

PRESS RELEASE

ARTEMIDE and ELICA present LUXERION™, the first high quality line of multifunctional products to integrate design, lighting and air purification

Milan, 31 March 2008 – Artemide, a world leader in the high quality home and professional lighting sector, has signed an exclusive landmark three year agreement with the **Elica Group**, world leader in the production of oven hoods.

Artemide will undertake the design, production and sales of the models in the range, while Elica will provide advanced technology for suction and air purification.

LUXERION™ is a revolutionary environmental concept. Cutting edge technology and exclusive design is brought together by two Italian leaders in their respective sectors, introducing a new and unique product which opens up a new market sector - reflecting the emerging needs of customers who increasingly look to the quality of life and the environment they live in.

The LUXERION collection, originally made up of three models but due to expand, has been designed by some of the great names in international design, including Michele De Lucchi, Karim Rashid and Alessandro Pedretti from Studio Rota & Partners.

A preview public presentation is planned at the Light+Building showroom in Frankfurt (April 6-11 2008) and at the Salone del Mobile in Milan (April 16-21 2008), while it will be available on European markets from next Autumn and on other markets from 2009.

“We are delighted by this agreement – said **Luciano Iannuzzi, Chief Executive Officer of the Artemide Group** – as it allows us to launch a line of innovative products with good prospects over the next few years. LUXERION is a new collection created for both home and professional use and it is one of Artemide’s most innovative proposals, which is always at the vanguard of product research in serving people’s general well-being.”

“Thanks to this agreement – comments **Andrea Sasso, Chief Executive Officer Director of Elica S.p.A.** – we are entering into a new market with excellent potential. We are pleased to have signed an exclusive partnership with an internationally recognised group leader such as Artemide.

“The new LUXERION models – concludes Sasso – is a marriage of excellence between two Italian leaders in their respective sectors”.

Another innovative element in the agreement is the distribution strategy which will be exclusively handled by Artemide, both through its usual channels – lighting and furnishings – and through the Kitchen Studios Channel (high quality kitchen furniture), one of Elica’s traditional strengths.



LUXERION products will be integrated into Artemide's design product catalogue, displaying it as ideal equipment for domestic and professional use, and for use in public such as hotels, lounges and restaurants.

*The **Artemide Group** is a world leader in high quality domestic and professional lighting. Founded in 1960, Ernesto Gismondi is the main shareholder and Luciano Iannuzzi is the Chief Executive Officer.*

With head office at Pregnana Milanese, the Artemide Group has over 700 employees and operates through 24 subsidiary and holding companies, with a distributive network including 47 single brand showrooms located in the most prestigious cities in the world.

Known for its "Human Light" philosophy, Artemide is now one of the best known and most prestigious lighting brands in the world, synonymous with design, light and the Made in Italy concept.

*The **Elica Group** has been present in the cooker hood market since the 1970s and is today world leader in the production of hoods and market leader in terms of units sold in the main European countries. The Group is also experiencing significant growth in its market share in strategically important countries such as the USA, Japan and Russia and is gradually moving towards a position of leadership in the planning, production and sale of motors for central heating boilers for domestic use in both Eastern and Western Europe. With over 2,300 employees and an annual output of over 5 million units, the Elica Group has ten plants specialising by type of process and product; of these, eight are in Italy, one is in Poland and one in Mexico.*

With over thirty years' experience in the sector, Elica has combined meticulous care in design, judicious choice of material and cutting edge technology to become the prominent market figure it is today. The company has revolutionized the traditional image of the kitchen cooker hood: no longer seen as a mere domestic accessory, it has been transformed into a fascinating and sophisticated design object.

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