



CASE STUDY: HOUSEWARES

These lights take flexibility to a new level.

The Challenge

Artemide came to MCX looking to create an interactive light structure that allows users to customize the length, diffusion, and flexibility of the light to adapt to any space.

Key Requirements

- + Virtual Consultations
- + Material Sourcing
- + Manufacturer Support

The Discovery

Material ConneXion sourced and introduced Artemide to TEF Braids, a patterning technology intended for use on apparel, that expands and contracts without the use of elasticized fibers.

The Material Solution

The Turn Around series, designed by Carlotta de Bevilacqua, embodies the idea of freedom, flexibility, and sustainability by creating a lighting solution based on a small track that can be integrated into plasterboard without interfering with the structural warping. During installation, the user can manipulate the system into different shapes and lengths to fit their space.

We were looking to create an interaction between users and light and we found a material and process that represents our idea perfectly. - Laura Pessoni, Design & Innovation, Artemide SpA

Material Landscape provides select resources through material deliveries and focused project workshops on topics such as:

- + Sustainability
- + Efficiency Evaluation
- + Competitive Analysis
- + Product Evaluation
- + Opportunities Analysis
- + Material Trends

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Every idea has a material solution.[™]

