

## Viabizzuno presents the pavilion 'ellissi ellissi. light traces'

a space dedicated to sharing in which you can discover  
the Viabizzuno light collection

milan, monday 15 april 2024 – 'on the occasion of Viabizzuno milano 2024, three young Viabizzuno designers have drawn and built between via solferino and via san marco a new pavilion in the shape of an ellipse. a space dedicated to our customers, designers and enthusiasts, completely open because we believe in the value of welcoming and inclusiveness, which is an expression of our design and know-how to make light,' **said corrado colli, ceo of Viabizzuno.**

the 'ellissi ellissi. light traces' pavilion, an elliptical blade that cuts the sky in two, built in the 300 square meters adjacent to the laboratory of light Viabizzuno in milano, is conceived to be an urban element that meets, welcomes and amplifies the syncopated rhythms of the vibrant brera district during the design week. to mark its entrance, the new **palo gonfalone** that, integrating diffuse and accent lighting with an information banner, the gonfalone to be precise, defines with the **lucus** and **lucciola** among fragrant mediterranean essences the threshold to be crossed, a point of contact between the urban dimension and the more intimate interior.

the intention to build something permanent that would consolidate the dialogue between the Viabizzuno space and the city of milano materialized in the complete renovation of the pool of greenery that runs between the sidewalk on via san marco and the pavilion. lavender and rosemary now enliven the pathway with colors and scents that taste like home.

the large white ellipse, more than 20 meters long and 10 meters wide, is supported by **tracciapiù** profiles and **sistema milano**, fine 5-meter-high poles created specifically for this space and previewed here as part of the Viabizzuno collection. both systems serve the dual function of supporting structure and mounting for the application of lighting, video, acoustic, and other technological accessories.

interrupting the roof, a second ellipse, a window to the sky, a point of connection to the celestial vault that virtually flattens and merges with the plane of the roof itself. below, the seats of the **sempreseduto** Viabizzuno, together with partially underground **tsukimiso** – a symbolic reminder of the roots, on the occasion of the thirtieth anniversary of the company's founding –, give visitors the opportunity to take a break, slow down, turning their gaze upward. further on, a circular hole invites a new pause, signaled by a theatrical **da ma** terra essenza presented here in a special version, which with its infinite crystal lenses spreads throughout the height of the structure, drawing a cascade of light.

in the shadow of the ellipse there are seats and small tables, whose placement is designed to facilitate exchange and conviviality with guests out of the sun. the atmosphere is enhanced by lucedigrandebellezza: **coppibartali** in its different declinations, including the new chandelier verticale **1952**, floats between the tables, together with **graffa**, **candela di vals**, **n55 soffitto** and **n55 telescopico**. the whole is bordered by a backdrop of traccia sistema, capable of bringing into dialogue the rigor of **trentotto sagomatore**, a compact, high-performance spotlight designed for the culture and retail segment, with the irony of **bulletta**, a colorful rechargeable portable lamp designed for the residential and hospitality sectors. traccia sistema, which turns from a planter into a

bookcase and then into a kitchen, because for Viabizzuno, design is an action that extends to all areas of everyday life, including being well at the table.

Viabizzuno's light narrative continues in the laboratory of light spaces, which are more intimate but equally impactful. at the entrance, a rainfall of **n22**, a brass and crystal light fitting suspended on a steel cable, welcomes

the visitor into a warm atmosphere, echoed by ceiling and pendant solutions **n35** and **n55** – the three Viabizzuno bulbs perfect for the residential and hospitality worlds. on the opposite side, **ilsilenzio** is presented, the new solution that allows for the integration of sound-absorbing panels on **traccia sistema** with **mn sistema**. a new downlight designed for the office world with high lighting performance, **mn sistema** offers ideal light by combining flexibility, adaptability, visual comfort and connectivity in full compliance with workplace regulations and certifications. **the collaboration with stefano belingardi** is brand new. it presents two new products: **alba**, an office suspension light fitting whose bronzed mask gives off the warm light of twilight, and **metropolis**, a wall lamp with scenic lighting inspired in its aesthetics and lighting effect by 1930s cities.

on the occasion of the design week, Viabizzuno also presents the **collaboration with artist gianpaolo pagni**, a turin-born naturalized french artist who boasts prestigious collaborations in the fields of fashion, publishing and design. through his rubber stamp drawing technique and his multicolored weaves, with the combination of shapes, textures and patterns, the artist has created for the new edition of the Viabizzunoreport a composition inspired by the colors of the light spectrum, the aesthetic and emotional part of Viabizzuno's lighting solutions, contrasted with the black and white of the profiles, the company's technical expertise. to this collaboration Viabizzuno has dedicated a series of special colors of the iconic **manondovevamovederci più**, a battery-powered solution with a precious finish, portable and rechargeable.

as part of the **Viabizzuno conversa** program, from monday 15 april to wednesday 17 april, the 'ellissi ellissi' pavilion will explore from exceptional viewpoints the theme of the project with three special guests: **kengo kuma**, **gianpaolo pagni**, and **maria falcone**. more information on the program available [here](#).

**Viabizzuno** is a world-leading Italian company in architectural lighting design, whose philosophy is based on craftsmanship combined with the highest technology to design and implement lighting solutions that blend innovation, creativity and quality. founded in 1994, it has its headquarters in bentivoglio (bologna), has an established direct presence in the main world capitals of design and an active sales network in more than 50 countries. thanks to its research and numerous patents, the company is internationally recognized for the quality of its products and unique solutions in the areas of design and sustainability. for more information: [viabizzuno.com](http://viabizzuno.com).