

MASIERO

Maison & Objet Paris Nord Villepinte 18-22 January 2024 Today Section Hall 6 Stand G52 - H51

Masiero is returning to Maison&Objet with its new lighting collections from the Dimore catalogue, enriched with special finishes and colours designed specifically for the Paris exhibition in January. Its appearance will showcase the brand's unique ability to customise each lamp in the catalogue, thanks to the in-house management of every stage of the production: from the design to the manufacture of the metal structures, the assembly of the components, the painting and decoration, electrical installation and testing activities, with the support of its state-of-the-art workshop and painting department, .

The Masiero space, also in Hall 6, in the Today section of M&O which is characterised for its offering of contemporary lifestyle products that combine originality and innovation, stands out for its impactful aesthetic, thanks also to the collaboration with the wallpaper brand Spaghetti Wall, provider of the original and magical wallpapers that enhance the Masiero lighting collections. It is "Space jungle", a dreamlike landscape imagined by Federica Faleschini, a projection of a lush nature in two colour variants, reinterpreted according to a 'virtual' aesthetic code located beyond space and time, that magnifies the latest lighting families "Visio" by Nava+Arosio and "Cordea" by Favaretto&Partners in new finishes and colours, the new finish of the 'Nappe' suspension lamps by Marco Zito and the 'Sound' collection by Giovanni Battista Gianola, as well as the long sellers 'Horo' by Pierre Gonalons and 'Honice' by Oriano Favaretto.

On one hand, Masiero's approach to lighting design caters for the customer's desire to offer an aesthetic experience with scenic, unique and custom-made lighting compositions. On the other hand it aims to satisfy the need to illuminate different types of spaces, thanks to the rich catalogue of collections with a deliberately transversal style.

From large spaces such as hotel lobbies, lounges, restaurant dining rooms, bar counters, and libraries to more private spaces customised by light such as waiting rooms, hotel rooms and relais & chateaus, Masiero's eclectic collections span a variety of styles ranging from contemporary to neoclassical to classic.

Masiero is a Treviso-based company (with legal office and plant in Casale sul Sile) in the high-end lighting sector with global distribution. Its trademark is the ability to make decorative lamps with an elegance that always turns heads and to export them to over 80 countries for more than 40 years.

A strong point is the wide range of the catalogue, which is enriched year by year thanks to the partnerships forged by the brand with established designers.

A further success factor is the focus on two key product-related issues: certification and sustainability. For some time now, Masiero has been investing heavily in the certification of all its products in order to meet the various electrical standards required by the different markets in which it operates.

When it comes to raw materials, the company chooses suppliers that offer products and components with environmental sustainability certifications (FSC wood, the result of responsible and sustainable production), as well as, of course, designing repairable lamps, which can therefore have a longer service life, with obvious advantages for the environment.

A company with a broad international reach, Masiero creates a range of products to satisfy different tastes and needs. Yet it is deeply rooted in its homeland, from which it draws experience, tradition and style.

MASIERO S.r.l.

Via Peschiere, 53 – 31032
Casale sul Sile, TV, Italy
Vat No. 01244610265
T +39 0422 7861
F +39 0422 786250
www.masierogroup.com
info@masierogroup.com

ROBERTA EUSEBIO PRESS OFFICE

Via Fratelli Bronzetti, 11
20129 Milan
Tel. +39 02 20 40 49 89
info@robertaeusebio.it

MASIERO

Visio (design by Nava+Arosio)

Limited edition of three new fluorescent colours for Visio, three bright pop tones created explicitly for this edition of Maison&Objet for the collection of suspension, floor, table and wall lamps with clear surrealist references.

Visio takes the form of many different possible configurations of facial geometries, an ode to the iconography and expressiveness of the face.

Tubular metal painted in vibrant tones of fuchsia, yellow or orange is curved to generate a face in its entirety or compositions of mouths, noses, ears and eyes, either in the form of suspension lamps, floor lamps or wall compositions; mixing mysticism and geometry, unpredictable variations on the theme of imagination.

Visio's aesthetic vocabulary, in its meticulous focus on detail, and the light that etches the faces and shapes the volumes of the rooms, reveals the new while remaining faithful to Masiero's DNA, a heritage of skilled workmanship and attention to detail.

Cordea (design by Favaretto&Partners)

Complying with the genetic code of the industrial world, but softening its rationality of character through combinations of materials, finishes and colours, Favaretto&Partners has conceived the Cordea indoor suspension lamps: the modern, designer interpretation of the iconic lights of industrial warehouses.

The bell-shaped metal body, available in two sizes and topped by a lamellar radiator, is elegantly encircled by an original wide leather band.

The three brilliant finishes for the galvanised metal body - gold, dark nickel and rose gold - are presented in the new brushed finish for M&O January 2024, and can always be freely combined with the three colours proposed for the leather band - black, leather and red - fastened with a golden brass buckle with the Masiero logo.

Sound (design by Giovanni Battista Gianola)

The family of elegant lamps, which diffuse light through thin metal rings enclosing a double circular diffuser made of white, blown and screen-printed glass are presented in a two-tone version that combines the matt black of the outer finish with the brilliant brushed gold of the inner finish.

Available in striking multiple suspension versions as well as floor, wall and table lamps, Sound is also available with an elegant polished gold finish.

Horo (design by Pierre Gonalons)

An all-round decorative element for a collection of suspension, floor, wall and table lamps. A gilded metal frame sets a pair of discs in prismatic glass with a characteristic diamond finish or, alternatively, in striking glass with a marbled effect. In 2021, Horo won the Good Design Award, a prestigious international accolade, for the lighting design category.

Nappe (design by Marco Zito)

A warm bronze colour with a polished galvanic finish is the special edition for the series of original suspension lamps that give a traditional decorative element of curtains a contemporary makeover.

The Nappe project comprises 10 elements differing in shape, details or decorative elements, which can be combined to create compositions of three, five and ten light sources, arranged in a line, a circle or a rectangle, thanks to a ceiling fastening system made up of brass spheres that connect the 'textile' power cable to each other and fasten the elements, drawing a pattern of lines between them.

Nappe is also available in a wall lamp version and in 3 XL variants for larger rooms.

Honicè (design by Oriano Favaretto): rectangular slabs of translucent onyx in various sizes, the marmor alabastrum of the ancient Latins, richly veined and set in a suspended frame of matt gold-plated metal.

A LED light source allows light to filter through the polished onyx diffuser, enhancing the beauty of the surface and its timeless elegance.

MASIERO S.r.l.

Via Peschiere, 53 – 31032

Casale sul Sile, TV, Italy

Vat No. 01244610265

T +39 0422 7861

F +39 0422 786250

www.masierogroup.com

info@masierogroup.com

ROBERTA EUSEBIO PRESS OFFICE

Via Fratelli Bronzetti, 11

20129 Milan

Tel. +39 02 20 40 49 89

info@robertaeusebio.it

MASIERO

SPAGHETTIWALL Wallpapers

From three-dimensional effects to pictorial hints, pop orientations, homages to the vegetable and animal kingdom or to geometric minimalism, up to the recovery of ancient textures and the interpretation of light and colours in the atmosphere: Spaghetti Wall wallpapers offer a heterogeneous path through different inspirations, related through images and textures with which to cover surfaces or create decorative frames in interior design projects. The brand, based in Udine and part of the Luce Group, traces a dynamic visual itinerary combining architecture, design, art, nature and fashion, thanks to the collaboration with important Italian and international professionals. There are over 200 graphics in the catalogue with which to cover walls, ceilings, but also furnishing pieces and accessories, produced on demand, customisable on request and printed in very high quality on a range of ten different media.

www.spaghettiwall.it

MASIERO S.r.l.

Via Peschiere, 53 – 31032
Casale sul Sile, TV, Italy
Vat No. 01244610265
T +39 0422 7861
F +39 0422 786250
www.masierogroup.com
info@masierogroup.com

ROBERTA EUSEBIO PRESS OFFICE

Via Fratelli Bronzetti, 11
20129 Milan
Tel. +39 02 20 40 49 89
info@robertaeusebio.it