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The importance of lighting is often undermined. Put in most simple terms, your choice of a bulb over a tube light will speak volumes about your aesthetic sense. Creativity and innovation in the lighting industry have reached heights where lighting up your home no longer means fixing a light bulb and a tubelight in every room. The lighting industry is transforming at the speed of light. Though mostly in the form of imports, lighting technology in Indian homes is going the international way.

### Designer Lighting

Italy which is considered the interior design capital of the world is the country that has influenced the Indian home décor industry more than any other country has. Companies such as Artemide that specialise in the manufacture of lighting designed by famous international designers and architects have reinforced its position as a world leader.

The icon of Italian lighting design has to be the Tizio desk lamp designed by Richard Sapper in 1972 and the Tolomeo desk lamp, designed by Michele De Lucchi and Giancarlo Pissina in 1986. Artemide, founded by Ernesto Gismondi and Sergio Mazza in 1959, is a design-oriented manufacturer with production centres across Italy, France, Germany, USA, Hungary

and the Czech Republic. The reason the home lighting industry looks to Artemide for inspiration is because they have made a mark in history and have presented themselves in some of the most prestigious museums in the world like Musée des Arts Décoratifs de Montréal, The Metropolitan Museum of Modern Art in New York and the Galleria Nazionale d'Arte Moderna in Rome.

The important elements to keep in mind while lighting up your house has to be that the lighting must be intelligent, at the right angles in the

room and energy conserving. Artemide bases its lighting on the concept of 'context of life'. They call their ingenuity, The Human Light—an intelligent light that relates to people in their daily activities. This is a concept that defines lighting everywhere. Artemide is available at Shimera, a leading house of lights with various international brands under one roof.

### BRAND WATCH

Artemide