

Press release

Ingo Maurer in Milan - Unique light show in the Fuorisalone 2023

Munich, March 2023 - With an extraordinary presence, the internationally renowned lighting manufacturer Ingo Maurer returns to downtown Milan. On the occasion of EuroLuce 2023, the team convinces with an impressive light installation at a new location. The installation creates an impressive symbiosis of (light) art and architecture. This again demonstrates the ability of Ingo Maurer's team to playfully switch between traditional lighting concepts and experimental, innovative stagings. In the long-standing tradition of urban lighting concepts in Milan, the company's current installation will also provide an overview of Ingo Maurer's versatile spectrum.

On its own traffic island stands the Porta Nuova, a large archway with small adjacent buildings. Through the arch stretches a carpet about 30 meters long, painted in striking fluorescent colors. Above it rises a surface of reflective material, supported by a rope structure that hovers above the ground. The surface absorbs the colors and light of the surroundings and reflects its own interpretation of them. For visitors, this creates the impression that not only the floor, but also the ceiling above them has been covered in color. The crumpling of the material, its own movement and external thermal influences reinforce this effect and create a unique atmosphere. However, the staging not only offers a radiant play of colors during the day, but also unfolds an intense effect at night through targeted illumination of the floor. In a total of seven rooms in the outbuildings, the design team presents the new products in Ingo Maurer's portfolio. The team transforms the spacious outdoor area into a spectacular setting that will captivate visitors to Fuorisalone. Here, the Ingo Maurer team creates a place to linger, reflect, but also a place for dialogue and discussion in a stimulating light ambience.

In addition to the new event location, Ingo Maurer will also be represented with a booth at EuroLuce from April 18 to 23, 2023. On display will be carefully selected classics and exciting product innovations.

INGO MAURER

Open Press Days

Sunday, April 16 and Monday, April 17, 2023
12-20 h

Grande Opening Event

Tuesday, April 18, 2023
From 6 pm

Location:

Porta Nuova, Caselli 11-12
Piazzale Principessa Clotilde, 11
20121 Milan MI
Italy

About Ingo Maurer

Ingo Maurer GmbH has been developing and producing exceptional design lamps in Munich for more than 50 years. The company has also made its mark internationally with the realization of design commissions in both the private and public sectors. Among the best-known designs for series production are Bulb (1966), the low-voltage system YaYaHo (1984) and the wing lamp Lucellino (1992). The lighting and interior design of the Radisson Collection Hotel in Tsinandali, Georgia (2018), the installation for the Issey Miyake fashion show in Paris (1999), the lighting of the Belval blast furnaces in Esch (2013/2022), the lighting concept for seven light rail stations in Karlsruhe (2022), and the UNICEF Crystal Snowflake in New York City (2004-present) are just a few highlights on the long list of commissioned works and spectacular one-offs for private clients and public buildings. In May 2022, Foscarini SpA acquired a majority stake in Ingo Maurer, declaring the continuation of its international growth path.

INGO MAURER

For further information, please contact:

Benedikt Thedorff
hicklvesting Public Relations GbR
Kurfürstenplatz 6
80796 München
T +49 89 383 801 85
welcome@hicklvesting.com
www.hicklvesting.com

Nicole Vesting
hicklvesting Public Relations GbR
Kurfürstenplatz 6
80796 München
T +49 89 383 801 85
welcome@hicklvesting.com
www.hicklvesting.com

INHO MAURETZ