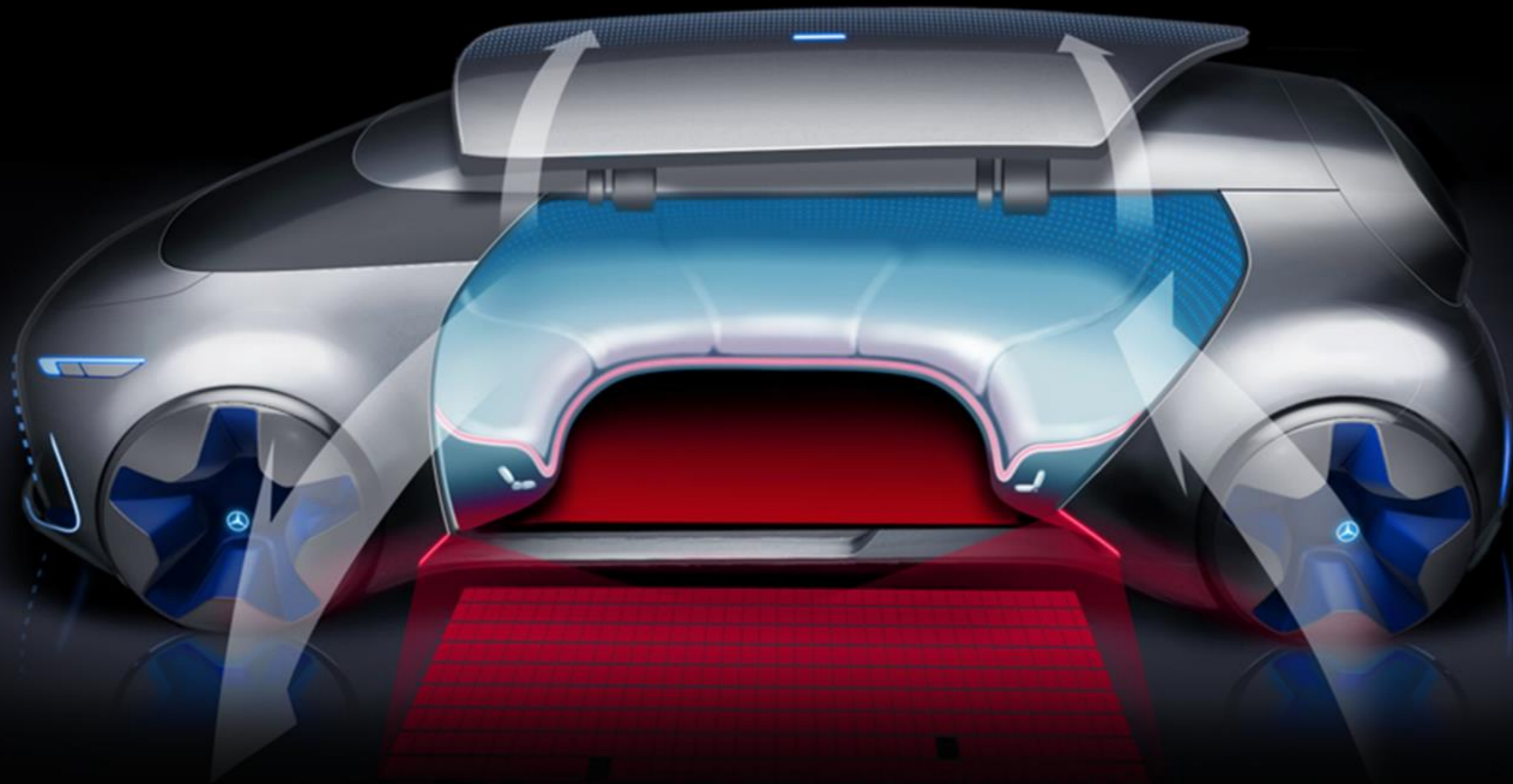
A graphic design featuring two large, glowing spheres against a dark, starry background. The left sphere is red and contains the word "SENSUAL" in red capital letters. The right sphere is blue and contains the word "PURITY" in blue capital letters. Between the spheres, the text "AS THE" is written in white. Below these elements, the words "DEFINITION OF" and "MODERN LUXURY" are written in large, white, sans-serif capital letters. The entire graphic is framed by a thin blue border.





“DESIGN IS A DRIVER OF THIS
PARADIGM SHIFT.”

THE CHANGE OF THE AUTOMOTIVE INTERIOR



LIGHT – A SIGNIFICANT ASPECT OF THIS CHANGE



AMELUNA

Artemide Mercedes-Benz Style

A BRIGHT FUTURE.

AMELUNA



**Two international leaders
in their respective fields
enter into partnership
to design new synergies,
towards a new design frontier.**

AMELUNA



**We share the same values,
we have a very similar DNA regarding
Research and Innovation,
our common purpose was to explore
the beauty and emotion
by Human Centred Design.**

AMELUNA

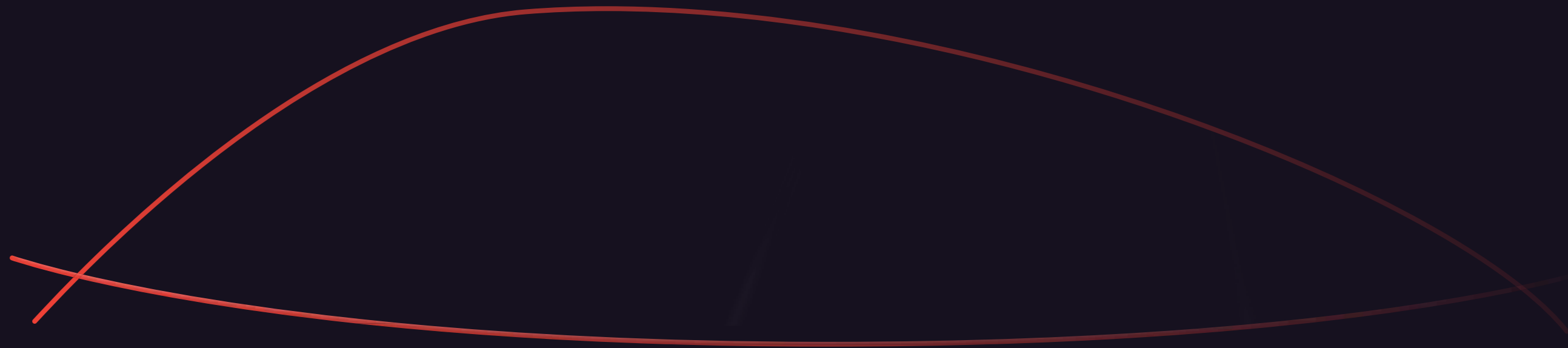


**Through high manufacturing quality
and a great innovative vision
the design, founded on ethical
and sustainable values,
is capable to shape beautiful enduring products.**

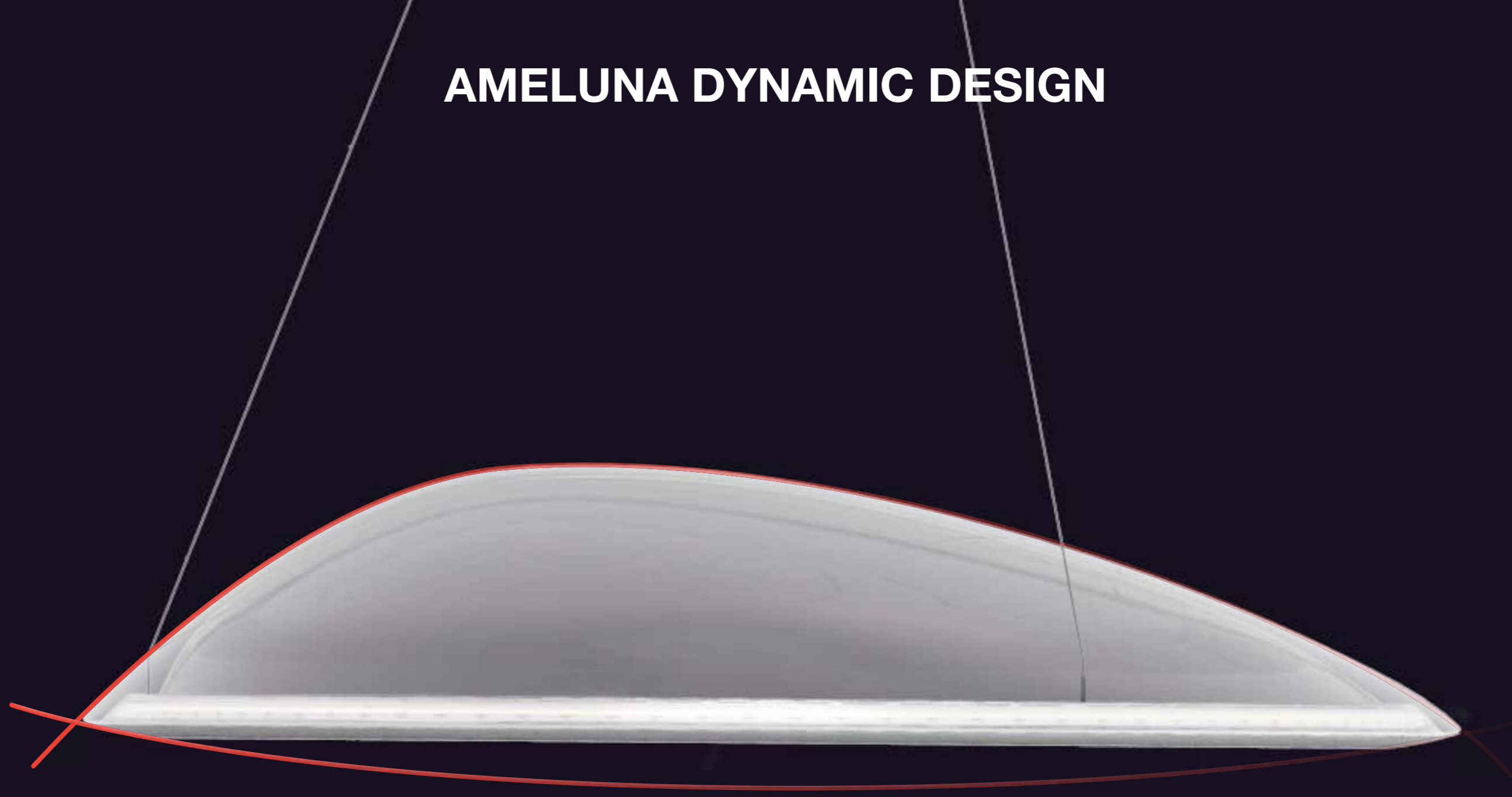
AMELUNA_MERCEDES-BENZ STYLE INSPIRATION_July 2015



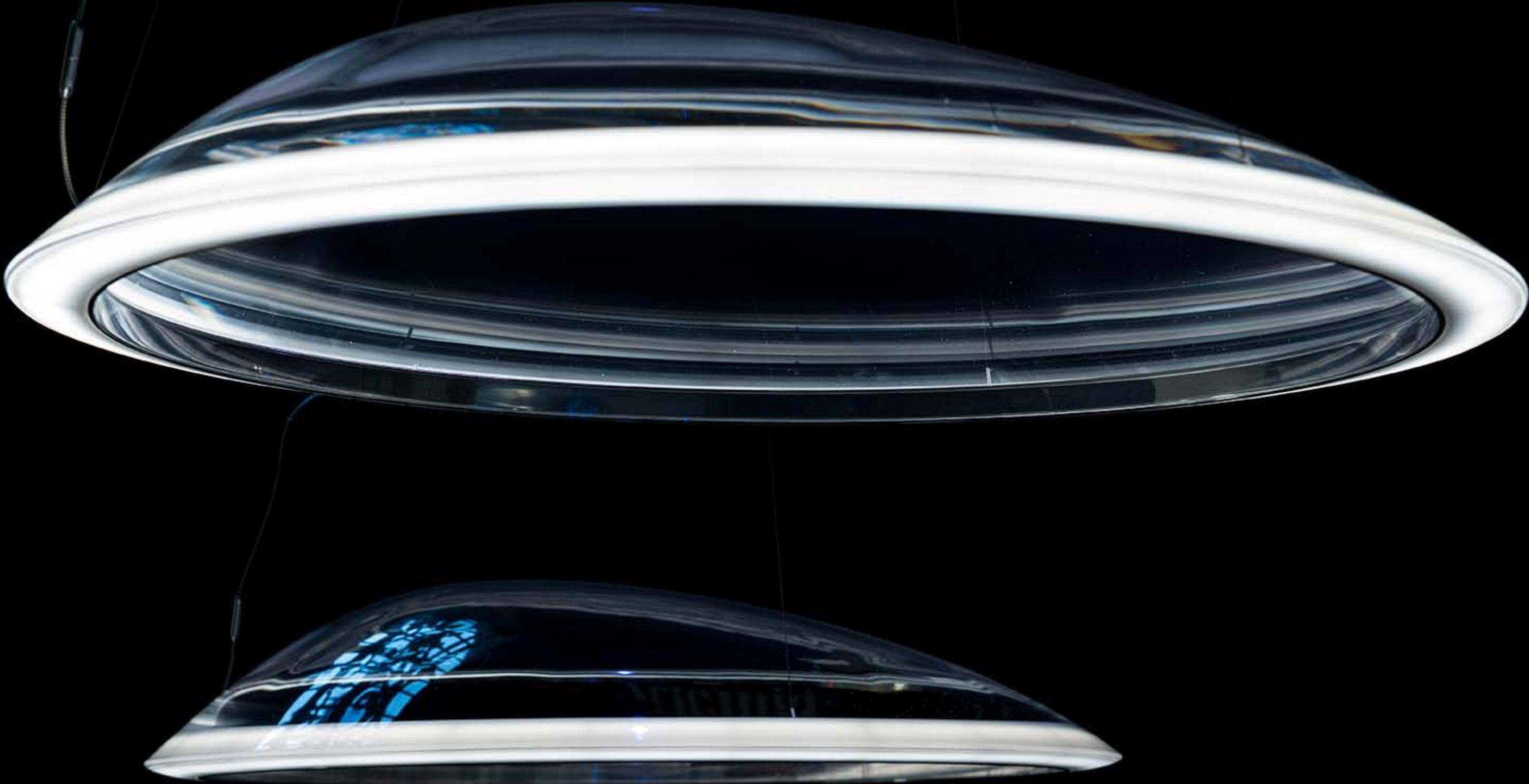
AMELUNA DYNAMIC DESIGN



AMELUNA DYNAMIC DESIGN



AMELUNA



simple use
ated app.
an memorize
experience
Mercedes

AMELUNA_TECHNOLOGY

New Patent Of Invention - 102016000025996

Milky finishing PMMA white reflectors

Diffusing/Transmitting white

Finishing

Perimetral zone

Total reflecting diffusing white

Finishing

Central zone

Diffusing/Transmitting white

Finishing

Perimetral zone

Diffusing/Transmitting PMMA shield

Injection moulded

AMELUNA

The time it takes for the
TECHNOLOGICAL TRANSFER,
is growing ever shorter.

This has opened up new frontiers of design.

The extreme present is closer to the future.



July 2015

AMELUNA
CONCEPT



March 2016

PRODUCT
PRESENTATION



November 2016

PRODUCT
LAUNCH

AMELUNA_Light&Building, Frankfurt_March 2016

Artemide®

Mercedes-Benz Style

A BRIGHT FUTURE



AMELUNA_Mercedes Me Showroom, Milan_April 2016

Artemide
Mercedes-Benz Style
A BRIGHT FUTURE.

AMELUNA

DISCOVER MORE AT THE ARTEMIDE SHOWROOMS
CORSO MONFORTE 19 - VIA MANZONI 12, MILANO

AMELUNA_Mercedes-Benz Showroom, Stuttgart_August 2016



AMELUNA FINAL MOULD_October 2016



AMELUNA RGB

Unexpected experience

AMELUNA RGB

Empathic Relation

Light creates Experience
and Interaction

AMELUNA INTERACTION



Mercedes-Benz Style

A BRIGHT FUTURE

Ameluna App



AMELUNA APP

No SIM

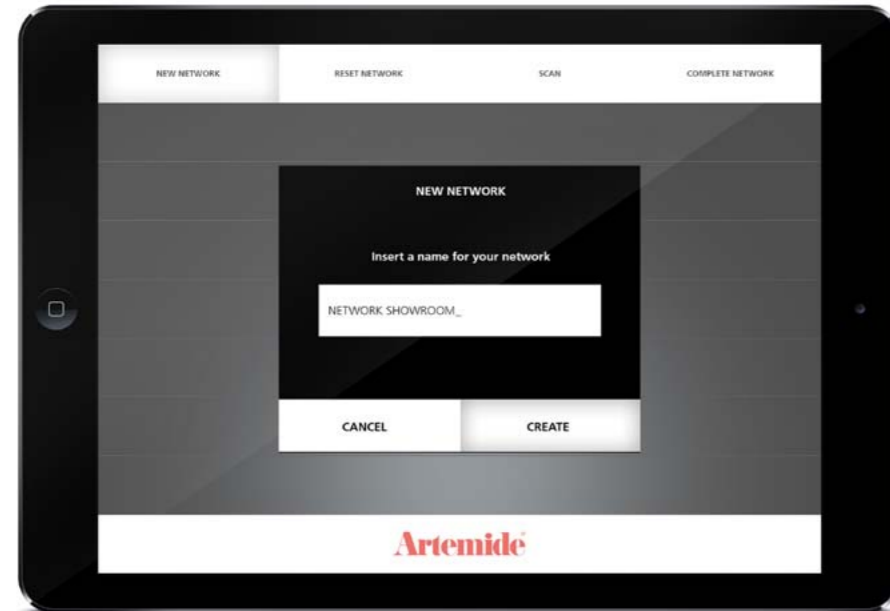
12:48 PM

88%

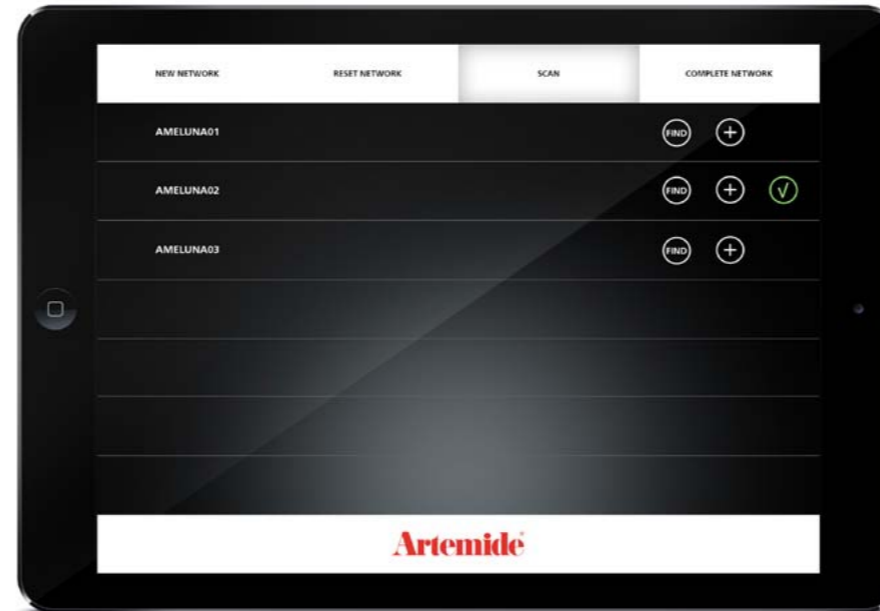
Artemide Mercedes-Benz Style
A BRIGHT FUTURE.

AMELUNA APP

1
Create a new network phase



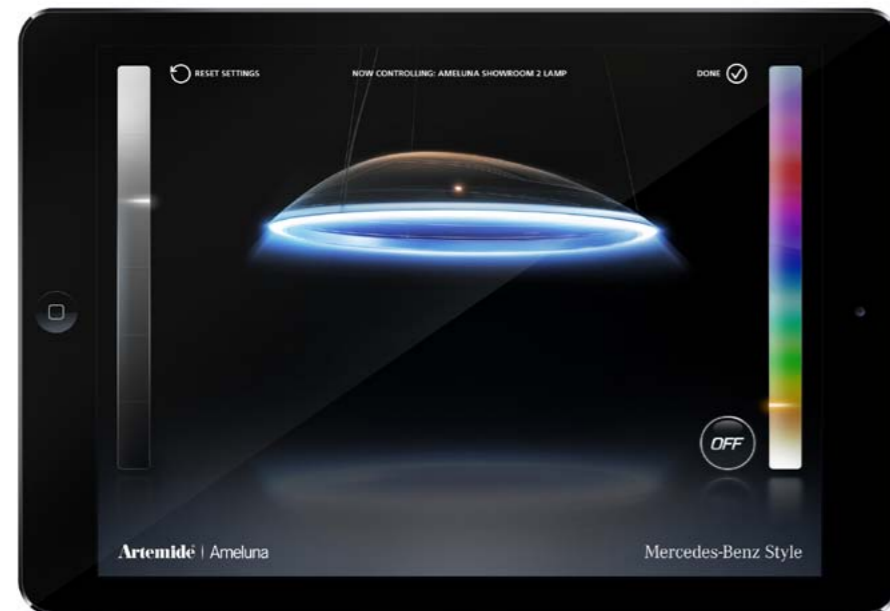
2
Scanning phase



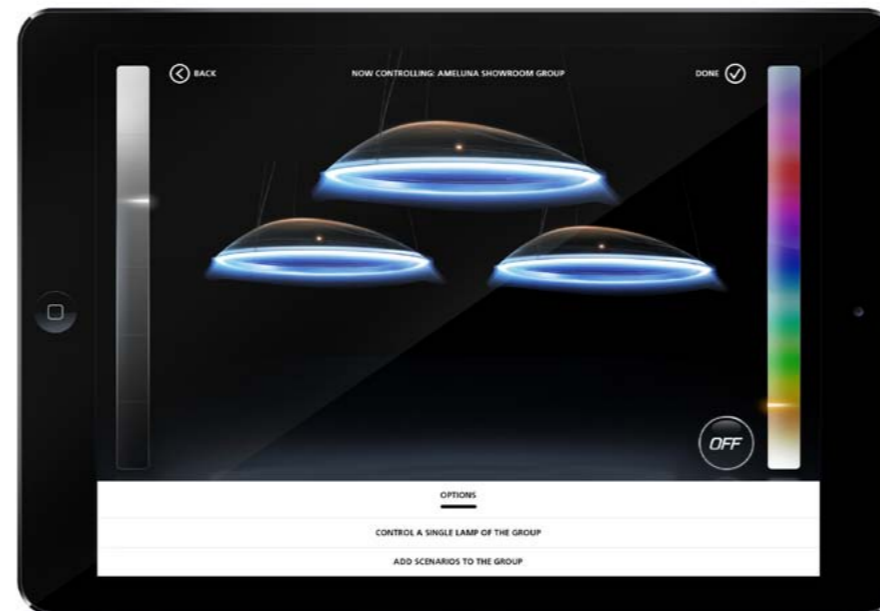
3
Control the full customized network phase



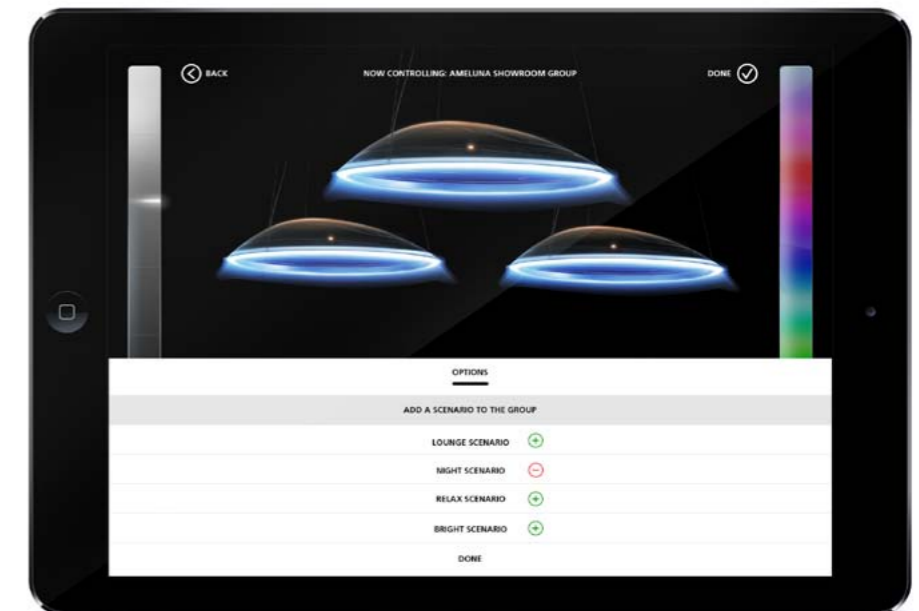
4
Control a single lamp



5
Control a group of lamps or a single lamp into the group



6
Adding a scenario to the group



MERCEDES CLASS E - MASTERPIECE OF INTELLIGENCE



A BRIGHT FUTURE.

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A BRIGHT FUTURE.

Thank you

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