

# Venini Euroluce 2023

Milan, Italy

EXHIBITION

## CLIENT

Venini

## PROJECT

Exhibition Stand

## AREA

200 sqm

## DATE

2023

Venini in 2023 expands its presence at both the Salone del Mobile and the Euroluce show with two theatrical installations realized by Studio Marco Piva presenting the new products in an extraordinary marriage of glass and light. Once again, the brand is confirmed as an international icon of excellence in **Murano Artglass and Artlight**.

The Euroluce show stand is like a theatrical setting in appearance, where the public can enjoy a full immersion in the **universe of Venini Luce**. Visitors will be attracted by an imposing, four-meter high Balloton chandelier made up of more than six hundred spherical elements of various sizes and colors. The central area is surrounded by **various thematic sections** in which the "Venini light" is developed in the crystalline transparent glass, as well as in color, forms and in the textures born of the creativity of many artists and designers of excellence who have partnered with Venini.

Both the Salone del Mobile stand and the one at Euroluce were colored the **"Rosso Venezia" color**, enhanced by LED light strips.



S M P

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