



VIMAR at LIGHT & BUILDING 2024 **“Made in Italy”**

At Light & Building 2024, VIMAR is taking a new approach, putting emphasis on its status as one of the best “Made in Italy” creators and showcasing its evolutionary process in the world of design.

It has an innovative and experiential booth of international standing, designed by Luciano Galimberti with Valentina Fisichella (*bgpiù progettazione*), which focuses on the brand’s values of sustainability, innovation, internationalisation, and Made in Italy quality, bringing to the fore VIMAR’s global experience in the form of its most significant creations.

Its comprehensive range of energy management and control and comfort solutions for domestic settings is showcased engagingly, emphasising product design while highlighting quality and scope for personalisation with integrated connectivity and smart versatile solutions applied to different interactive environments.

VIMAR presents itself as a catalyst for Made in Italy, thanks to its constant interaction with excellent Italian companies, in a space that represents quality intended as a distinctive and fundamental factor for sustainable and responsible development.

The communication concept is inspired by the original design by Rolando Borsato (*bgpiù progettazione*) that shows Galileo Galilei observing the universe. Galileo was a physicist, philosopher, mathematician, astronomer, and father of modern science thanks to the introduction of the scientific method. The idea is to evoke Italian excellence associated with eclectic and innovative spirit while maintaining a strong connection with history and experience; a metaphor that invites to look ahead, in a constant strive for innovation.

The multimedia booth allows to experience product innovation first hand, combining Art and Technology in a narrative that accompanies visitors.

The new approach highlights VIMAR’s evolution in relation to the market, focusing on its ability to offer the best solutions in terms of comfort, energy efficiency, and safety, integrated in the wiring series.

The commitment to integrate environmental, social, and economic sustainability in the world of architecture clearly transpires from the choice of natural materials used in the booth. These are key topics for VIMAR, who has always been focused on finding increasingly more innovative low impact solutions – from the choice of raw materials to resource management – in the knowledge that the road to a sustainable future is paved with constant daily commitment.

Ability to look ahead supported by experience that brings together history and innovation: since 1945, VIMAR has been exploring new ways of shaping the future of design.

www.vimar.com

Light & Building
Hall 11.1 - Booth C72