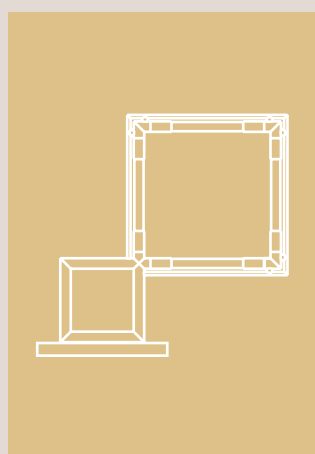
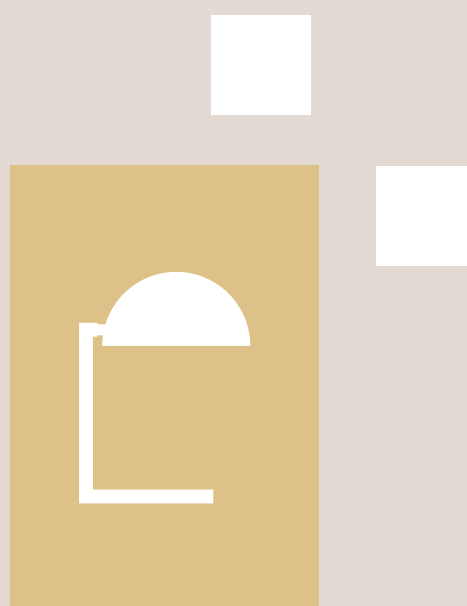
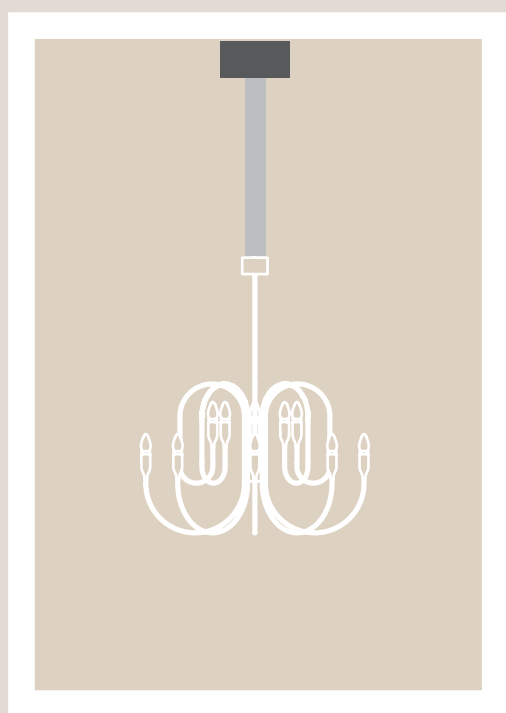


Designing your dreaming space

*by lumen center italia
lighting*



Thesis by Elmira Halimi zanjani asl
Matricola // 707809
A.A. // 2014/2015
Tutor // Valentina Auricchio



Faculty of Design
Master in Product Service System Design

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Thanks to Professor Valentina Auricchio, for her guidance and encouragement at every stage of this project.

English Abstract

today, many companies around the world are challenged with presenting and illustrating their product to their customers, otherwise because of convenient connection and communication devices like internet connection, smart phone, tablet, companies are confronted with variety of companies around the world that are competed with each other to attract and impose people to buy their product. In addition, all the product are illustrated in showroom and stores, companies have to do high investment to buy or rent the showroom or space to show their product, also, mainly all the showroom are located in exclusive area that many people and tourist are passed this zone, another way that it's fashionable between companies is online platform, that allow companies to illustrate and present their product in very cheap way. in this case companies can give their technical and necessary information through online platform.

furthermore clients are demanding to have physical touch with product, clients wants to see the light colour and quality of light in the space, because light colour has the direct connection with human eyes.

lumen center italia It's lighting companies that produce lighting in Italy, they are regarding to find new and innovative way to illustrate and display their product to their customers,

designing your dreaming space it's new service for lumen center italia to illustrate and present their product in their showroom in milan,

my desire in this project to provide new experience for lumen center italia clients and light professions that have physical experience of differences between light colour and quality and the effect of lighting in the space.

in this service is attempted to comprehend the lighting models, size and light exposure in the space.

Italian Abstract

oggi, molte aziende di tutto il mondo sono sfidati con la presentazione e illustrando il loro prodotto ai loro clienti, altrimenti a causa dei dispositivi di collegamento e di comunicazione convenienti come la connessione internet, smartphone, tablet, le aziende si confrontano con varietà di aziende di tutto il mondo che sono in concorrenza tra loro per attrarre e di imporre la gente a comprare il loro prodotto. Inoltre, tutto il prodotto sono illustrati in showroom e negozi, le aziende devono fare forti investimenti per acquistare o affittare lo showroom o spazio per mostrare il loro prodotto, anche, soprattutto tutto lo showroom si trova nella zona esclusiva che molte persone e turisti sono passati questa zona, un altro modo che è di moda tra le imprese è la piattaforma on-line, che consentono alle aziende di illustrare e presentare il loro prodotto in modo molto economico. in questo caso, le aziende possono dare il loro informazioni tecniche e necessarie tramite on-line piattaforma. inoltre, i clienti chiedono di avere contatto fisico con il prodotto, i clienti vuole vedere il colore della luce e la qualità della luce nello spazio, perché il colore della luce ha il collegamento diretto con gli occhi umani. Lumen Center Italia E aziende di illuminazione che producono luce in Italia, sono per quanto riguarda trovare modo nuovo e innovativo di illustrare e mostrare il loro prodotto ai loro clienti, progettare il vostro spazio di sogno è il nuovo servizio per Lumen Center Italia per illustrare e presentare il loro prodotto nel loro showroom a Milano, il mio desiderio in questo progetto per fornire nuove esperienze per i centri lumen clienti italia e le professioni di luce che hanno esperienza fisica delle differenze tra colore chiaro e di qualità e l'effetto della luce nello spazio. in questo servizio è cercato di comprendere il modello di illuminazione, le dimensioni e la luce esposizione nello spazio.

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6. bibliography



Reaserch

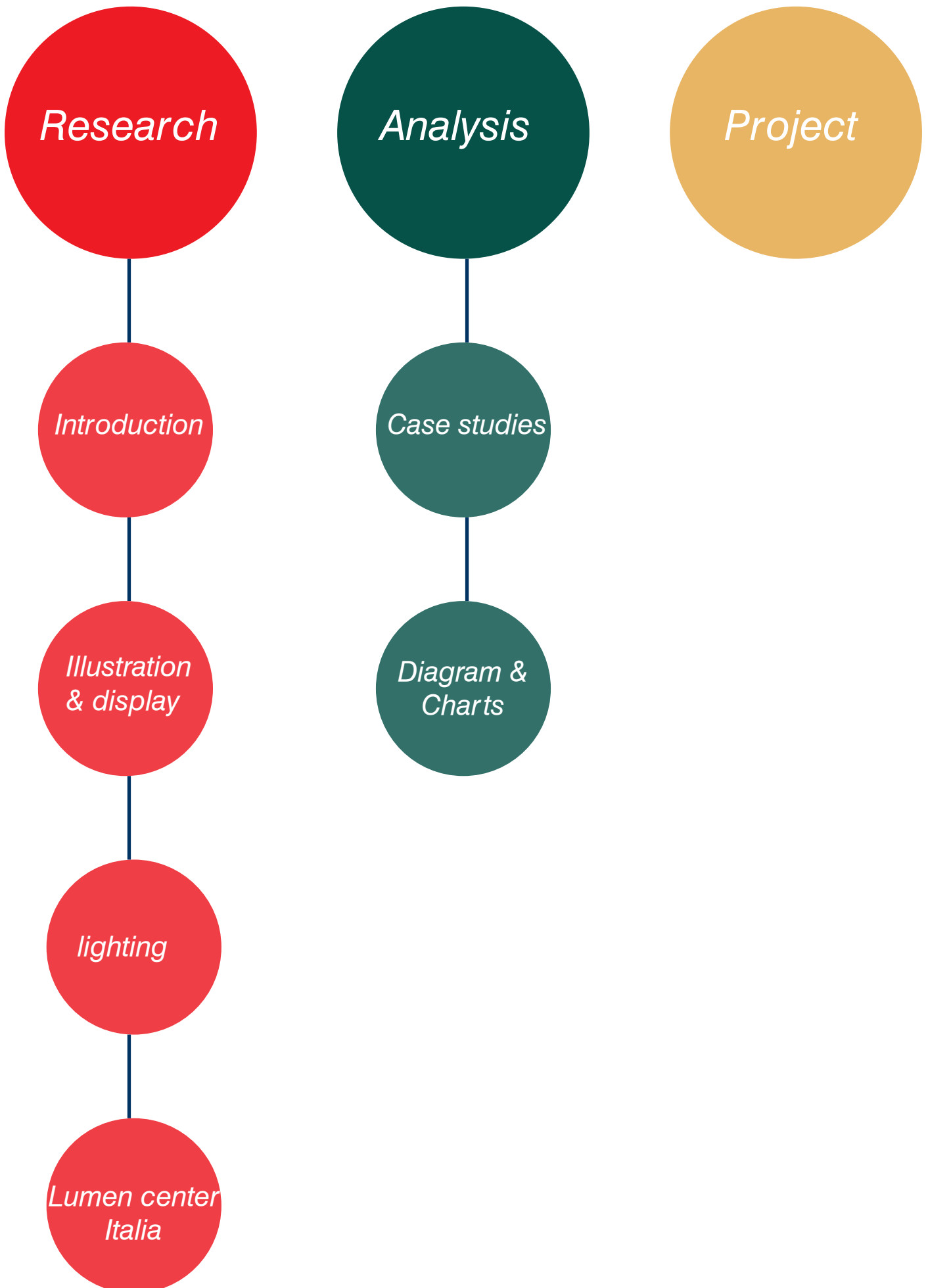
1.1 Introduction

this project purpose is to find new and innovative way for lumen center italia to illustrate and display their lighting in their showroom, they want to provide new experience for their clients or whose interested to the lighting.

in this project in first step, I start to analysing the main and important of successful companies point and their strategy to sell their product, next I start to analysis and comparing the solution, in the research part, I mainly focus on the all the companies and all the path of illustration of product.

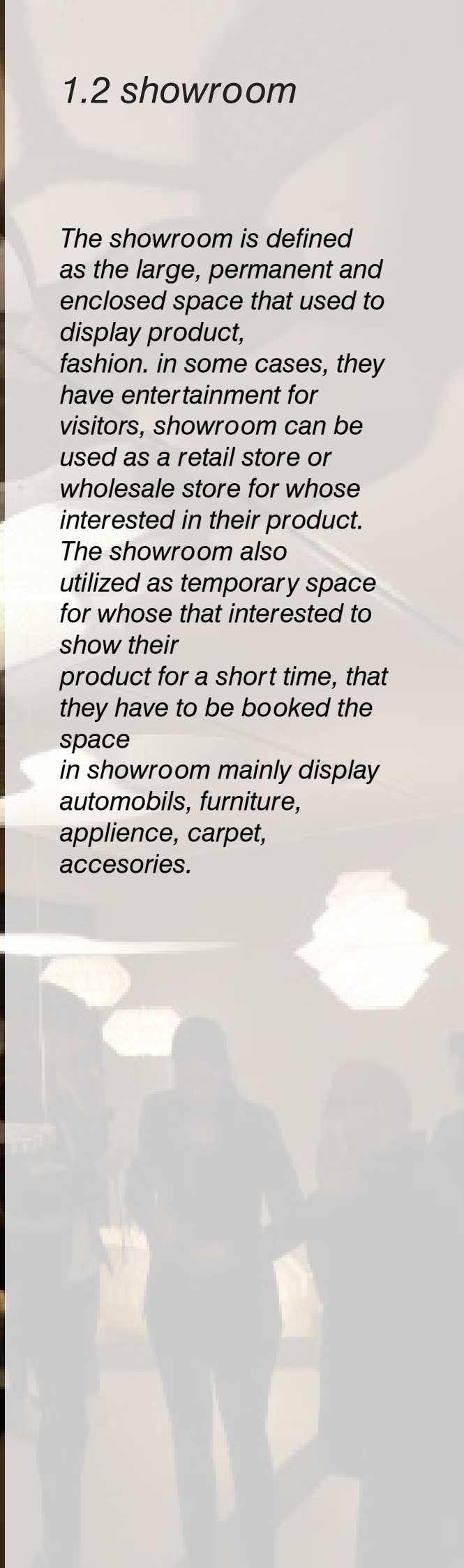
firstly I explain my methodology for this project, after the research, next, the analysis part is started that consist of the useful information about companies services for clients or visitors.

1.1 .1 methodology



1.2 showroom

The showroom is defined as the large, permanent and enclosed space that used to display product, fashion. in some cases, they have entertainment for visitors, showroom can be used as a retail store or wholesale store for whose interested in their product. The showroom also utilized as temporary space for whose that interested to show their product for a short time, that they have to be booked the space in showroom mainly display automobiles, furniture, appliance, carpet, accesories.



1.3 showroom district

In fashion capitals such as New York City, Paris, Milan or London one can find temporary showrooms.



London

Milano

Copenhagen

Rome

Barcellona

Rome

Paris

Barcellona

New york

Berlin

Milano

Copenhagen



Arper showroom London

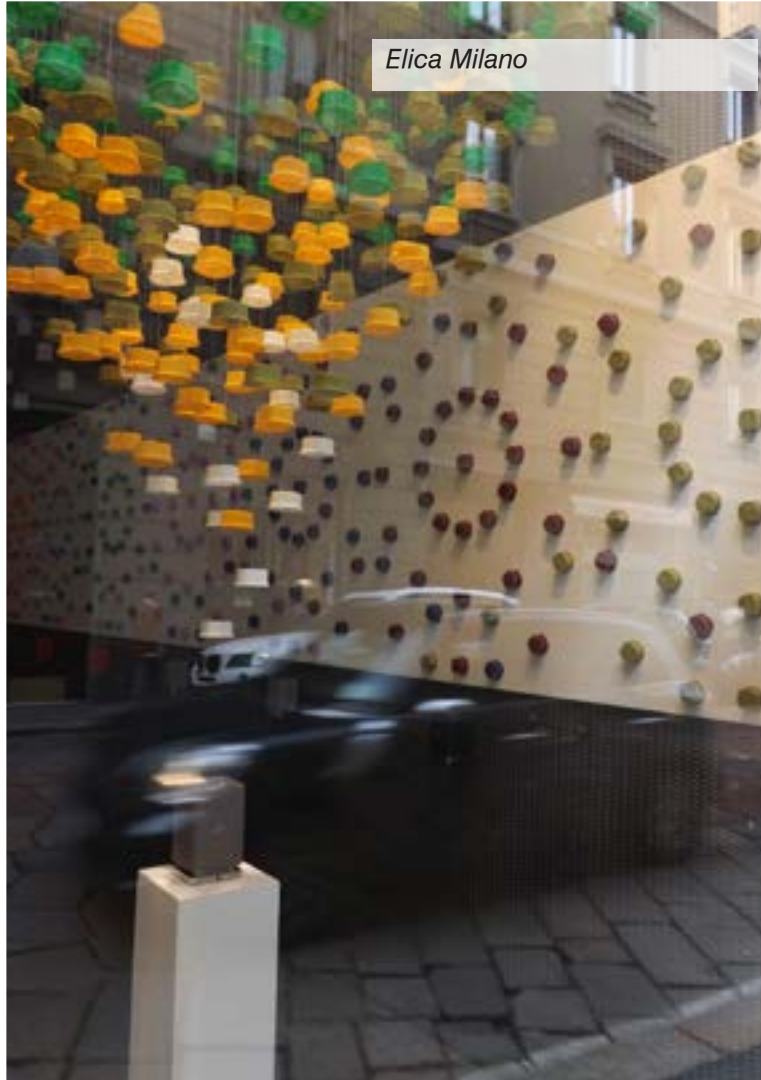


Knoll showroom New York

louis vuitton showroom Paris



Elica Milano



Patrick philippe showroom Geneve



Moris showroom Milano



Lema copenhagen



Normann showroom copenhagen

1.4 display and illustration

illustration or display is defined as the way that people can see and take peoples' attention.

many companies and brand are required to illustrate their product. companies are mainly illustrating them in two different ways:

- 1. physically*
- 2. virtually*

1.4.1 physically

Physically, it's a traditional way to introduce their product, in physical way people can access to the product, they can smell, touch, seen, listening, testing





*physical illustration is divided
in four man group :*

1. store

1.1 retail store

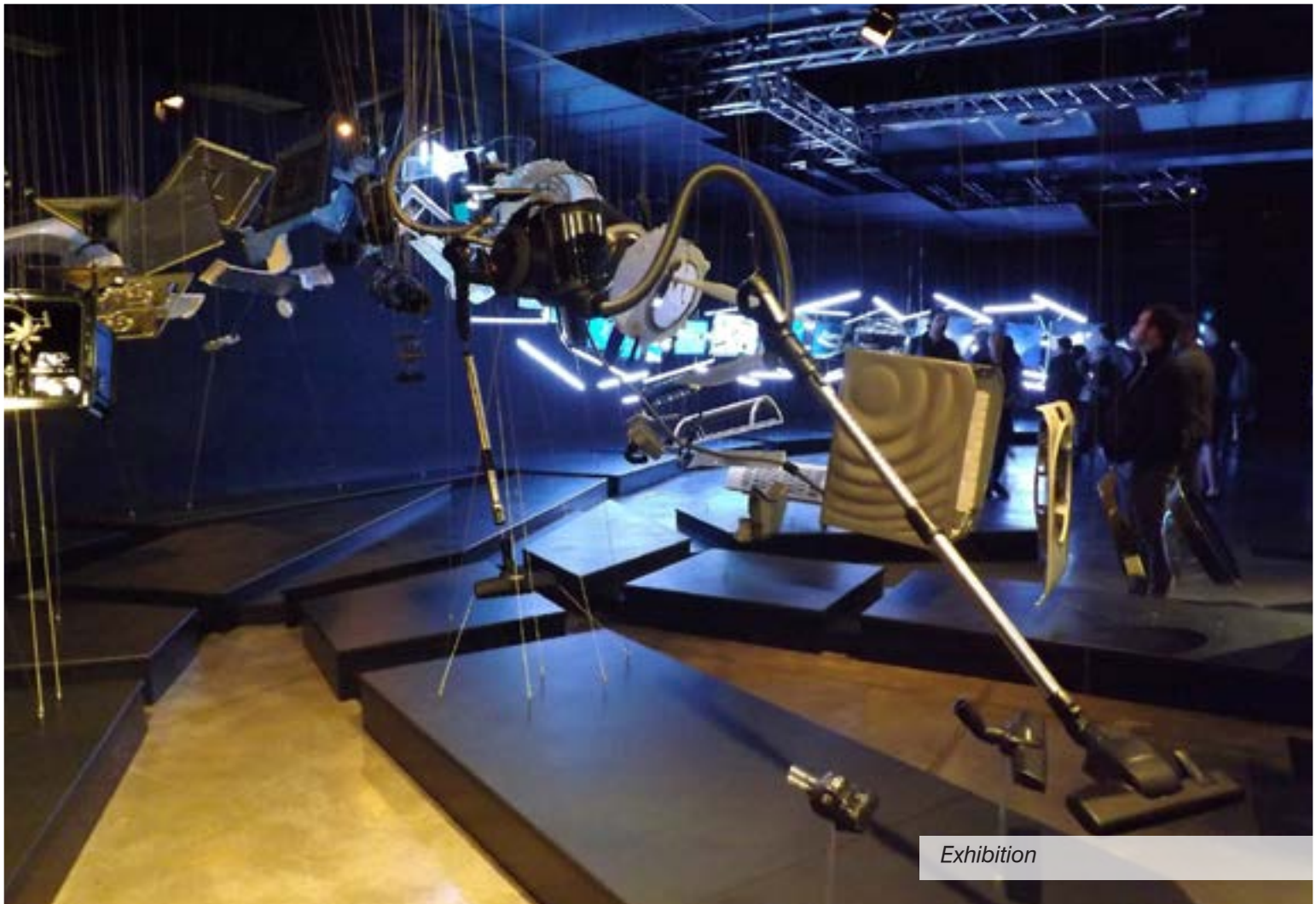
1.2 wholesale

2. showroom

3. exhibition

4. catalouge

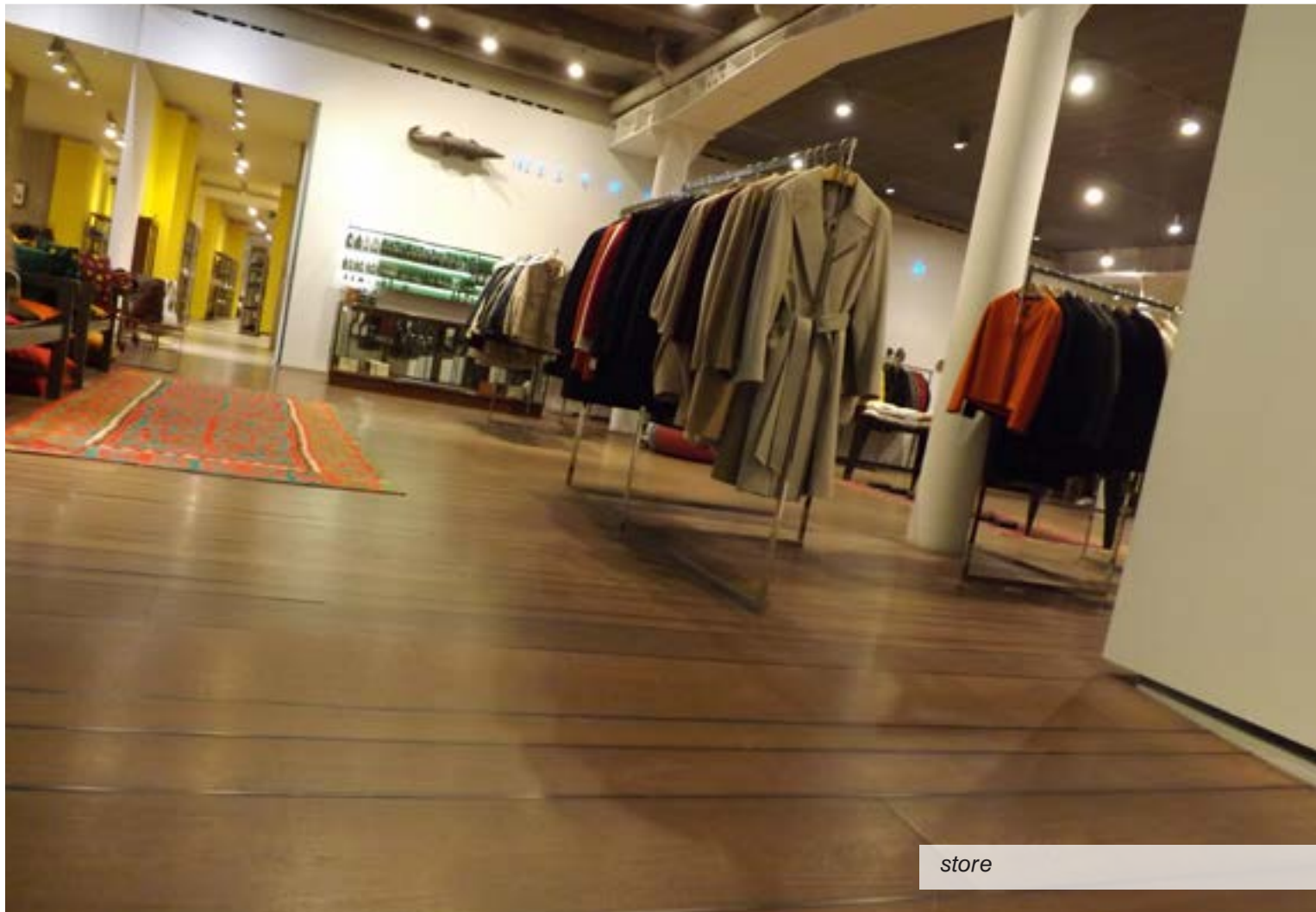




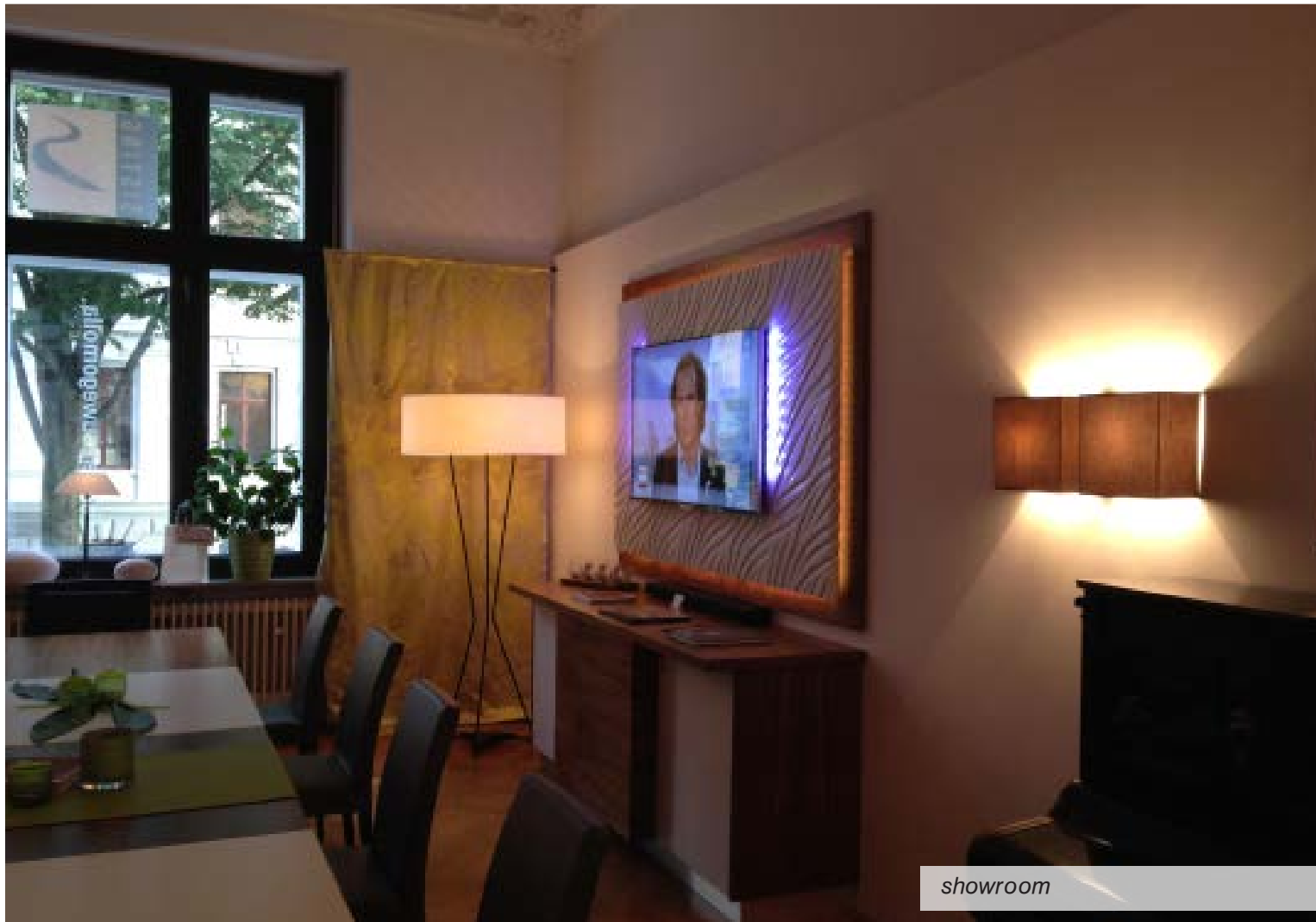
Exhibition



Catalogue



store



showroom

1.4.1.1 store

The store is the space that sells the company's product, people who want to purchase the new product they are referred to the store, It depend of the purchase, stores are selling high quantity and low

quantity, mainly company services are offered at purchase time in stores.

stores are divided in two categories

1. retail store
2. whole sale store

1.4.1.1.2 reatil store

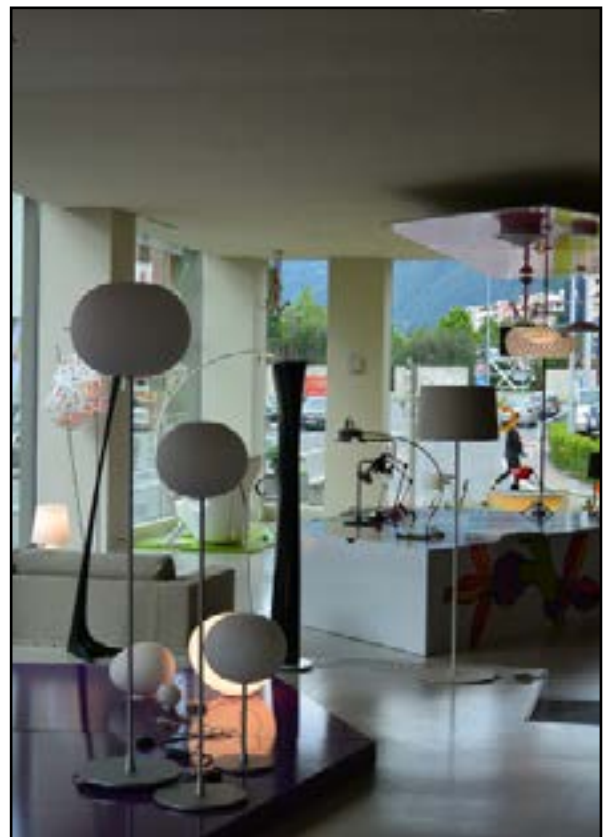
Retail comes from the Old French word *tailler*, which means "to cut off, clip, pare, divide" in terms of tailoring (1365). It was first recorded as a noun with the meaning of a "sale in small quantities" in 1433 (from the Middle French *retail*, "piece cut off, shred, scrap, paring"). Like in French, the word *retail* in both Dutch and German also refers to the sale of small quantities of items.

Retail is the process of selling consumer goods and/or services to customers through multiple channels of distribution to earn a profit. Demand is created through diverse target markets and promotional tactics, satisfying consumers' wants and needs through a lean supply chain. in retail storre customers can find variety of brand with different price and quality, customer are able to select appropriate product.

retail store play an important role to sell the product, build a good relationship with the customer and eventually will attract more new customers and turn them into regular customers. Looking at long term

perspectives, excellent customer skills give your retail business a good ongoing reputation and competitive advantage.

for example The United States retail sector features the largest number of large, lucrative retailers in the world. A 2012 Deloitte report published in *STORES* magazine indicated that of the world's top 250 largest retailers by retail sales revenue in fiscal year 2010, 32% of those retailers were based in the United States, and those 32% accounted for 41% of the total retail sales revenue of the top 250.





Harrods London



La rinascite Milano



Coin milano



Excelsoir Milano

1.4.1.1.2 Wholesale

Wholesaling, jobbing, or distributing is the sale of goods or merchandise to retailers; to industrial, commercial, institutional, or other professional business users; or to other wholesalers and related subordinated services.

In general, it is the sale of goods to anyone other than a standard consumer. In the United Kingdom, the Cash and Carry is a term used to describe a wholesale warehouse, particularly those that are open to the general public on payment of a subscription.

According to the United Nations Statistics Division, "wholesale" is the resale (sale without transformation) of new and used goods to retailers, to industrial, commercial, institutional or professional users, or to other wholesalers, or involves acting as an agent or broker in buying merchandise for, or selling merchandise to, such persons or companies. Wholesalers frequently physically assemble, sort and grade goods in large lots, break bulk, repack and redistribute in smaller lots.



1.4.1.2 exhibition

An exhibition, in the most general sense, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within museums, galleries and exhibition halls, and World's Fairs. Exhibitions can include many things such as art in both major museums and smaller galleries, interpretive exhibitions, natural history museums and history museums, and also varieties such as more commercially focused exhibitions and trade fairs.

The word "exhibition" is usually, but not always, the word used for a collection of items. Sometimes "exhibit" is synonymous with "exhibition", but "exhibit" generally refers to a single item being exhibited within an exhibition. Exhibitions may be permanent displays or temporary, but in common usage, "exhibitions" are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations and are called travelling exhibitions, and some are online exhibitions.

Though exhibitions are common events, the concept of an exhibition is quite wide and encompasses many variables. Exhibitions range from an extraordinarily large event such as a World's Fair exposition to small one-artist solo shows or a display of just one item.

Curators are sometimes involved as the people who select the items in an exhibition.

Writers and editors are sometimes needed to write text, labels and accompanying printed material such as catalogs and books. Architects, exhibition designers, graphic designers and other designers may be needed to shape the exhibition space and give form to the editorial content. Organizing and holding exhibitions also requires effective event planning, management, and logistics. Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press.



Gallery exhibition



commercial exhibition



special event



private demonstration

1.4.1.3 catalouge

A brochure is something that looks like a page and can be folded into a flyer, pamphlet or leaflet that is used to pass information about something.

Brochures are distributed by radio, handed out personally or placed in brochure racks. They may be considered as grey literature. They are usually present near tourist attractions.

Catalogue is a book published by manufacturers which contains the illustrations, part numbers and other relevant data for their products or parts thereof.

The catalog is made by different title to give technical information to the customers, in catalog mainly find product size, technical information, and in some cases price too. The catalog is available in physical and virtual model.

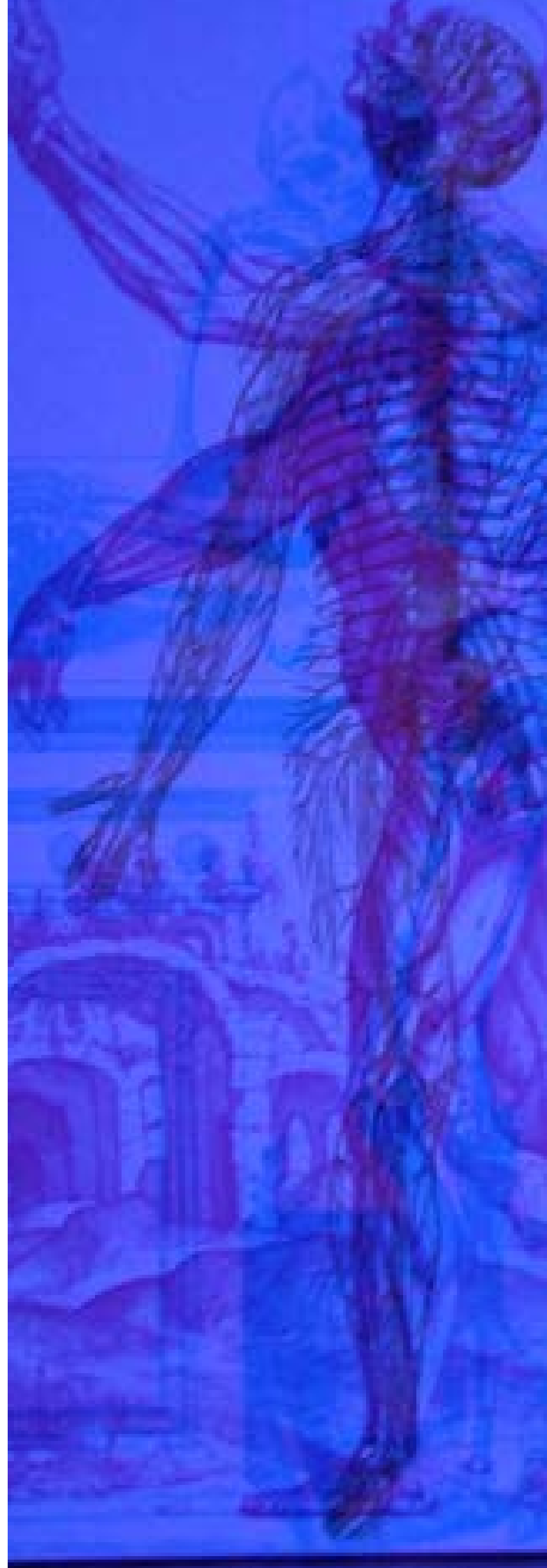


1.4.2 virtual

Gilles Deleuze, a prominent thinker of virtuality, used the term *virtual* to refer to an aspect of reality that is ideal, but nonetheless real. An example of this is the meaning, or sense, of a proposition that is not a material aspect of that proposition but is nonetheless an attribute of that proposition. Both Henri Bergson, who strongly influenced Deleuze, and Deleuze himself build their conception of the virtual in reference to a quotation in which Marcel Proust defines a virtuality, memory as “real but not actual, ideal but not abstract”. A dictionary definition written by Charles Sanders Peirce supports this understanding of the virtual as something that is “as if” it were real, and the everyday use of the term to indicate what is “virtually” so, but not so in fact.

the virtual is a kind of surface effect produced by actual causal interactions at the material level.

When one uses a computer, the monitor displays an image that depends on physical interactions happening at the level of hardware. The window is nowhere in actuality, but is nonetheless real and can be interacted with. This example actually leads to the second aspect of the virtual that Deleuze insists upon: its generative nature. This virtual is a kind of potentiality that becomes fulfilled in the actual. It is still not material, but it is real.





What is Virtual Reality?

The definition of virtual reality comes, naturally, from the definitions for both 'virtual' and 'reality'.

The

definition of 'virtual' is near and reality is what we experience as human beings. So the term 'virtual reality' basically means 'near-reality'. This could, of course, mean anything but it usually refers to a specific type of reality emulation. But there are in fact, a wide variety of applications for virtual reality which include:

Architecture

Sport

Medicine

The Arts

Entertainment

Virtual reality can lead to new and exciting discoveries in these areas which impact upon our day to day lives. One example of this is the use of virtual reality in medicine, such as surgical simulations, which helps with training the next generation of surgeons.



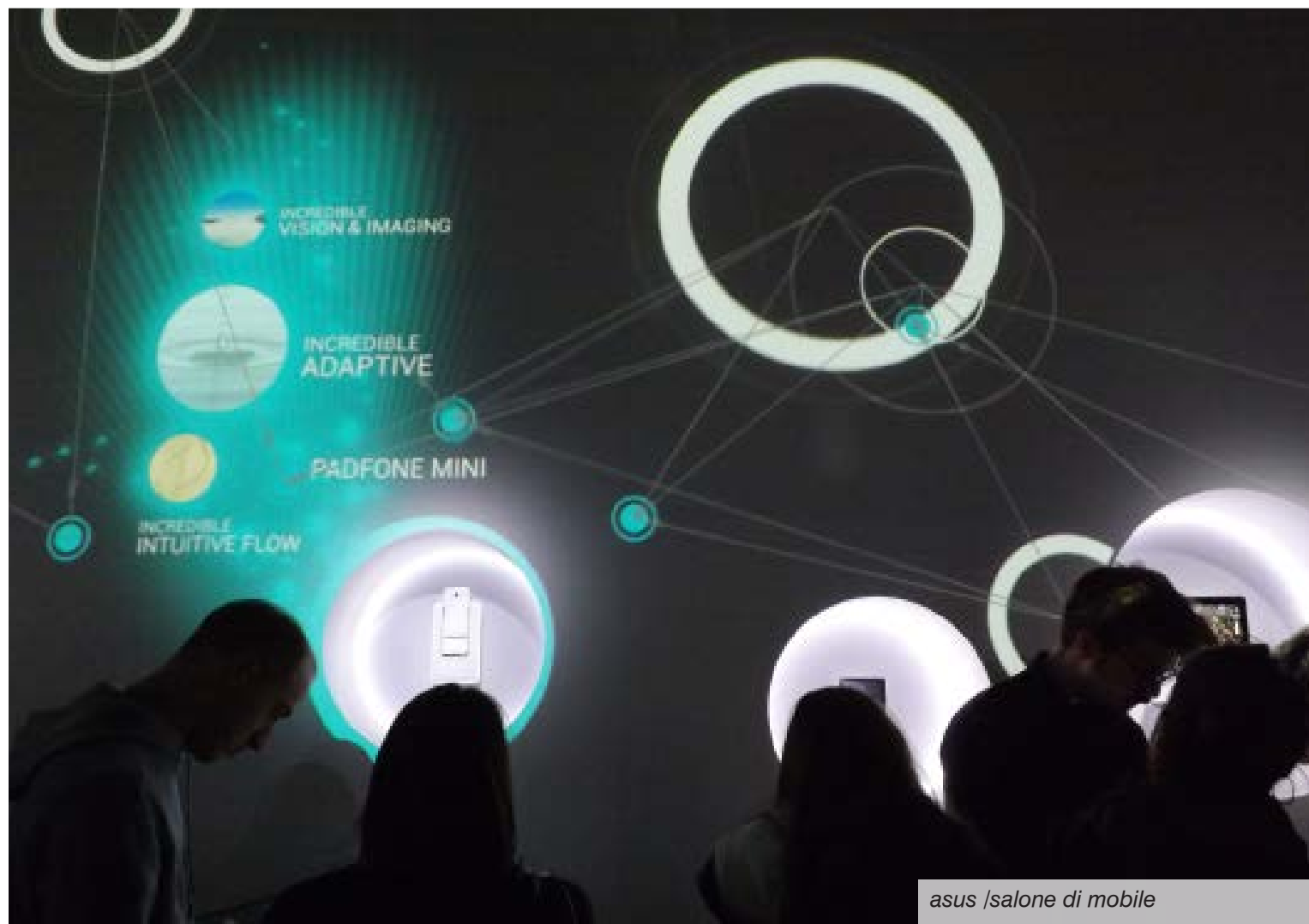
toshiba / salone di mobile milano



salone di mobile



asus/ salone di mobile



asus /salone di mobile

1.4.2.1 how companies use virtual illustration?

virtual illustration, it's a more innovative way that many companies use it, the most important target of virtual accessibility for all the people, virtual illustration is created interface space between customer and companies, virtual illustration nowadays mainly presented in two ways:

1. online platform

1.1 companies websites platform

1.2 online retail stores

1.3 social network

2. advertisement

1.4.2.2 online platform

online platform is an integrated web-based platform that combines the information that people can access to it from the search online machine. the advantage of online platform accessibility and availability in 24 hours 365 days, all the people can access to the online platform of the internet connection. companies are used three kind of illustration to present their product:

1. online companies website

2. online retail store

3. social network

1.4.2.2.1 companies online platform

In this decade, companies have utilized online platform to introduce their companies to the customers. online platform allows companies to present their company to the people, people who lived abroad can access to the online website and obtain necessary information. online platform is available for anybody in 24 hours in 365 days for anyone that looking for initial information about their demands.

1.4.2.2.2 online retail store

Introduction

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

History

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotex, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium — the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time. During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology. These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. The first secure retail transaction over the Web was either by NetMarket or Internet Shopping Network in 1994. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Alibaba's sites Taobao and Tmall were launched in 2003 and 2008, respectively. Retailers are increasingly selling goods and services prior to availability through pretail for testing, building, and managing demand.

Payment method

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative ones.

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfillment process.



1.4.2.2.3 social network

Introduction

A social networking service (also social networking site or SNS) is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Social network sites are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network. The main types of social networking services are those that contain category places (such as former school year or classmates) means to connect with friends (usually with self-description pages),

and a recommendation system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, LinkedIn, Instagram, Reddit, Pinterest, Vine, Tumblr, and Twitter widely used worldwide.

There have been attempts to standardize these services to avoid the need to duplicate entries of friends and interests (see the FOAF standard and the Open Source Initiative[clarification needed]). A study reveals that India has recorded world's largest growth in terms of social media users in 2013. A 2013 survey found that 73% of U.S adults use social networking sites

History

The potential for computer networking to facilitate newly improved forms of computer-mediated social interaction was suggested early on. Efforts to support social networks via computer-mediated communication were made in many early online services, including Usenet, ARPANET, LISTSERV, and bulletin board services (BBS). Many prototypical features of social networking sites were also present in online services such as America Online, Prodigy, CompuServe, ChatNet, and The WELL. Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1995), Geocities (1994) and Tripod.com (1995).

Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal webpages by providing easy-to-use publishing tools and free or inexpensive webspace. Some communities - such as Classmates.com - took a different approach by simply having people link to each other via email addresses. PlanetAll started in 1996.

In the late 1990s, user profiles became a central feature of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s, and many sites began to develop more advanced features for users to find and manage friends. This newer generation of social networking sites began to flourish with the emergence of Six-Degrees.com in 1997, followed by Makeoutclub in 2000, Hub Culture and Friendster in 2002, and soon became part of the Internet mainstream. Friendster was followed by MySpace and LinkedIn a year later, and eventually Bebo. Friendster became very popular in the Pacific Island. Orkut became the first popular social networking service in Brazil (although most of its very first users were from the United States) and quickly grew in popularity in India (Madhavan, 2007). Attesting to the rapid increase in social networking sites' popularity,

by 2005, it was reported that Myspace was getting more page views than Google. Facebook, launched in 2004, became the largest social networking site in the world in early 2009. Facebook was first introduced (in 2004) as a Harvard social networking site, expanding to other universities and eventually, anyone.

social network advantage for companies

Companies have begun to merge business technologies and solutions, such as cloud computing, with social networking concepts. Instead of connecting individuals based on social interest, companies are developing interactive communities that connect individuals based on shared business needs or experiences. Many provide specialized networking tools and applications that can be accessed via their websites, such as LinkedIn. Others companies, such as Monster.com, have been steadily developing a more "socialized" feel to their career center sites to harness some of the power of social networking sites.

These more business related sites have their own nomenclature for the most part but the most common naming conventions are "Vocational Networking Sites" or "Vocational Media Networks", with the former more closely tied to individual networking relationships based on social networking principles.

Foursquare gained popularity as it allowed for users to “check-in” to places that they are frequenting at that moment. Gowalla is another such service that functions in much the same way that Foursquare does, leveraging the GPS in phones to create a location-based user experience. Clixtr, though in the real-time space, is also a location-based social networking site, since events created by users are automatically geotagged, and users can view events occurring nearby through the Clixtr iPhone app. Recently, Yelp announced its entrance into the location-based social networking space through check-ins with their mobile app; whether or not this becomes detrimental to Foursquare or Gowalla is yet to be seen, as it is still considered a new space in the Internet technology industry. One popular use for this new technology is social networking between businesses. Companies have found that social networking sites such as Facebook and Twitter are great ways to build their brand image. According to Jody Nimetz, author of Marketing Jive, there are five major uses for businesses and social media: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors, and as a lead generation tool to intercept potential prospects.

These companies are able to drive traffic to their own online sites while encouraging their consumers and clients to have discussions on how to improve or change products or services.

As of September 2013, 71% of online adults use Facebook, 17% use Instagram, 21% use Pinterest, and 22% use LinkedIn.



1.4.2.3 Advertisement

Introduction

Advertising (or advertizing) is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. In Latin, *ad vertere* means “to turn toward”. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. Commercial advertisers often seek to generate increased consumption of their products or services through “branding”, which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

History

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC.

In ancient China, the earliest advertising known was oral, as recorded in the *Classic of Poetry* (11th to 7th centuries BC) of bamboo flutes played to sell candy. Advertisement usually takes in the form of calligraphic signboards and inked papers. A copper printing plate dated back to the Song dynasty used to print posters in the form of a square sheet of paper with a rabbit logo with “Jinan Liu’s Fine Needle Shop” and “We buy high quality steel rods and make fine quality needles, to be ready for use at home in no time”

written above and below is considered the world's earliest identified printed advertising medium.

In Europe, as the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read "cobbler", "miller", "tailor", or "blacksmith" would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

In the 18th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

1.4.2.3.1 type of advertisement

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes («logojets»), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabvertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an «identified» sponsor pays to deliver their message through a medium is advertising

advertisement is divided into these seventeen:

- 1. Television advertising / Music in advertising*
- 2. Infomercials*
- 3. Radio advertising*
- 4. Online advertising*
- 5. Domain name advertising*
- 6. New media*
- 7. Product placements*
- 8. Press advertising*
- 9. Billboard advertising*
- 10. Mobile billboard advertising*
- 11. In-store advertising*
- 12. Coffee cup advertising*
- 13. Street advertising*
- 14. Sheltered outdoor advertising*
- 15. Celebrity branding*
- 16. customer-generated advertising*
- 17. Aerial advertising*



1. Television advertising / Music in advertising

In 2014, a study conducted over 7 years found that the television commercial is still the most effective mass-market advertising format. The study's findings stated that for every £1 (GBP) invested in TV advertising, it returned £1.79. This is reflected by the high prices television networks charge for commercial airtime during popular events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television - with an audience of over 108 million and studies showing that 50% of those only tuned in to see the advertisements. The average cost of a single thirty-second television spot during this game reached US\$4 million & a 60-second spot double that figure in 2014. Virtual advertisements may be inserted into regular programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible



2. Infomercials

An infomercial is a long-format television commercial, typically five minutes or longer. The word “infomercial” is a portmanteau of the words “information” and “commercial”. The main objective in an infomercial is to create an impulse purchase, so that the target sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from customers and industry professionals.



3. Radio advertisement

Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Air-time is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found on air, and also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the U.S. population.



4. online advertisement

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in pay per click text ads, rich media ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

5. Domain name advertising

Domain name advertising is most commonly done through pay per click search engines, however, advertisers often lease space directly on domain names that generically describe their products. When an Internet user visits a website by typing a domain name directly into their web browser, this is known as “direct navigation”, or “type in” web traffic. Although many Internet users search for ideas and products using search engines and mobile phones, a large number of users around the world still use the address bar. They will type a keyword into the address bar such as “geraniums” and add “.com” to the end of it. Sometimes they will do the same with “.org” or a country-code Top Level Domain (TLD such as “.co.uk” for the United Kingdom or “.ca” for Canada).

When Internet users type in a generic keyword and add .com or another top-level domain (TLD) ending, it produces a targeted sales lead. Domain name advertising was originally developed by Oingo (later known as Applied Semantics), one of Google’s early acquisitions



6. Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the display ad, which is a larger ad (which can include art) that typically run in an article section of a newspaper.

7. Billboard advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums

8. Aerial advertising

Using aircraft, balloons or airships to create or display advertising media. Skywriting is a notable example.



9. Mobile billboard advertising

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes pre-selected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: target advertising, one-day and long-term campaigns, conventions, sporting events, store openings and similar promotional events, and big advertisements from smaller companies



10. In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (a.k.a. POP – point of purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.



11. Coffee cup advertising

coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.



12. Street advertising

this type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancers and 3D pavement advertising, for getting brand messages out into public spaces.



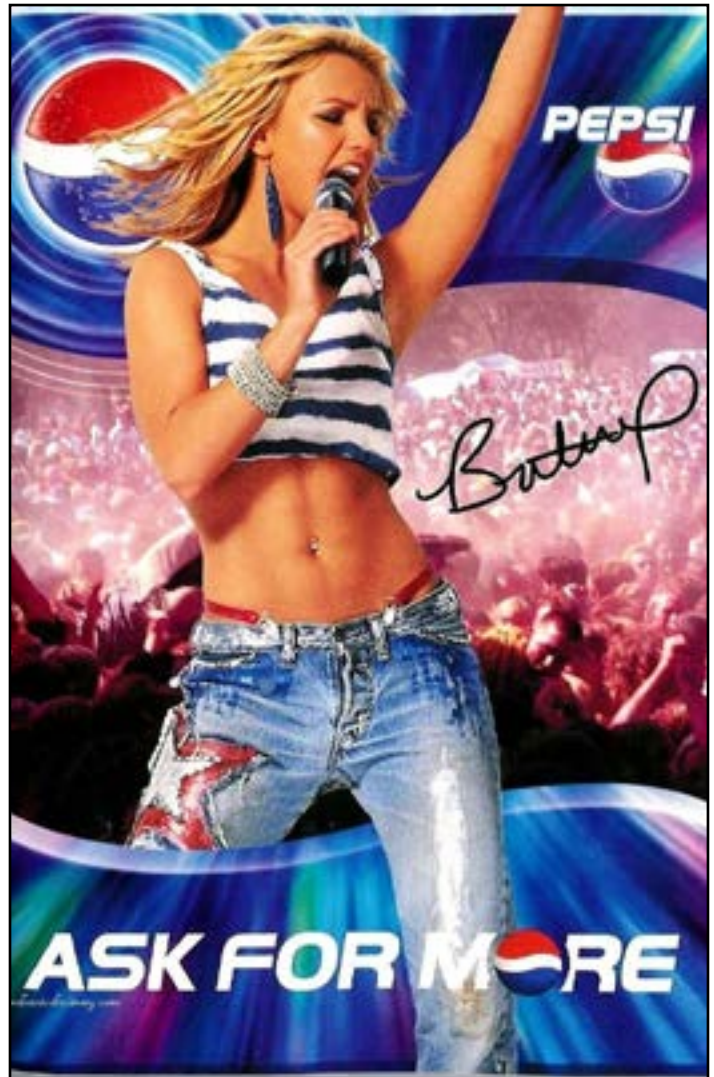
13. Sheltered outdoor advertising

this type of advertising combines outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary bases. The large outer advertising space aims to exert a strong pull on the observer, the product is promoted indoors, where the creative decor can intensify the impression



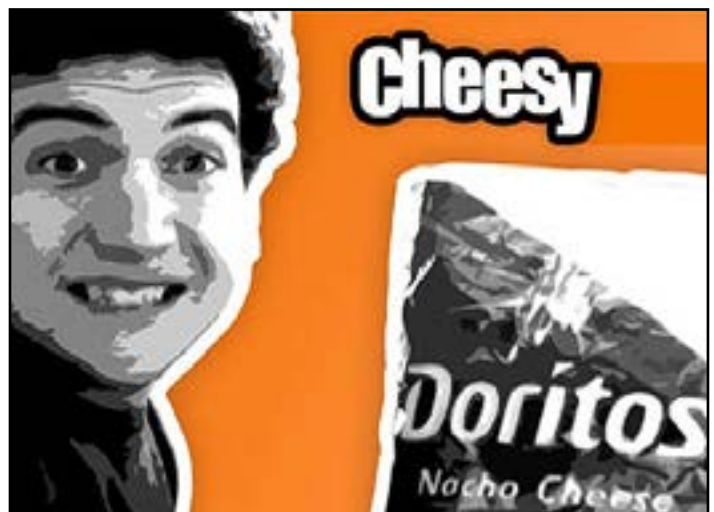
14. Celebrity branding

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however; one mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana. [citation needed] Celebrities such as Britney Spears have advertised for multiple products including Pepsi, Candies from Kohl's, Twister, NASCAR, and Toyota



15. customer-generated advertising

This involves getting customers to generate advertising through blogs, websites, wikis and forums, for some kind of payment



16. Covert advertising

Covert advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics", because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*. In "*Fantastic Four: Rise of the Silver Surfer*", the main transport vehicle shows a large Dodge logo on the front. *Blade Runner* includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.

Marlboro Red
or Longhorn 100's—
you get a lot to like.



Come to
the flavor is.

1.5 lighting

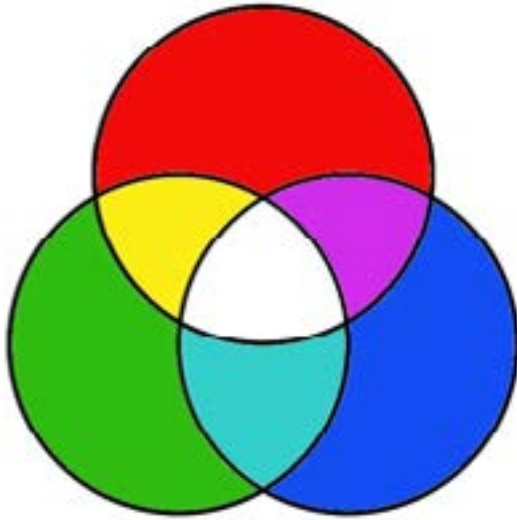
1.5.1 introduction

lighting it's deliberate use of light to achieve a practical one artistic effect. Lighting includes the use of both artificial sources like lamps, light fixture as well as natural illumination by capturing daylight, the sun is known as the natural light source that orbit around the earth, so sunrise and sunset has impact in daily light in the space, the orbit of the earth and sun affect the daylight and light power in each day.

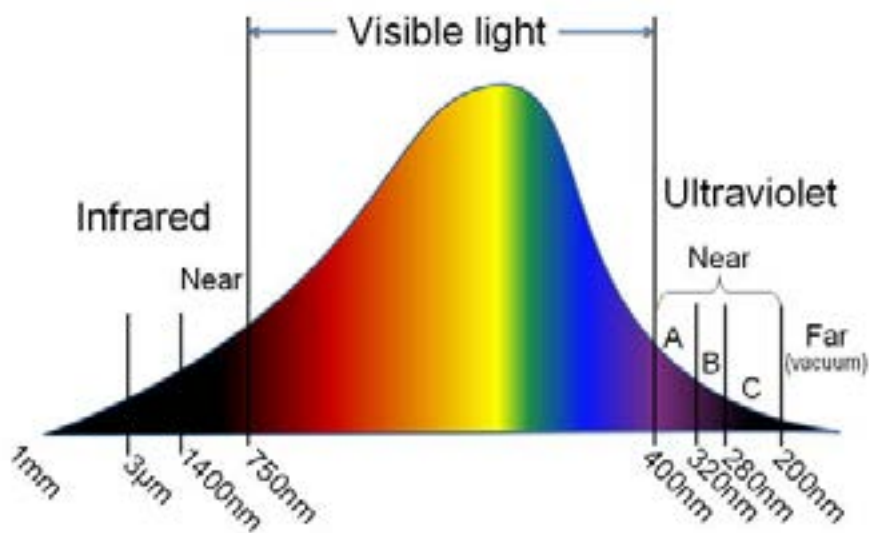
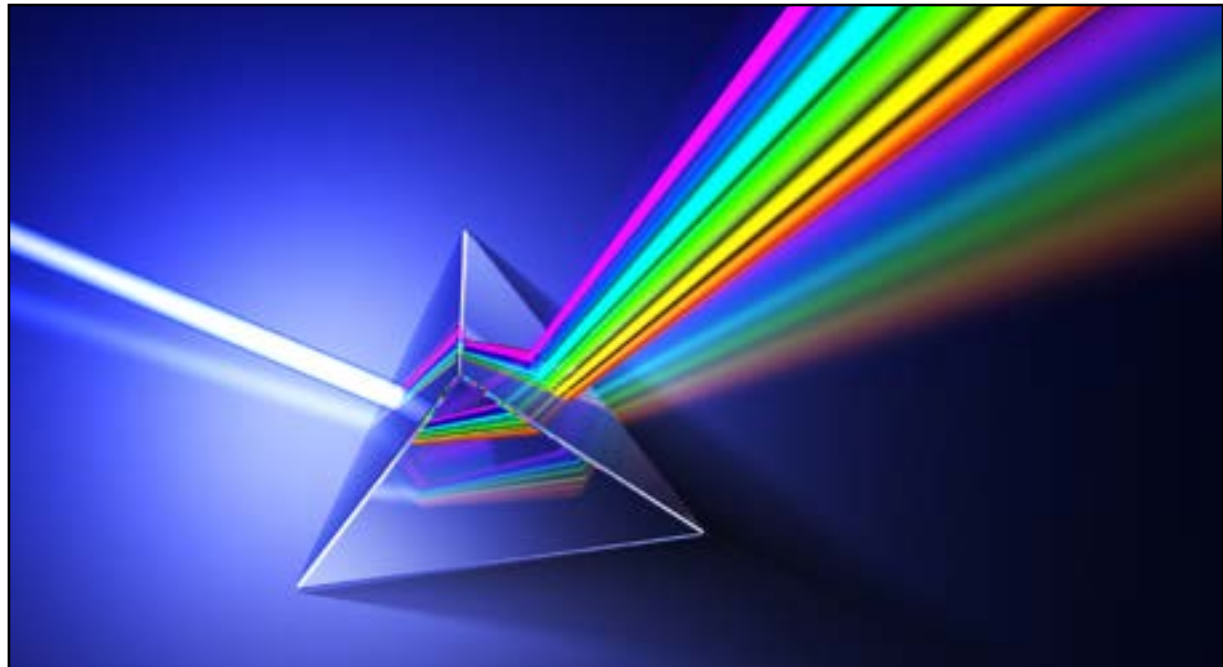
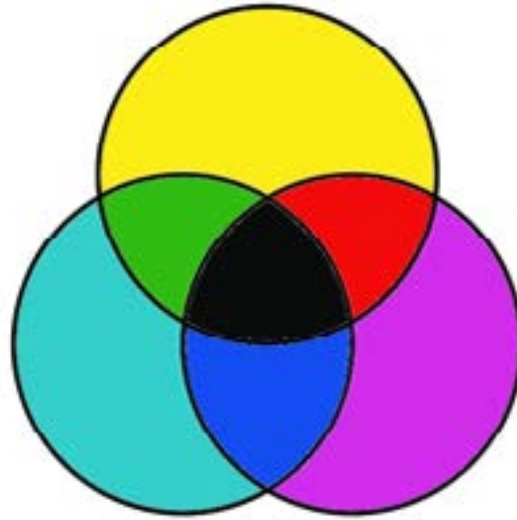
1.5.2 lighting history

as early as 400/000 base, fire was the candle in the caves of peaking men is the first evidence that shows historical people use light to illuminate their space, in 1800's cities mainly illuminated by gas lighting and wealthy people use this lighting for illuminates their houses. lighting technology is enhanced and many companies are looking to produce light of the new trend and low energy consumption. LED lighting, it's the new generation of light that use low energy with high quality exposure

ADDITIVE



SUBTRACTIVE



1.5.3 how lighting companies present their product

today, there are a variety of companies that produce light for exterior and interior, in lighting, commercial it's a challenging business for companies owner to sell their product, and persuade people to choose their product.

customer service has played an essential role of lighting companies, the companies that comprehend customers' demands can be successful in the market. customers mainly concentrated to the:

1. price
2. light quality
3. design
4. the factory location

lighting companies, mainly use two kinds of product illustration:

1. physically

- 1.1 . showroom
- 1.2 exhibition or fair
- 1.3 catalogue
- 1.4 retail shops

2. virtually

- 2.1 online platform
 - 2.1.1 companies online platform
 - 2.1.2 online retail store
 - 2.1.3 social network
- 2.2 advertisement
 - 2.2.1 multimedia
 - 2.2.2 press advertisement
- 2.3 application



1.5.3.1 physically

1.5.3.1.1 showroom

lighting companies are mainly held in Europe countries, Italy, France, Germany. Netherland, Denmark is main countries that produce light. some companies are using the showroom as a way to give service to the customers.

Italy, its considerable country that produces light and play an important role in the lighting market.

Italian lighting companies, mainly use showroom to sell the product, famous Italian companies that have showroom in Milan are displayed lighting, as a retail store to sell the product and give extra service like catalog distribution, technical information, and sell service.

although other lighting companies get sell, service like retail Italian companies, but they also give extra service to their customers, they provide an ambient for their showroom visitors, the customers can recognize the harmony of lighting with space, the customers can be able to choose the suitable lighting for their space, they can see the variety of lighting that each one of them has a different function.

famous Italian lighting companies:

1. Artemide
2. Foscarini
3. Flos
4. Luce plane
5. Nemo
6. Fontana Arte

famous International lighting companies:

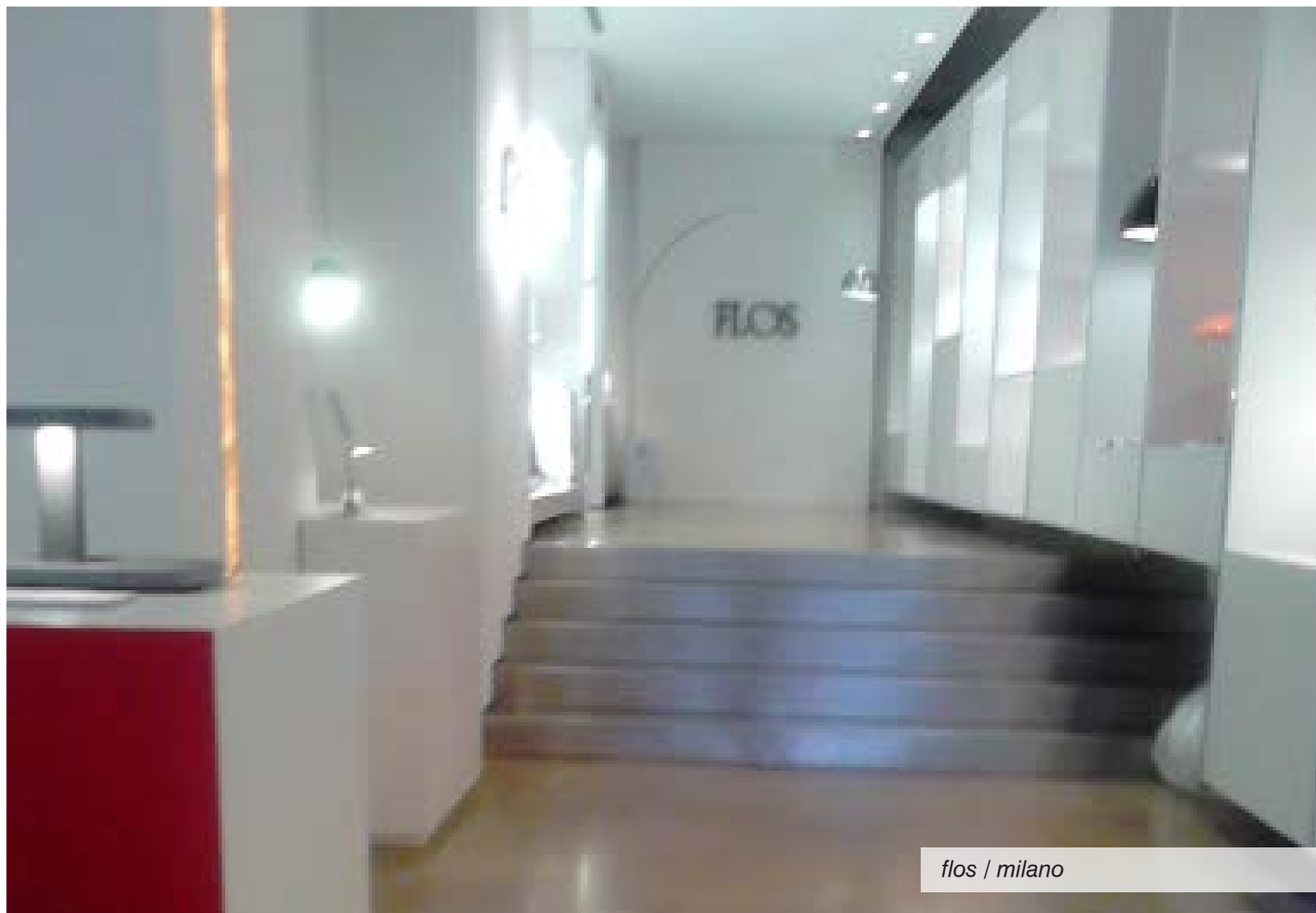
1. Delta
2. Le klint
3. &tradition
4. Gubi
5. moooi
6. lightyears



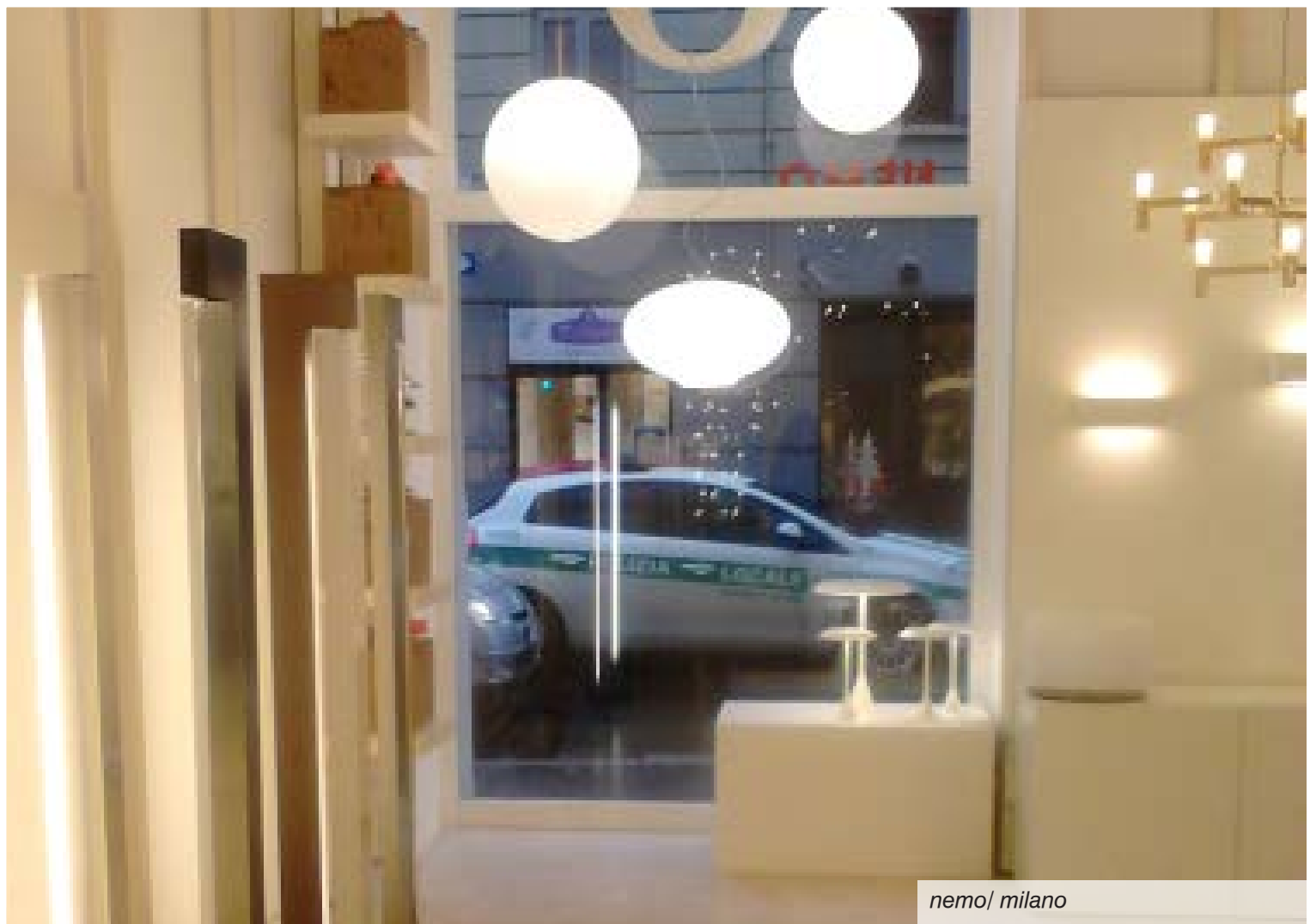
Artemide/ milano



fontana art / Milano



flos / milano



nemo / milano



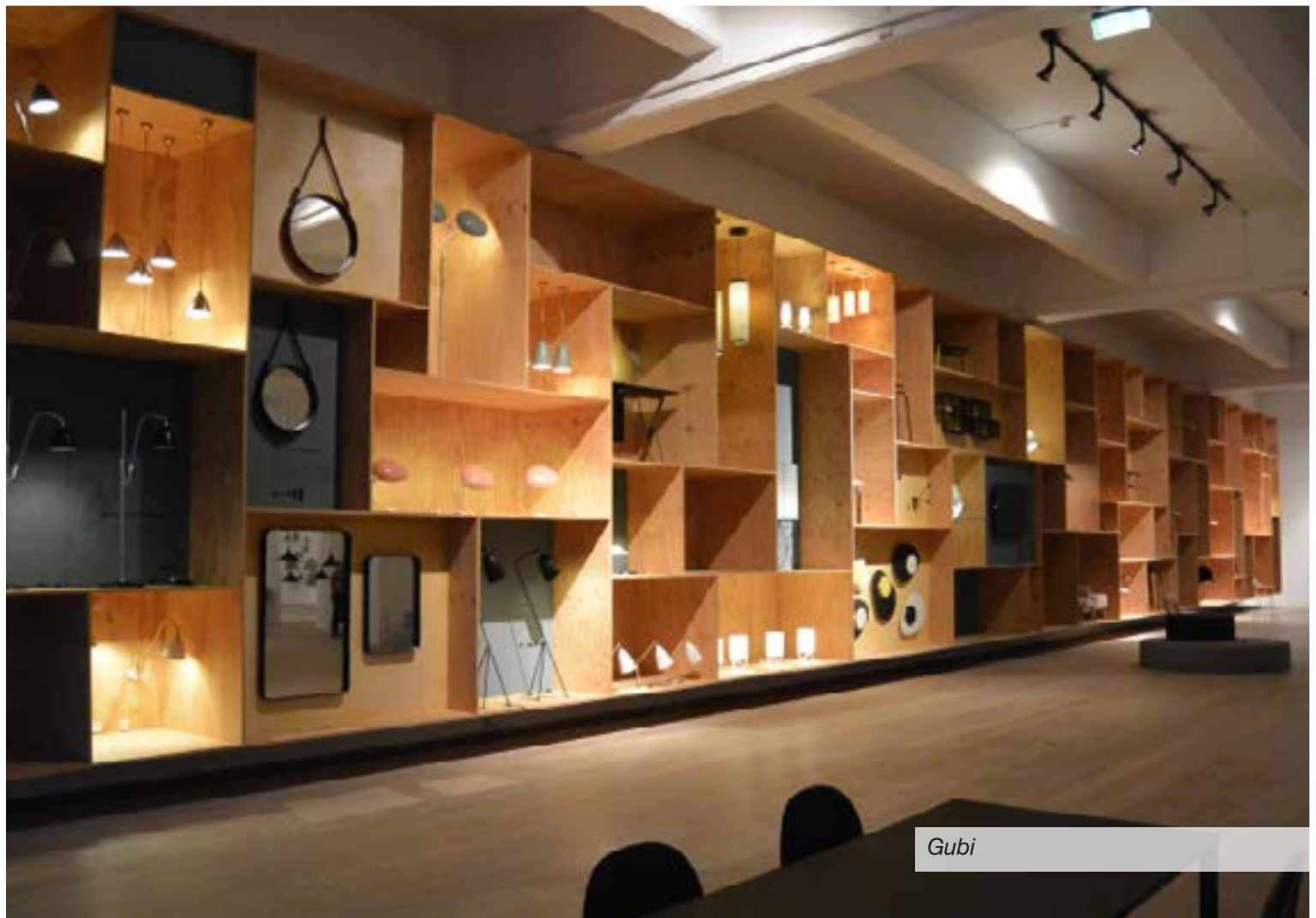
Luce plane / milano



Foscarini / milano



delta



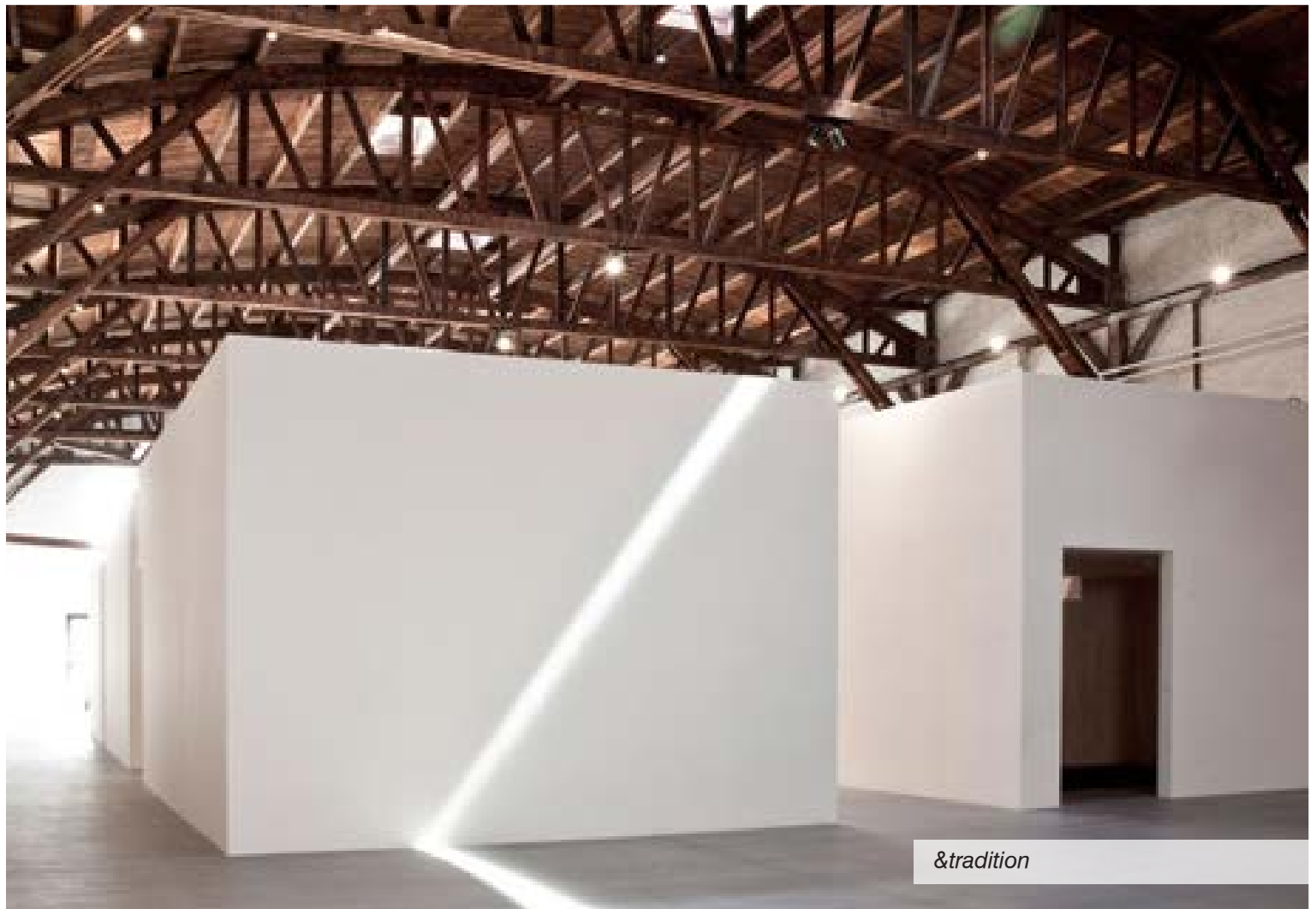
Gubi



Le klint



moooi



&tradition



light years

1.5.3.1.2 exhibition

exhibition or trade fair allows companies to demonstrate their product and present them to the customers, lighting companies are participated to fair to introduce their new product, one of the most famous fair is Salina DI mobile that held every year in Milan. Euroluce it's the one of the important fair that every two years is held in Milano Rho.

What is Fuorisalone

Fuorisalone is the set of events distributed in different areas of Milan on days when the Salone Internazionale del Mobile which is staged in the halls of Rho Fiera. Every year, in April, Salone and Fuorisalone define the Fuorisalone Milan Design Week, the most important event in the world for design addicted.

The Fuorisalone is not a fair event, it doesn't have a central organisation and it's not managed by any Institution. It started spontaneously early in the 1980s through companies working in the furnishing and industrial design sectors. Currently, it is expanding into many related sectors including automotive, technology, telecommunications, art, fashion and food.

Today, the various exhibitors can organise independently or refer to Studiolabo which gives assistance: from the search for the location to the definition of strategies to special communication plans that can be chosen on the Fuorisalone.it portal.

Brera quarter is co-ordinated by the regional marketing project Brera Design District which provides both location management, through Brera Real Estate, and a structured communication plan, from regional communication to digital, with PR and Press events, Info Point and services for exhibitors.

The Fuorisalone is thus the most important and prestigious event linked to the international design world. Over the years, various Design Weeks - including those of London, New York, Paris, Dubai, Miami and

Beijing, have been set up on this format but no-one has been able to near the capacity and numbers of Milan, which counts 400,000 visitors, business worth Euro 250 million, sector staff from 160 countries, 1,200 events registered in the city, and 1,000 companies in the fair at the Milan Furniture Fair. This is just some of the data bearing witness to the force and centrality of Milan in the international context.



treniale 2014



barovier e toso



moooi / salone di mobile



tom dixon/ salone di mobile



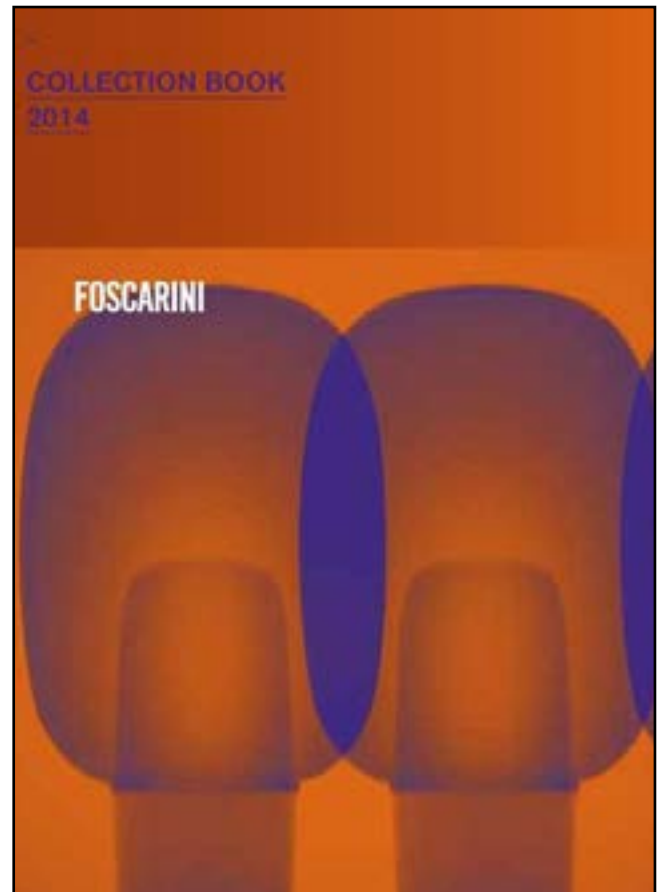


KRIS AUHS

PHOTOGRAPHED 2014

1.5.3.1.3 catalouge

Catalog it's the tradition and common way that lighting companies introduce their product, regularly companies are realised catalogues of their product each year, the catalog consists of technical information, photo of the product, and brief description of the product material, designer, ect.



1.5.3.1.4 retail store

for companies it's important to sell their product, retail stores aim of the companies to sell their product, because of distance and the economy, lighting companies are preferred to sell their product through the retail store, in lighting retail stores there is variety of lighting with different usage, quality, design. the clients of stores are recommended to the customers to buy a suitable light for their purpose. in italy especially there is a variety of lighting retail stores that sell italian and international lighting companies.

Famous retail lighting companies:

1. La rinascenza design store
2. black out sas
3. overlite



1.5.3.2 virtual

1.5.3.2.1 online platform

1.5.3.2.1.1 companies online website

like other market field, lighting market that there is competition between companies to sell their product, companies are required to introduce their company to the customers, online website allow the companies to communicate to the world, they can not only introduce the local district, but also to the international, by the website, customers can access to the all information such as company history, product, technical information, factory location, contact, ect.

The company's website mostly available in the local language, but most of them also have an English version for whose that interested to company initial information. it depends on the region customers, they also prepared the other languages plus English and local languages. Buy online platform companies have reduced the cost of catalog printing and posting.

some companies they have online shop that allow to the customers that buy their light directly from website.

1.5.3.2.1.2 online retail store

connect customers to the companies, these online retail stores are available 24 hours a day, and 365 days a year, people can order their product throughout the website, the order will be delivered by post, it depends on the delivery process, the product on time to the address. the customer is available during the purchase, the advantage of the retail service 24hours availability and access for all the people around the world, and they verify their order.

the most famous online lighting retail store :

1. dallani
2. love the design
3. sign the design
4. yoox.com

1.5.3.2.1.3 social network

social network it's newest technology that many people around the world connect to each other, people can share their photos, ideas, through social network companies can get the news and notification to the followers.

The smart phone is let to the people to receive any notification from the companies throughout Facebook, twitter, pinterest, ect

1.5.3.2.2 Advertisement

1.5.3.2.2.1 Multimedia

Computer games, websites and DVDs combine text, sound, images and video to present information.

Text, sound, image and video are known as multimedia components. The combination of these components is multimedia.

Multimedia can be used to convey information to people effectively. It has brought fundamental changes to the way people learn, play and find information.

Multimedia is now commonplace and can be used for a variety of reasons, including:

e-learning purposes (education)

entertainment

promotional and advertising purposes

e-publications

modelling and simulation

public information

When marketing and advertising a product, it is important to identify and satisfy the end-user's requirements. Multimedia has altered the way products are advertised and marketed, and offered a new marketplace for this activity.

The internet has opened a new area for advertising and marketing. Products are advertised in banners, pop-up windows, links, embedded video, flash movies and more. Whether you're using a website to

research a project or just checking your email, adverts are hard to escape.

Multimedia has also influenced publications. As well as reading traditional books or magazines, consumers can now read e-publications. These are publications that are published electronically through mediums such as the internet.

Lighting companies are mainly share their multimedia advertisement through their online website, YouTube, Vimeo, or TV advertisement.

1.5.3.2.2.2 Press Advertisement

Lighting companies publish their advertisement throughout the design magazine or newspaper. Rely on the size, the cost of advertising is different, by press advertisement lighting companies not only introduce their brand into the regular customers but also introduce to the professionals and architecture. Press advertisement it's the age-old way that companies use it to introduce their companies, mainly companies ordered to the magazine or newspaper to publish their company advertisement.

Regularly people who demand to buy new product such as furniture or lighting were referred to the design or architecture magazine.

Famous press for architecture & design magazine

1. Ottagone

2. Design Diffusion

3. Domus Website

(online platform)

4. Archeitonic (online platform)



1.5.3.2.3 application

what is Application

Application software (an application) is a set of one or more programs designed to permit the user to perform a group of coordinated functions, tasks, or activities. Application software cannot run on itself but is dependent on system software to execute. Examples of an application include a word processor, a spreadsheet design and management system, an aeronautical flight simulator, a console game, a drawing, painting, and illustrating system, or a library management system.

Since the development and near-universal adoption of the web, an important distinction that has emerged has been between web applications — written with HTML, JavaScript and other web-native technologies and typically requiring one to be online and running a web browser, and the more traditional native applications written in whatever languages are available for one's particular type of computer. There has been contentious debate in the computing community regarding web applications replacing native applications for many purposes, especially on mobile devices such as smart phones and tablets. Web apps have indeed greatly increased in popularity for some uses, but the advantages of applications make them unlikely to disappear soon, if ever. Furthermore, the two can be complementary, and even integrate

lighting companies application

lighting companies are provided application service for their customers that people can use this application to adjust the lights dim and position to the space, with this application customers can comprehend the lighting dimension, light exposure and impact of the lighting to the space with furniture.

companies that design an application:

- 1. flos*
- 2.foscarini , ect.*



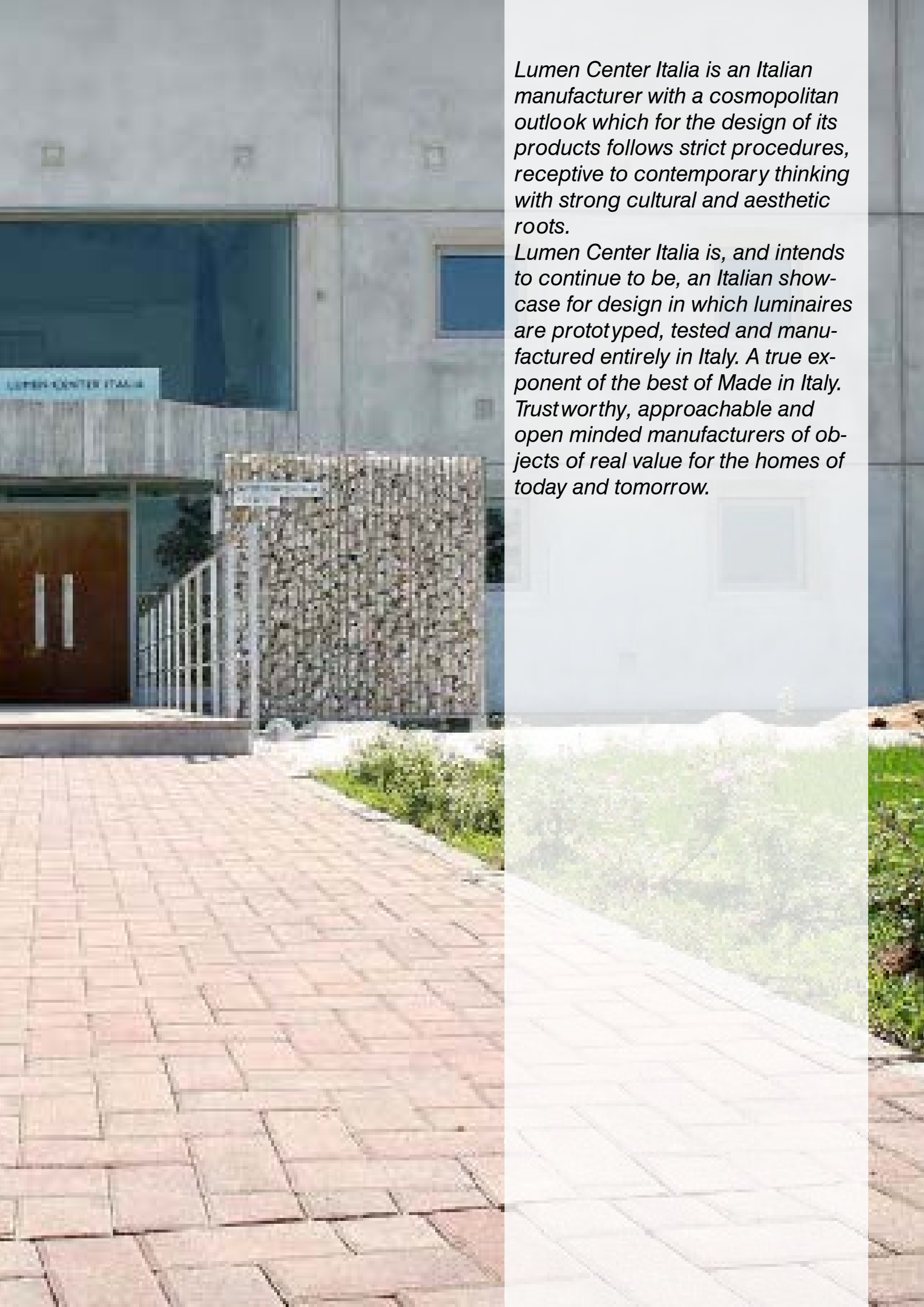
1.6 lumen center Italia

1.6.1 what is lumen center Italia

Lumen Center Italia is a factory producing lamps through a flexible production process. Not a big manufacturer turning out millions of copies, but a great laboratory that pursues excellence, where designers, architects, engineers, technicians and craftsmen meet to develop lighting equipments inspired by their hearts and fantasy, but guided by reason and functionality.

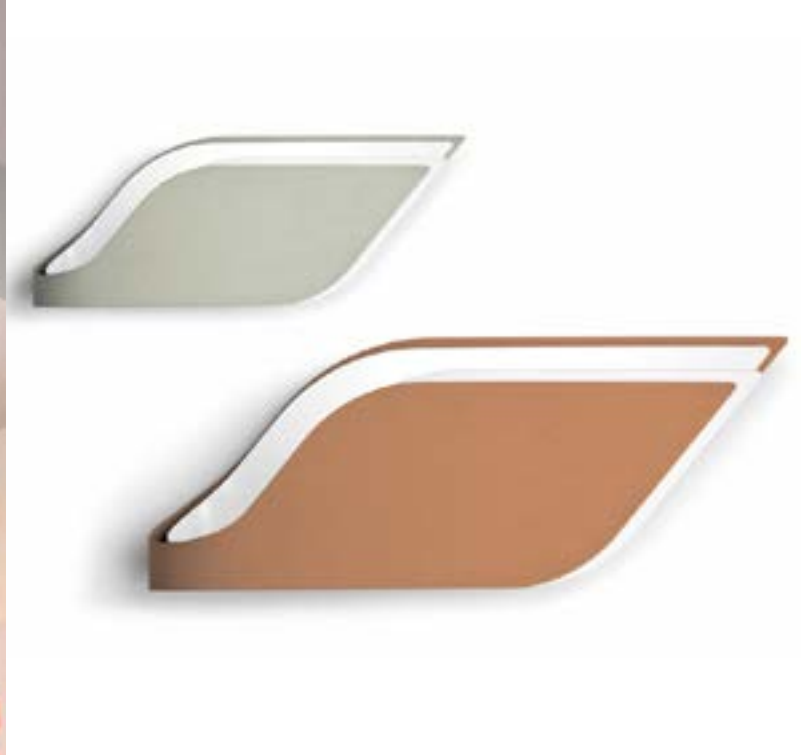
An Italian factory international in scope which, for the design of its products pursues a precise methodology: receptive to contemporary thinking, with deep cultural roots, sensible to aesthetics. Lumen Center Italia is – and wants to continue to be - an Italian design factory, where lighting systems are manufactured, from prototypes to the end tested products, entirely in Italy. A factory of integral Made in Italy products, sustainable, reliable, approachable, open-minded, where valuable objects are manufactured for the homes of today and tomorrow. Lumen Center Italia is a company which produces light fittings since 1976. It is a large workshop which, in its pursuit of excellence, facilitates designers, architects, engineer's technicians and craftsmen to bring to fruition designs inspired by the heart and imagination but always guided by the requirements of functionality.





Lumen Center Italia is an Italian manufacturer with a cosmopolitan outlook which for the design of its products follows strict procedures, receptive to contemporary thinking with strong cultural and aesthetic roots.

Lumen Center Italia is, and intends to continue to be, an Italian showcase for design in which luminaires are prototyped, tested and manufactured entirely in Italy. A true exponent of the best of Made in Italy. Trustworthy, approachable and open minded manufacturers of objects of real value for the homes of today and tomorrow.



1.6.2 history of lumen center italia

Grounded in 1976 in La Fare Les Olivier in France under the artistic direction of Gilles Derain, prominent exponent of the French contemporary design and one of the first admirers and researchers of UAM – Union des Artistes Modernes. This movement was active between 1928 and 1958, afterward it merged into the International Modern Movement and had among its founders prominent artists such as Eileen Gray, Charlotte Perriand, Jacques Adnet – whose table lamp Quadro designed in 1929 was produced by LCI – and Pierre Chareau to whom the lamp MCP was dedicated (Merci Pierre Chareau) which in 1979 had a huge commercial success and became part of the permanent collection of the Museum of Fine Arts in Montreal.

Since the beginning the lamps of the French Lumen Center catalogue have always been produced in Italy by a lighting manufacturer in the district of Milan and distributed on the national market by Lumen Center Italia, an Italian company that a few years later took over the French company. It became the sole owner and distributed the lamps on both the national and international markets.





Thanks to the strict collaboration with French designers including Jean Michel Wilmotte, designer of the famous table lamp Washington, and the long well known quality of the offered products, this company, albeit not big and family-run, has been gaining more and more market share consolidating its position in the Italian and international lighting sector.

In the late nineties a great turning point was close at hand, when the DMC Villa Tosca Design Management Center – coordinated and directed by Augusto Grillo - came into contact with Lumen Center Italia for the

realization of the project of the interiors and lighting design of Urawa Royal Pines Hotel in Japan.

Since then, the company has made numerous innovations on an International level, from being at the vanguard of the experimentation on the synthesis between light, color and sound, to the use of alternative light sources such as OLED for nautical lighting. Today, with its new strategic plan MENOXPIU, the company aims to become a sustainable enterprise both from the environmental and social points of view; a company able to have a positive impact on the area where it works and where it exports its own products.

1.6.3 lumen center Italia group

Lumen Center Italia is part of Villa-Tosca Design Management Centre Group - a company specialized in managing creativity processes. In the last twenty years the company has developed innovative methodologies for the various phases of design from research on trends to the studies of concepts for products and processes. The soul of the Company is its founder: Augusto Grillo: entrepreneur, manager and sociologist who has a unique background, marked by the deep relationship that ties him to Japan, where he studied. Since 2000, Augusto Grillo has served as the owner and president of Lumen Center Italia leading the company to a more international scope but also guiding it into a design thinking company in which Humanism and Science, West and East, Numbers and Aesthetics coexist.

1.6.4 how they sell their product

*IN THE LAST 10 YEARS:
250.000 LAMPS SOLD ALL OVER THE WORLD, 1100 SHOPS WORLDWIDE SELLING OUR PRODUCTS, 60 ARTISANS&SUPPLIERS WORKING WITH US, PARTICIPATED IN 20 INTERNATIONAL EXHIBITIONS, 35 DEALERS AND AGENTS SPREADING OUR PHILOSOPHY 30 DESIGNERS IMAGINING NEW LAMPS, 30 PROFESSIONAL EMPLOYEES COLLABORATING EVERYDAY TO GIVE LCI LIFE.*

1.6.5 lumen center Italia values

MENOXPIU' - INNOVATION STRATEGY FOR THE FUTURE

Lumen Center Italia delineates its future scenario: MENOXPIÚ / LUMEN CENTER ITALIA 2020. A development plan that involves less pollution for more quality of life, less energy consumption for more saving, less speculation for more ethics. The goal is the creation of a more sustainable and responsible future by guaranteeing products with a high technological, aesthetic and qualitative content that, at the same time, can be "fair" for the environment and for the people.

LIGHT+CREATIVITY+INNOVATION

Lumen Center Italia is fortunate to be part of a Group that has design in its DNA. We love the freshness and passion of young designers with a high creative potential while respecting the genetics of Italian, European and global design. Lumen Center Italia products are historically recognized for their very high level of aesthetics and technology. For years, international designers in cooperation with the LCI technical office have created products which meet the various demands of everyday life. Today, through the MENOXPIU' program and its continuous research activity, Lumen Center Italia is able to offer more and more efficient products with lower impact for the environment. contemporary trends and meets new lighting market demands. Young international designers are involved in cooperating and proposing avant-garde lighting solutions featuring both energy-savings and high aesthetics, suitable to the contemporary furniture and interior design trends on the international panorama. Lumen Center Italia's vocation for 'custommade' products has deep roots in the past and has created during the years important opportunities to grow, experiment and realize big projects worldwide.

Through custom-made projects, Lumen Center Italia has created new products, modifying and adapting its standard products to create experiences of light to make special those places they were designed for. The ability to deliver a "custom made" service allows Lumen Center to make special editions for architectural and contract suppliers of lighting systems according to the customer's design and for artistic installations.

1.6.6 lumen center italia lighting designer

Lumen Center Italia is fortunate to be part of a Group that has design in its DNA. We love the freshness and passion of young designers with a high creative potential while respecting the genetics of Italian, European and global design. We are pleased to have worked with: Matteo Zetti&Eva Parigi, Set-su&Shinobu Ito, Alberto Saggia, Valerio Sommella, Enrico Azzimonti Aldo Cibic, Francesco Giannattasio, Mario Mazzer, Roberto Giacomucci, Kiyoshi&Yoshiko Nakata, Alberto Fraser, Elio Giudici, Ivo Pellegrini, Gilles Derain, Bernard Brousse, Artoff, Jean Michel Wilmotte, Glocal Design, Annibale Oste, Marconato&Zappa, Jacques Adnet, Villa Tosca Design.



エムジェイア, 1930
デザイン ジャック・アドゥネ
MJA, 1930
Design Jacques Adnet



555/570, 1974
Design Elio Giudici
555/570, 1974
デザイン エリオ・ジューディチ



ワシントン, 1983
ワシントン DCのフランス大使館のため
ジャン・ミシュール・ウィルモットがデザイン
WASHINGTON, 1983
Design Jean Michelle Wilmotte for
the French Embassy
in Washington DC



アイス, 1989
デザイン エリオ・ジューディチ
ICE 1989
Design Elio Giudici

1994
DMCヴィットトスカ
ヘリオポリスのワークショップ
をイタリア・グレッッチョにて開催。
1994
DMC VILLATOSCA
Manage Heliopolis
Workshop in Greccio



クアドロ, 1929
デザイン ジャック・アドゥネ
QUADRO, 1929
Design Jacques Adnet



フランスのラファール・
レゾリヴィエールに
ルーメンセンターが
創設される。
La Fare Les Olivier, France
Lumen Center foundation
LUMEN CENTER
FRANCE

エムシーピー, 1980
[メルシー ピエール シャロー]
デザイン ジル・デレン
MCP, 1980
[Merci Pierre Chareau]
Design Gilles Derain



トルシェール, 1984
デザイン ジル・デレン
TORCHÈRE, 1984
Design Gilles Derain



1987
ステッリーネ・システム
デザイン エリオ・ジューディチ
1987
STELLINE SYSTEM
Design Elio Giudici



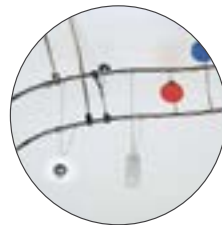
ダダランプ, 1992
デザイン アルフレード・リゲット
DADALAMP, 1992
Design Alfredo Righetto



1993
パナソニック系列会社松下興産
によってDMCヴィットトスカが
アウグスト・グリッコを
ディレクターとして創設。

1993
MID of Panasonic
founds DMC VillaTosca
directed by Augusto Grillo

カラーシステム, 1995
デザイン エリオ・ジューディチ
COLOR SYSTEM, 1995
Design Elio Giudici





ヘリオポリス,1996
デザイン ヴィットラスカ
HELIOPOLIS, 1996
Design VillaTosca

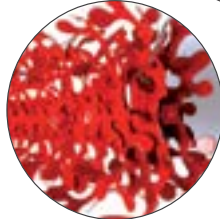
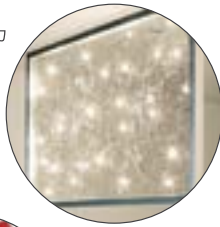


ハッピーキャンドル, 2002
デザイン ヴィットラスカ
HAPPY CANDLE, 2002
Design VillaTosca



DMC ヴィットラスカが
ルーメン・センター・イタリアを買収。
VillaTosca DMC acquired
Lumen Center Italia
2000

タラーナ, 2003
デザイン ヴィットラスカ
TALANA, 2003
Design VillaTosca

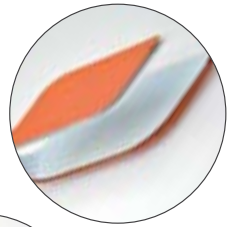


リーヴス, 2006
デザイン ヴィットラスカ
LEAVES, 2006
Design VillaTosca



2006 LCI 新本社を
サントステファノ・ティチーノに設立。
LCI new headquarter
Santo Stefano Ticino
2005 2006

フォリアージュ, 2013
デザイン エンリーコ・アズズィモンティ
FOLIAGE, 2013
Design Enrico Azzimonti



ヴィルゴラ, 2013
デザイン ヴィットラスカ
VIRGOLA, 2013
Design VillaTosca



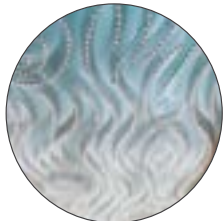
ホルス, 2011
デザイン ヴィットラスカ
HORUS, 2011
Design VillaTosca



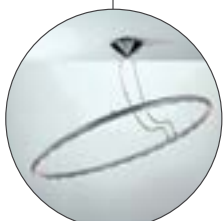
竹, 2013
デザイン ヴィットラスカ
TAKÉ, 2013
Design VillaTosca



1999
ライフリヴァー
DMC ヴィットラスカ
1999
LIFERIVER
Design VillaTosca



フラフープ
デザイン エリオ・ジューディチ
HULAOP, 1999
Design Elio Giudici



ミストラル, 1999
デザイン エリオ・ジューディチ
MISTRAL, 1999
Design Elio Giudici



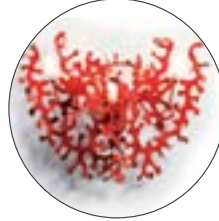
2001
クリアティヴィティー・
ポータルサイト
aedo-to.comを設立
2001
Foundation
of the creativity
portal aedo-to.com

2001
オンブラ, ピサ, パンドーラ
デザイン ヴィットラスカ
2001
OMBRA, PISA, PANDORA,
CAPOCOLONNA
Design VillaTosca

スポットイット, 2001
デザイン M. ゼッティと E. パリージ
aedo-to.com主催
コンペティションワークショップ
優勝作品ワイヤレスランプ
SPOT-IT, 2001
Design M. Zetti and E. Parigi
The first wireless lamp winning aedo-to.com
competition workshop



コーラル, 2007
デザイン ヴィットラスカ
CORAL, 2007
Design VillaTosca



アイスグローブ, 2005
デザイン ヴィットラスカ
ICEGLOBE, 2005
Design VillaTosca

ルーメンセンター
マリンプロジェクト
LUMEN CENTER
Marine project

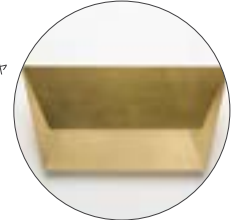
ジャーノ・システム, 2012
有機ELライティングシステム
デザイン ヴィットラスカ
GIANO SYSTEM, 2012
Oled lighting system
Design VillaTosca



日の出, 2012
デザイン 伊藤節&しのぶ
HINODE, 2012
Design Setsu&Shinobu Ito



メール, 2012
デザイン アルベルト・サッジャ
ヴァレリーオ・ソンメッラ
MAIL, 2012
Design Alberto Saggia
e Valerio Sammella

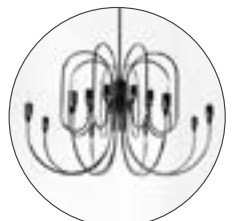


フラット, 2014
デザイン ヴィットラスカ

FLAT, 2014
Design VillaTosca



フリーダム, 2014
デザイン エンリーコ・アズズィモンティ
FREEDOM, 2014
Design Enrico Azzimonti





Analysis

2.1 Introduction

The analysis allows to deeply understand the project, the analysis allow for the find solution for the companies, In this part, the analysis not only define the company's strategy, but also the services that are offered to the visitors or customers, in this part, the purpose is to find the new strategy for lumen center Italia.

2.2 lighting companies and showroom analysis

2.2.1 lighting companies

2.2.1.1 italian lighting producer lumina

it's an Italian company from 1975, they sell their product with the dealer.

Icone luce

It's italian company, their philosophy is to visual enthusiasm and creativity. they sell their product from retail stores.

C luce

it's italian company, they are stakeholder to aim the architect & designer for making new ambient they sell their product with a retail store

Panzeri

It's Italian company, their philosophy is to combine tradition & technology, they sell their product throughout their stores that held in factory, and retail stores

Prandina

it's an Italian company since 1986, their philosophy is to functional & simplicity they sell their product through retail stores.

Artemide

it's italian company that founded from 1960. their philosophy is the human light that synonym is design, innovation and made in Italy they sell their product in their showroom with customer consulant for lighting. they provide application for the user.

Foscarini

it's an Italian company from 1981, they sell their product throughout retail store and their showroom. thay offer free application to the people.

Fontana Arte

It's italian company since 1931. they sell their product throught retail store and their showroom.

Flos

it's italian company since 1962. their philisophy is crafting objects of light and shedding brightness on generations of dreams. they offer application to their customers or whose interested to flos brand . they sell their product throught they showroom.

axo light

It's Italian company since 1996. they display their product throughout their showroom and retail stores.

Luceplane

*It's Italian company since 1978.
their philosophy is: Attention to
details, Designing the life cycle,
Respecting the environment, R&D
they sell their product throughout
their showroom and retail stores.*

Nemo

*it's an Italian company since 1993,
they sell their product through
showroom.*

Kundalini

*it's italian company that founded
from 1996. their philosophy is the
sence of colour & geometry
they sell their product from the
company online platform and retail
store.*

Fabbian

*It's an Italian company from 1961,
their philosophy is to develop mar-
ket for international market.
they sell their product throught on-
line platform and retail store.*

Rotalinia

*It's italian company since 1989
they sell their product throught re-
tail store.*

slamp

*it's italian company since 1994.
their philisophy is creating new
form of lighting design
they sell their product throught re-
tail store.*

viabizzuno

*It's Italian company since 1955.
they sell their product throughout
their showroom and retail stores.*

karmen

*it's an Italian company since 2005.
they sell their product throught re-
tail store.*

I guzzini

*it's italian company since
they sell their product from retail
store.*

Italamp

*It's italian company since 1975.
their philosophy is accessible de-
sign by keeping simple & stylish.
they sell their product throught re-
tail store.*

Lolli & Memmoli

*It's an Italian company since 1993 ,
their philosophy is to follow tradition
style with new material
they display their product throught
showroom and retail store.*

lucitalia

*It's italian company since 1996,
their philisophy is using light for
making new space.
they display their product throught
retail store.*

cini&nils

*It's Italian company since 1972.
they display and sell throught retail
store.*

2.2.1.2 International lighting producer

Mooodi

*it's netherland company since 2001. mooodi philosophy is to create interior environments decorated with an inspiring variety of patterns and colours to embrace any kind of space.
they display their product in showroom.*

le klint

*It's danish companies since 1943.
they display product in showroom and retail store.*

gubi

*it's Danish company since 1969.
they display their product in showroom and retail store.*

erco

*It's german company, their philosophy is to develop lighting tools for customized lighting solution.
they display their product through retail sales.*

vibia

*it's spanish company, they offer an service that customers can set their photo by the lighting through the software.
they sell their product through retail stores.*

light years

*it's danish company.
they display their product through showroom and retail stores.*

Delta

*it's belgium company since 1989.
they offer application to the people who interested to their product.
they display their product in showroom.*

Louis Poulsen

*It's danish companies since 1943.
they display product in showroom and retail store.*

& tradition

*it's danish company .
they display their product through showroom and retail store.*

2.2.1.3 lighting designer

Tom Dixon

Tom Dixon is a British product design brand. With a commitment to innovation and a mission to revive the British furniture industry, the brand is inspired by the nation's unique heritage and produces extraordinary objects for everyday use.

he presents and sell his product through two ways:

- 1. his own online website*
- 2. showroom*
- 3. retail store*

Davide Groppi

Davide Groppi has designed lamps which he manufactures and distributes all over the world through a company with his own name. The basic components of Davide Groppi design are simplicity, lightness, emotion and invention.

Light is thought to make sense, following a vision based both on coherence and on the need to be different.

The company deals also with light designing and planning, it looks after one-off, sets, shows and whatever can be named "tailored light" He sell his product through retail store and dealer, and display his product in space which called Spazio Esperienze.

Ingo Maurer

Ingo Maurer started to design exceptional lamps, lighting systems and objects beginning in the middle of the 1960s, which his company produces and distributes worldwide. This is why we can realize our ideas without compromises. they sell their lighting through retail store around world and display in their showroom .



2.2.2 showroom

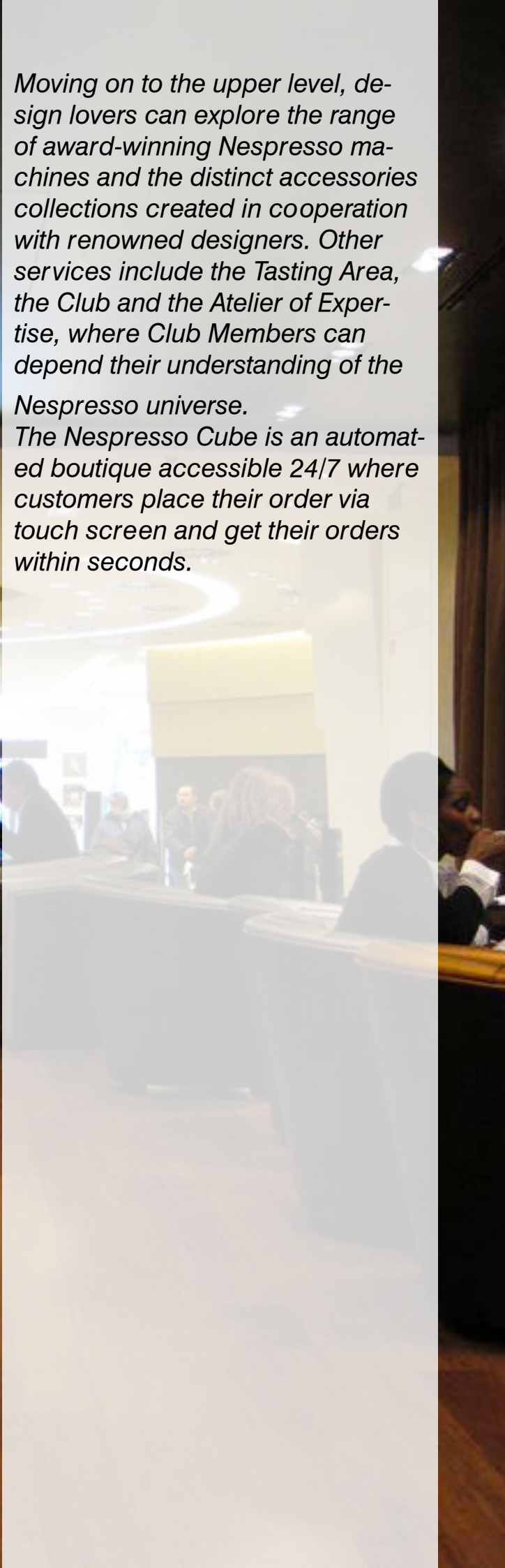
2.2.1.1 Nespresso showroom in Champs-Élysées

the Nespresso flagship boutique at 119 Avenue de Champs-Élysées in Paris reopened on October 14, offering a fresh design and an expanded range of innovative personalised services, including the first integrated Nespresso Cube kiosk. A staff of around 60 Nespresso coffee specialists attend to customers' specific needs, offering an expanded palette of personalised boutique experiences. Club Members already well acquainted with the Nespresso range of 22 Grands Crus will appreciate the new Self-Selection area, which unites innovation, convenience and speed. Here, they can hand pick individual sleeves of their favourite Grand Cru capsules coffees at their own pace and check-out automatically thanks to radio-frequency identification (RFID) technology. Those pressed for time can place orders up to one hour earlier by phone, online or via the Nespresso smart phone app, fetching them at the boutique Pick-Up area. In the Recycling area, used Nespresso capsules are collected for recycling and revalorisation of both the aluminium capsule and the spent coffee grounds inside them.



Moving on to the upper level, design lovers can explore the range of award-winning Nespresso machines and the distinct accessories collections created in cooperation with renowned designers. Other services include the Tasting Area, the Club and the Atelier of Expertise, where Club Members can depend their understanding of the Nespresso universe.

The Nespresso Cube is an automated boutique accessible 24/7 where customers place their order via touch screen and get their orders within seconds.







Nespresso/ paris



Nespresso/ paris



Nespresso/ paris



Nespresso/ paris



Nespresso/ paris



Nespresso/ paris

2.2.2.2 PEUGEOT

a space of 300 sqm in the heart of the most beautiful avenue in the world, is the impetus of Peugeot, its upscale and values. A new facade welcomes visitors, akin to a black and blue tinted window, from which emerges the stylized face of a lion, launched his race. This change enhances and highlights the musculature of concept cars and iconic brand vehicles.

A living place, participative, creative experiences and emotions. Prestigious location, Peugeot Avenue Paris is a meeting between Peugeot and the public. Visitors familiar with the brand and experimenting literally. To boost these exchanges and the brand experience, Peugeot Avenue offers interactive devices, surprising, funny and educational experiences for adults and children through regularly updated animations.

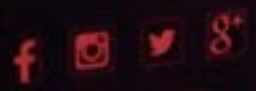
Prestigious location, Peugeot Avenue Paris is a meeting between Peugeot and the public. Visitors familiar with the brand and experimenting literally. To boost these exchanges and the brand experience, Peugeot Avenue offers interactive devices, surprising, funny and educational experiences for adults and children through regularly updated animations.

Events are also held there to communicate the news of the brand and to celebrate the landmark events of Parisian life.



Peugeot Avenue has a shop products image. Traditional pepper mill and salt, product design or technological branded Peugeot, through the inevitable miniatures of its iconic models, you will find a wide selection of objects that transmit the values of the brand and define Peugeot as a mixture one of excellence and emotion





PEUGEOT AVENUE/ PARIS



PEUGEOT AVENUE/ PARIS



PEUGEOT AVENUE/ PARIS

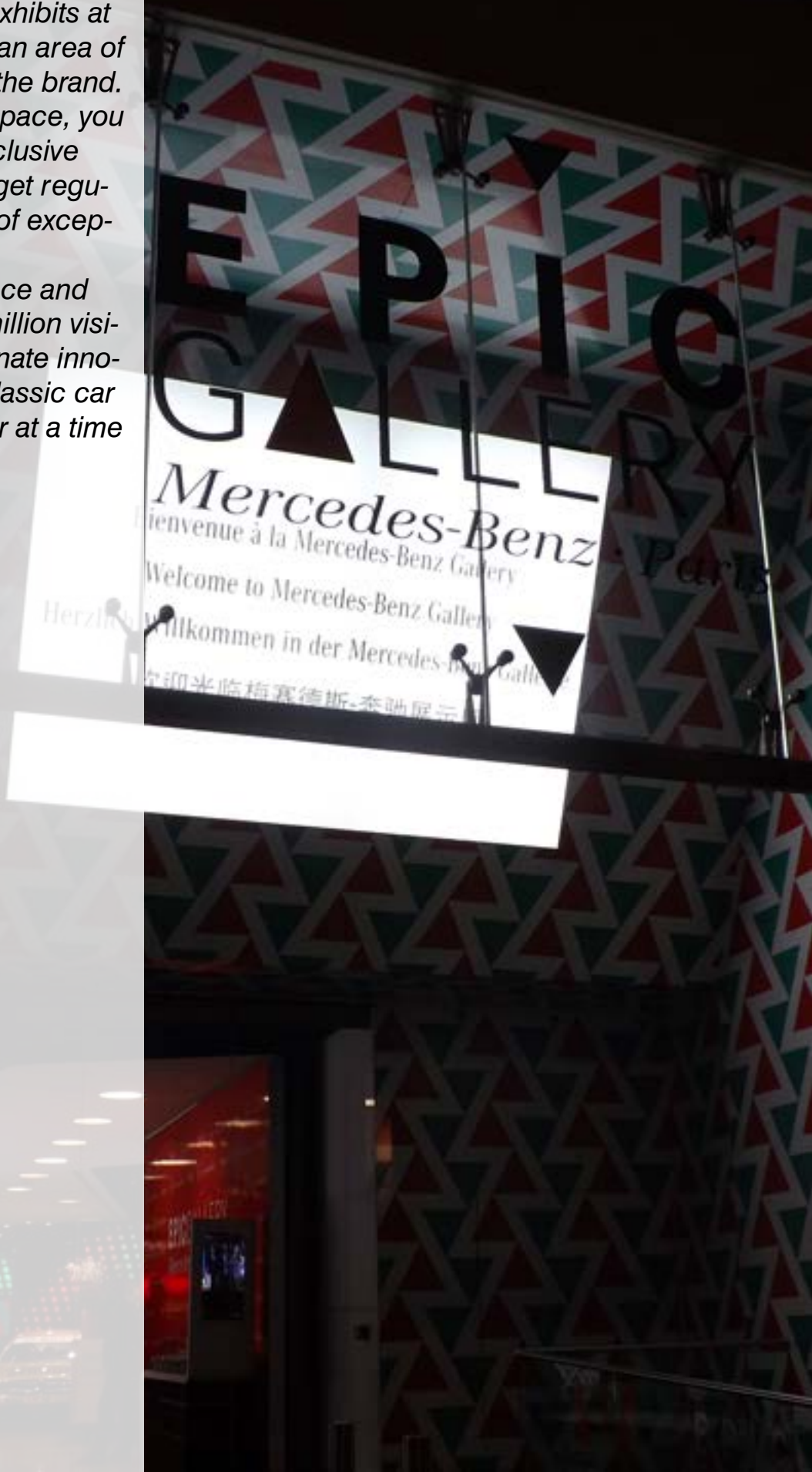


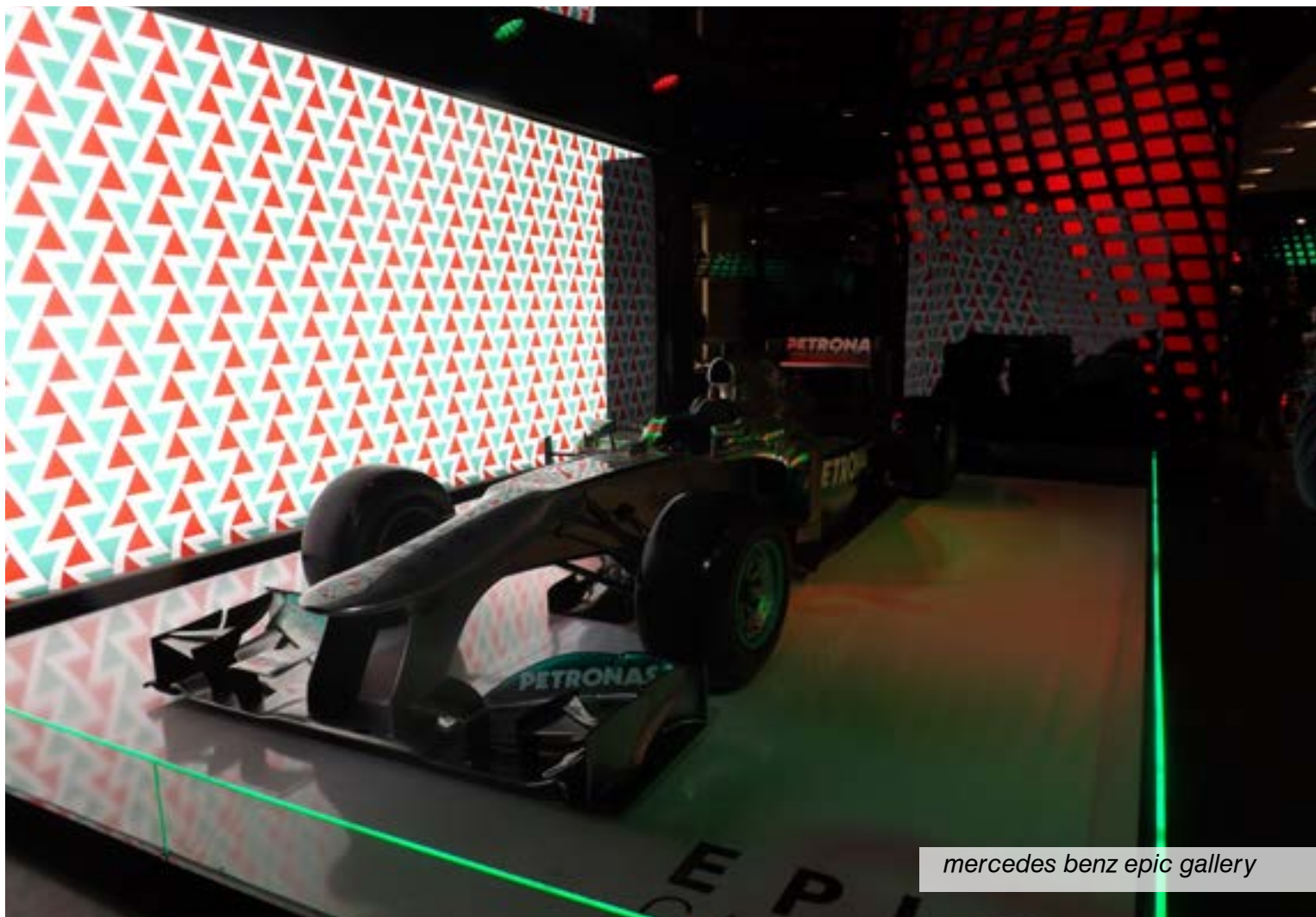
PEUGEOT AVENUE/ PARIS

2.2.2.3 mercedes benz epic gallery

International showcase, the Mercedes-Benz Gallery exhibits at 118 Champs-Élysées, on an area of 500 sqm, the essence of the brand. In this modern and cozy space, you can discover the most exclusive models of the brand and get regular temporary exhibitions of exceptional vehicles.

Each year, this unique place and home to more than two million visitors: brand lovers, passionate innovation, competition and classic car enthusiasts ... or even four at a time





mercedes benz epic gallery



mercedes benz epic gallery





mercedes benz epic gallery



mercedes benz epic gallery

2.2.2.4 L'Atelier Renault

L'Atelier Renault is the international showroom of Renault, located on the avenue des Champs-Élysées for more than 100 years.

Renault has been the first vehicle manufacturer to settle a store on the most beautiful avenue of the world. In 1962, the premises are entirely rebuilt to create the Pub Renault, It was an innovative concept, as the venue was no longer just a showcase for the brand, but also a warm and friendly place with a restaurant that attracted a younger, "new wave" clientele. In September 2000, Renault gave a third lease of life to this venue, as part of a major project to modernise the company.

This living place welcomes an average of 6,000 people a day attracted by the unique and original exhibitions of the brand. This space open to all and 365 days a year, accommodates a shop so that all the visitors can find the perfect souvenir before leaving, sales consultants dedicated to the car sales and animations for the kids.

Above the exhibited stands the restaurant bar. L'Atelier Renault Café offers modern cuisine and has a varied menu to satisfy big and small appetites alike.

they also provide space for children that playing the game (twingo game)





MERRY
TWINGO



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris



L'Atelier Renault/ paris

2.2.2.5 Citroën C_42

Behind the glass envelope, the C_42 is a unique showcase for the unique architectural style that shows, in the heart of Paris, the Brand Creative Technology. The exhibits illustrate the history of the brand and its relevance to the rhythm of the seasons under the sign of the spirit of innovation. With its Lifestyle store, exceptional views of Paris, exhibition areas and Racing space, this showcase is also a place to share and exchange around the Citroën universe. The exhibits illustrate the history of the brand, news, and bring his vision of the automotive future.

This atypical showcase amid Haussmann buildings from the Champs Elysées is the only fully dedicated to brand building. Selected by Citroen after an international competition, the C_42 project was conceived and developed by architect Manuelle Gautrand.

The C_42 is an innovative building and technical corresponding to the values of the brand: the glass envelope is a modern interpretation of the historic façade; The rafters are embedded in volume, they fly and multiply to infinity.

This case features a "Car tree" for presenting both Citroën DS, but also Concept-Cars, historic vehicles, and other activities

With each new season, you dive into the heart of a new integrating theme:

the presentation of new products or vehicles

the discovery of interactive and fun activities





he highlighting Citroën values such as the environment, creativity, technology ...

sporting commitment.

The discovery was made at the discretion of the floors. First, visitors will discover the space dedicated to automobile production which shows various stages of production and assembly of a car. Then when you reach the top floor, the public will join the area 'Citroën Racing' via the "Twist Inside Citroën." A giant slide leading down in 15 seconds 23 meter high building. To be sure, the fastest way to go from the top floor to the basement of C_42 with unprecedented thrills!

For its new season at C_42 on the Champs-Élysées, Citroën offers an immersion into the world of automobile design. From initial design to industrialization, through research and development, the exhibition "Making of Citroën" reveals the secrets of the various stages that lead to the realization of a large series car





CITROËN C4 CACTUS



Citroën C_42 / paris



Citroën C_42 / paris



Citroën C_42 / paris



Citroën C_42 / paris

2.2.2.6 Moooi

With its 700m2 Moooi Showroom Amsterdam stands out as a glorious space in the colorful district “De Jordaan”, known for its tiny picturesque boutiques, stores, restaurants and art galleries. Opening the door of Moooi Amsterdam is like stepping into the centre of Moooi’s heart and into a world containing extraordinary, playful realities in different scales and compositions. The perfect location to house not only a great part of the collection, but also Moooi’s feeling, history, creativity, style and vision of the future.

Moooi Amsterdam reveals how an interior can be magically transformed into an iconic, rich and colourfully dressed living quarters. Moooi’s interior environments are decorated with an inspiring variety of patterns and colours to embrace any kind of space and make people of different ages, cultures and personalities fall in love with their homes. Everyday interiors can be completely furnishing with items from the current collection & many new, exciting creations.

Hans Boodt mannequins made themselves at home at Moooi Amsterdam, bringing an extra feeling of intimacy to the interior settings and resembling peoples’ personality, style & taste. Real and surreal at the same time!

Moooi Amsterdam also brings together photography of the multidisciplinary Dutch artist Levi van Veluw. Interior design meets once again artistic photography and they connect, creating the perfect balance between two inspiring, stylish and playful worlds. Van Veluw photographs suggest a narrative world behind the portraits. The portraits unfold stories and feelings on a large scale, reaching a height of 2.5 meters especially for this exhibition.

Moooi Amsterdam is the perfect setting to house Moooi’s collection and deliver an authentic & lively brand experience. A meeting point full of ideas and inspiration for press, architects, designers, design lovers and Moooi’s friends & fans.



moooi showroom



moooi showroom



moooi showroom



moooi showroom

2.2.2.7 &tradition

Norm Architects has built a cluster of minimalist “houses” in a former warehouse on Copenhagen’s Paper Island to create a showroom for Danish design brand &tradition. The Village on Paper Island provides a showroom and offices for &tradition and was designed by Copenhagen-based Norm Architects, who have been creating trade fair stands, pop-up shops and installations for the brand for five years. Originally used to store paper, the building was stripped back to expose the wooden roof beams and trusses while concrete and resin cover the floor to create a smooth matte finish.

Twelve white “houses” are positioned in the centre of the building to form a cluster reminiscent of a Mediterranean village, with streets and alleys between each block. An open square in the middle is used like a public piazza, where large groups can meet for talks, presentations and parties.

The houses are all slightly different sizes and are used for various functions: from display spaces and workshops to meeting rooms and kitchen facilities.

Some have large windows and doors, others are monolithic, while a few feature internal staircases and even a roof terrace.

They all sit well below the height of the roof of the original building, which spans over the houses to the back of the warehouse where an open-plan office space is situated.



The warehouse is located on Paper Island – also known as Christiansholm – in Copenhagen’s harbour, an area fast transforming from an industrial landscape into studios and workspaces for creative individuals and companies.





2.2.2.8 light years

Lightyears' showroom in Copenhagen is placed in Carlsberg City District - a unique part of the city that used to belong entirely to the Danish brewing company Carlsberg. In fact, these premises were formerly used in the brewing process and the showroom itself still goes by the name 'the CO2 room'.

This industrial, high-ceilinged room measures 335m², but with more than 8 meters from floor to ceiling, the sense of spaciousness is much larger. The building is listed and thus, all the Lightyears lamps now light up various old installations and filters as well as a 50 tons large container suspended from the ceiling.

The CO2 room contains elements of 160 years' Danish brewery history and oozes an evident authenticity that brings heart and soul to the atmosphere.





lightyears showroom



lightyears showroom



lightyears showroom



lightyears showroom

2.2.2.9 Artemide

Not far from the historic showroom in Corso Monforte, Artemide opens in Milan a major new showcase in Via Manzoni 12. Here the company that for more than 40 years is an international leader in lighting to develop and deepen their global culture in terms of expertise: not only in the proposal for quality products and innovative, but also in providing services, consultancy and lighting design.

Received the prestigious neoclassical building that houses the museum Poldi Pezzoli, the new showroom, designed by Carlotta de Bevilacqua Artemide Group's CEO, was created to interpret the requirements of the contract and is a perfect set of integrated products, services and communications.

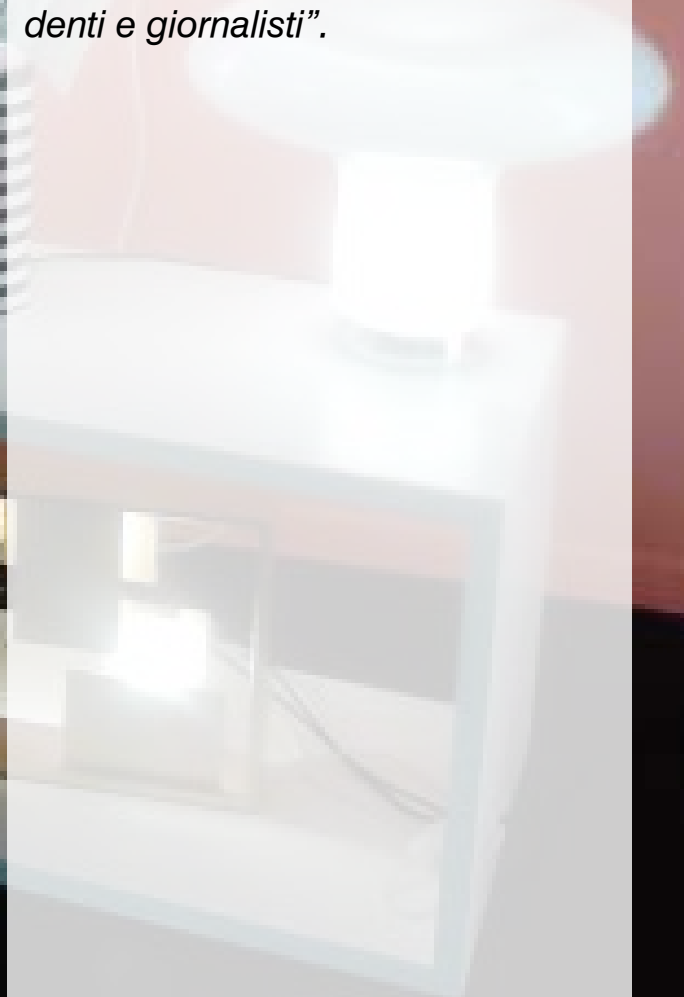
In line with the energy distribution strategy, which has already generated more than 40 showrooms Artemis brand in the world, the new flagship store on Via Manzoni not give up being a showcase, but at the same time is proposed as a center of expertise and as a 'media machine' in which to show off and be able to live the experience of lighting to 360 degrees.

The showroom, which is divided into a space developed in height to allow the exposure also of poles from outside, includes, next to large areas where it has declined the full range of lines and Artemide Architectural, spaces dedicated to the design, training and lighting consultancy,



which make the showroom a service center of reference for architects, designers, lighting designers and professionals.

Afferma Carlotta de Bevilacqua: "Il concept del nuovo showroom Artemide si esprime in una realtà multifunzionale in cui la luce e il materiale connettivo tra spazi funzionali e di lavoro ed aree dedicate alla lettura e al relax, dove poter consultare documenti e riviste di design specializzate o sorseggiare un caffè; uno spazio concepito per ospitare mostre ed eventi culturali riguardanti il progetto della luce e il benessere per l'uomo, un luogo che sia anche di community, dove si svolgeranno anche workshop a cui partecipano, oltre ai professionisti dell'illuminazione, anche studenti e giornalisti".





Artemide showroom



Artemide showroom

2.2.3 store

2.2.3.1 online retail store

2.2.3.1.1 LOVETHESIGN

LOVETHESIGN is the new e-commerce site dedicated to home design, the window through which you can appreciate the design world: from the Made in Italy to the new international trends, from big brands to excellence in craftsmanship. The team LOVETHESIGN always cultivated a passion for design that likes to define as the perfect combination of functionality and aesthetics, and this is what we want to offer: functional objects and sought that add a touch of beauty in everyday life. Thanks to our sensibilities and experience we help you to make unique places to live, with lots of innovative ideas and solutions that we researched especially for you. Whatever your tastes, trends and needs, we will help you to customize and make unique your environment. Will be your home to surprise you! LOVETHESIGN is a showcase elegant and dynamic dedicated to current trends as well as timeless pieces to that with a click invoke a novelty to your home.

We offer two access channels to purchase:

- The permanent catalog, where you will find your favorite products to expect many new and different every day.*
- The LovePromo, where only a few days you can purchase at incredible prices splendid selection of the best brands and designers. Registration is free, quick and easy and only subscribers will have access to all offers. After registering, through our newsletter we will notify you of all the latest news and special themes. Facebook, Twitter, Pinterest, Instagram or Google+. You choose the easiest way to share your passion for design and the new shopping LOVETHESIGN. Live the social side of the design with us to LOVETHESIGN: five social channels full of curiosity, news, products and new designers to be discovered every day. Also do not miss the chance to earn discount coupons. It's easy! For each friend you get 20 EURO to his first purchase.*

2.2.3.1.2 dalani

Dalani Home & Living is part of an international company that was founded in Germany by an initiative of Delia Fischer, who worked for years as an editor of the magazine ELLE and ELLE Decor. In Italy, Dalani was founded at the initiative of Margot Zanni, Diego Palano, Mattia Riva and Karim El Saket, entrepreneurs enthusiasts Home & Living. Dalani.it collaborates with international companies that work with passion to give shape to the wishes of its customers. Dalani.it uses this network to offer exclusive products of international brands and to promote Italian products abroad. Dalani Shopping Club is the first in Italy dedicated to the home and furnishings. Lovers of furniture and home accessories will find elegant solutions and quality, with prices discounted up to 70% compared to the prices recommended by manufacturers.

A team of experts led by furniture and decoration Margot Zanni, journalist of furniture and design, personally selects the best products from the Italian and international, as well as the solutions proposed by the best emerging designers.

Access to Dalani is reserved: Only the registered members can access our offers on exclusive brands. You can access Dalani registering for free or through the invitation of a user already registered. Dalani is also available on an exclusive Magazine online, where visitors can find new inspiration and advice on how to make it even more beautiful home.

We offer two access channels to purchase:

- The permanent catalog, where you will find your favorite products to expect many new and different every day.*
- The LovePromo, where only a few days you can purchase at incredible prices splendid selection of the best brands and designers. Registration is free, quick and easy and only subscribers will have access to all offers. After registering, through our newsletter we will notify you of all the latest news and special themes.*

Facebook, Twitter, Pinterest, Instagram or Google+. You choose the easiest way to share your passion for design and the new shopping LOVETHESIGN.

Live the social side of the design with us to LOVETHESIGN: five social channels full of curiosity, news, products and new designers to be discovered every day.

Also do not miss the chance to earn discount coupons. It's easy! For each friend you get 20 EURO to his first purchase.

2.2.3.1.3 made in design

made in design its online platform for European countries to buy furniture or other design product, from this website people who interested to the design product they can buy it directly from it.

they website available in different languages and regions, people can find the product. there are a variety of option of product such as furniture, outdoor, interior.

Also, it's possible to find your favorite designer product from this website, in some season they give discounts for their product.

2.2.3.1.4 Yoox.com

yoox.com, established in 2000, is the world's leading online lifestyle store for fashion, design and art.

Thanks to long-standing direct relationships with designers, manufacturers and official retailers worldwide, yoox.com offers a never-ending selection of products, including:

An edited range of hard-to-find clothing and accessories from the world's most prestigious designers

Exclusive capsule collections

Eco-friendly fashion

*A unique assortment of home design objects
Rare vintage finds and books*

A curated selection of compelling and collectable artworks chosen by international curators and critics from the world's leading galleries and institutions.

Shopping on yoox.com is all about discovery – an eclectic and playful journey beyond fashion's strict seasonal rules – allowing men and women to express their individuality through timeless and creative style.

Multi-brand

The multi- brand business line which was established in 2000 with the world's leading online lifestyle store yoox.com and then with the luxury online boutique thecorner.com and shooscribe.com , the online destination for women dedicated entirely to high-end shoes.

Mono-brand

Online stores "Powered by YOOX Group"

Since 2006, YOOX Group designs and manages mono-brand online stores for fashion brands looking to offer their latest collection on the Internet.

The commitment to sustainable development, and seeking out transparent relationships with all stakeholders – Customers, Employees, Partners, Suppliers, Environment and Community, are an integral part of the Group's DNA.

While carrying out its activities, the Group plans and implements strategies which are aimed at combining:

economic sustainability, by making choices that are aimed at guaranteeing business continuity over the long-term, and also thanks to the application of an effective model of governance;

social sustainability, guaranteeing that ethical, exemplary conduct is maintained in business management, while striking a balance with the legitimate expectations of the various participants, in accordance with the shared values adopted;
environmental sustainability, minimizing the direct and indirect impacts on the environment in relation to the development of its work.

YOOXYGEN, the group's dedicated program on this topic, created in 2009, aims to raise environmental awareness both inside and outside of the Group. The heart of the YOXYGEN initiative is "Eco-mmerce" online on yoox.com, which through projects and initiatives with international organizations, designers and celebrities, supports and promotes an innovative, yet environmentally conscious, fashion.

2.2.3.2 retail store

2.2.3.2.1 Black out sas

Black Out 1978 is a landmark for lighting and design in Milan. In the historic Via Bear Lane, the staff of professionals who work within it offers cutting-edge products and design to satisfy even the most demanding customers.

Black Out specializes in the sale of LED lamps and offers lighting systems designed for special stage effects, able to enhance any environment, inside or outside.

Black Out is present for more than thirty years in the lighting industry, showing a strong design sensibility: in the showroom of Bear Street, just steps from the antique shops of Brera, the wind blows hard garde. Four hundred square meters of large and very large signatures creative lighting. Always attentive to the new technologies available, Black Out offers a wide range of proposals and solutions to enhance the light of both the home environment, the plant for professional use. In our catalog of lights you can find: LED lamps for indoor and outdoor

LED lamps (suspension, wall, ceiling)

spotlights lights spectacular environments

LED bulbs and traditional

The staff of professionals, who work in it, accompanies the client in the project through the global lighting design, spot checks and supply of equipment.

2.2.3.2.2 overlite

Born in 2001 in Milan showroom Overlite, an essential point of reference in the lighting design.

Ten years of experience make us the perfect partner for today's architects and designers: thanks to our team of professionals we are able to offer accurate lighting calculations to ensure the best light output even in the most special and wide.

Overlite is part of the Rossini Group, a leader in lighting for more than 80 years.

Overlite is a showroom with the most exclusive brands in lighting, a modern and avant-garde that is spread over a total area of 1400 square meters. By Artemis at Zumtobel, the design objects that have made

history the most innovative solutions and modern, are more than 60 renowned brands in our store, to suit every taste and need.

Our staff will accompany you personally in the choice of light sources, will advise optimally through a service lighting design and a precise analysis of the light emission.

The highly qualified assistance, the activities of lighting design and consultancy, also available electronically and tailored to customer needs, distinguish us from a common showroom lighting.

For larger areas also conduct rigorous inspections, to propose the appropriate technical solutions, thus improving energy efficiency and compliance with industry regulations.

Overlite showroom is located in Via Feltre 32, in the east of Milan, in a location easily accessible from the city center, just 100 meters from the stop of Udine Metro Line 2.

You can get there comfortably with your car: just 1 km separates us from the Lambrate the Ring Road East and Overlite will welcome you with a hotel car park with over 40 parking spaces.

The building that houses Overlite is a unique space in its kind, a structure that stands out for its particularity in the urban context.

The showroom is spread over an area of 1400 square meters, and the wide exposure of the lamps is emphasized by the play of colors of the floor depicting bright spirals, made from optical fibers of different colors.

The route, identified by light, will help you choose among countless products of more than 60 brands that we treat, the most prestigious in lighting.

2.2.4 lumen center Italia

Lumen center Italia it's an Italian lighting company that produces light, for a variety of usage. Their philosophy is to produce lighting with low price and high quality, the factory of lumen center is located in Ticino San Stefano 32 km far from Milano.

They're mainly selling their product throughout sell agent and retail store in Milan and around the world, lumen center Italia display their product in the factory showroom that located in the factory and their main showroom in Milano.

their showroom is located in via cenesio , n32 , milano, italy in the corner of the street, mainly lighting profession, architect or designer and sell agents come to the showroom, isn't open to all the people.

Lumen center Italia criteria:

- 1. made in italy: all the lighting is produced in Italy, in the factory all the lighting product process is done in lumen center Italy.*
- 2. light quality: Lumen center Italy is utilized high quality LED that illuminate the space with exact light.*
- 3. customer service : Lumen center Italy is offering a guarantee for each product, if there is any problem for each product, they solve the problem as soon as possible and have good communication with retail stores.*
- 4. hand made product: one of the main characteristic of luminous center, all the product is made by hand with professional craftsman.*





Lumen center Italia factory



Lumen center Italia factory



factory showroom



factory showroom



factory showroom



factory showroom



technical line



technical line



technical line



technical line



assembly line



assembly line



assembly line



assembly line



milano showroom



milano showroom



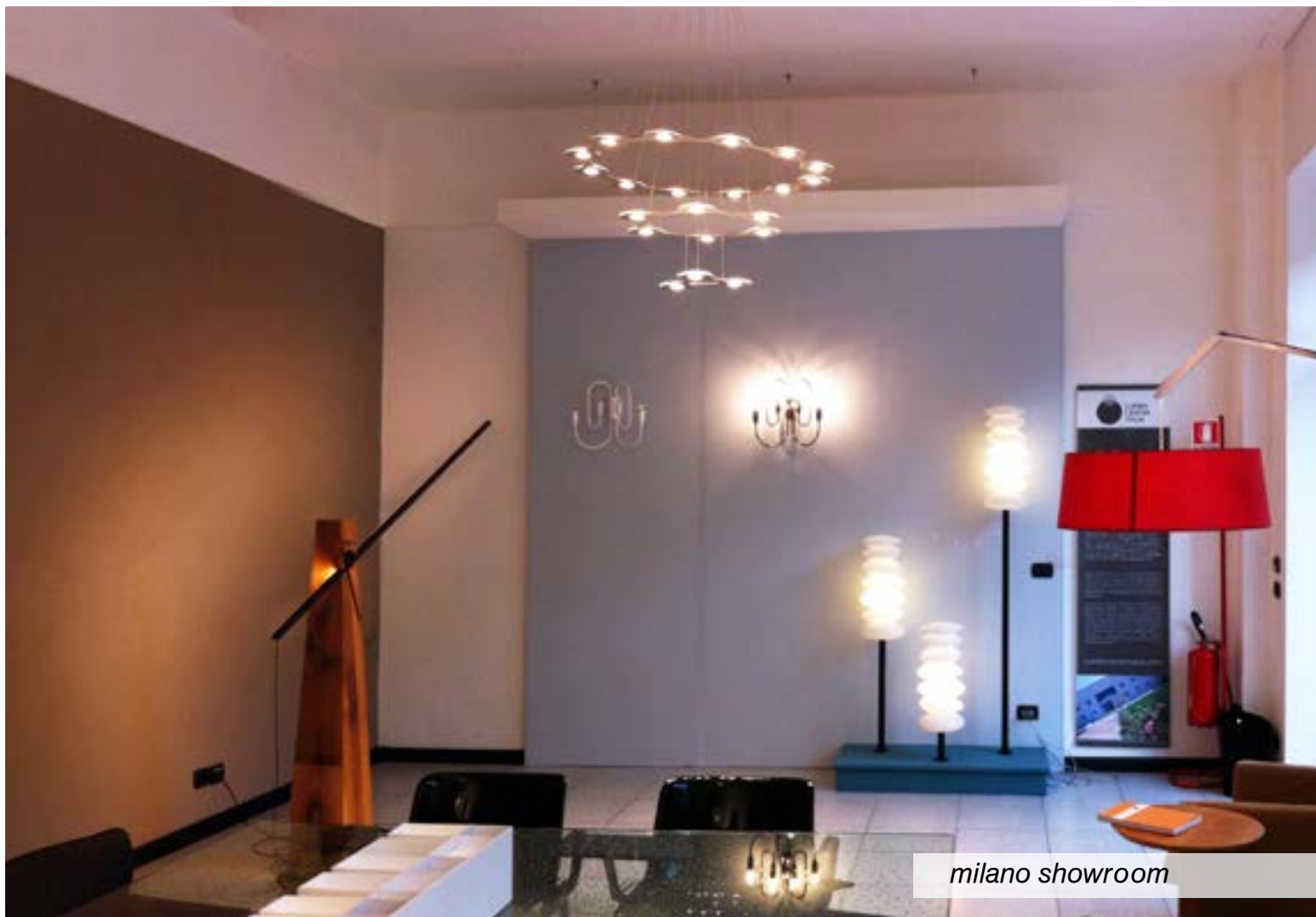
milano showroom



milano showroom



milano showroom



milano showroom



milano showroom



diagram & Charts

3.1 lighting producer that sell and display through online platform



3.2 lighting producer that illustrate their product by showroom



3.3 lighting producer that introduce and sell through retail store












*The Busin
Can*










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vas










3.4.1 moooi

 Key Partners 1. Visitors 2. customers 3. Artist 4. Architect	 Key Activities <i>they can stay for exclusive ambient</i> <i>they provide harmony between furniture & lighting</i>	 Value Proposition <i>introduce their product to the customer</i> <i>innovative way to make visible of lighting position in ambient</i> <i>innovative way to make visible of lighting position in ambient</i>	 Customer Relations	 Customer segments Architect customers Artist
 Cost Structure <i>It's need the huge space for installation</i> <i>It's need variety of furniture and gadget to provide this space</i>	 Key Resources <i>customers can see the product physically</i> <i>attract architect and artist</i> <i>make collaboration between artist and their brand</i>		 Channels <i>online platform</i> <i>salone di mobile</i> <i>showroom</i>	 Revenue Steams <i>make profit</i> <i>make new collaboration with other companies</i> <i>make well-known</i>

3.4.2 renault

 Key Partners <i>Renault clients</i> <i>retailer & partner</i> <i>visitors</i> <i>restaurant</i>	 Key Activities <i>meeting</i> <i>bar & restaurant</i> <i>shop</i> <i>entertainment</i> <i>activity for children</i>	 Value Proposition <i>display and introduce their new product in the showroom</i> <i>many people can enter and visit the showroom</i> <i>provide entertainment for children with elderly</i> <i>food and drink space available restaurant</i>	 Customer Relations <i>available customer service for those that looking for renault car models</i>	 Customer segments <i>tourist</i> <i>customers</i> <i>family</i> <i>visitors</i>
 Key Resources <i>additional customer service and facilities for customers and visitors in the showroom</i>			 Channels <i>online platform</i> <i>showroom location</i>	
 Cost Structure <i>It's demand investment to buy or rent this space in paris champe elyees</i> <i>it's need huge space to make this space.</i>		 Revenue Streams <i>the ambient and interior of showroom impact on the visitors for entering the showroom</i> <i>shop other product of the company</i> <i>not only visit but also can sit and take something foe eat and drink</i>		

3.4.3 dalani

 Key Partners <i>companies</i> <i>customers</i> <i>online platform</i>	 Key Activities <i>daily discount and offer is recieved by email</i> <i>interior design offering</i> <i>give dicount offer for their customers</i>	 Value Proposition <i>save energy</i> <i>reduce pollution</i> <i>save time</i> <i>variety of furniture and gadget with variety of brand</i> <i>extra discount for product selection</i>	 Customer Relations <i>online registration</i> <i>recieve an notification from app and email</i>	 Customer segments <i>tourist</i> <i>customers</i> <i>family</i> <i>visitors</i>
 Key Resources <i>social network</i> <i>daily newsletter</i>	 Channels <i>online platform</i> <i>Application</i> <i>Advertisement</i>	 Cost Structure <i>creating online domination</i> <i>design application</i>		 Revenue Steams <i>availibilty anytime and anywhere</i> <i>reduce energy consumption</i> <i>it's free service</i>

3.4.4 fabbian

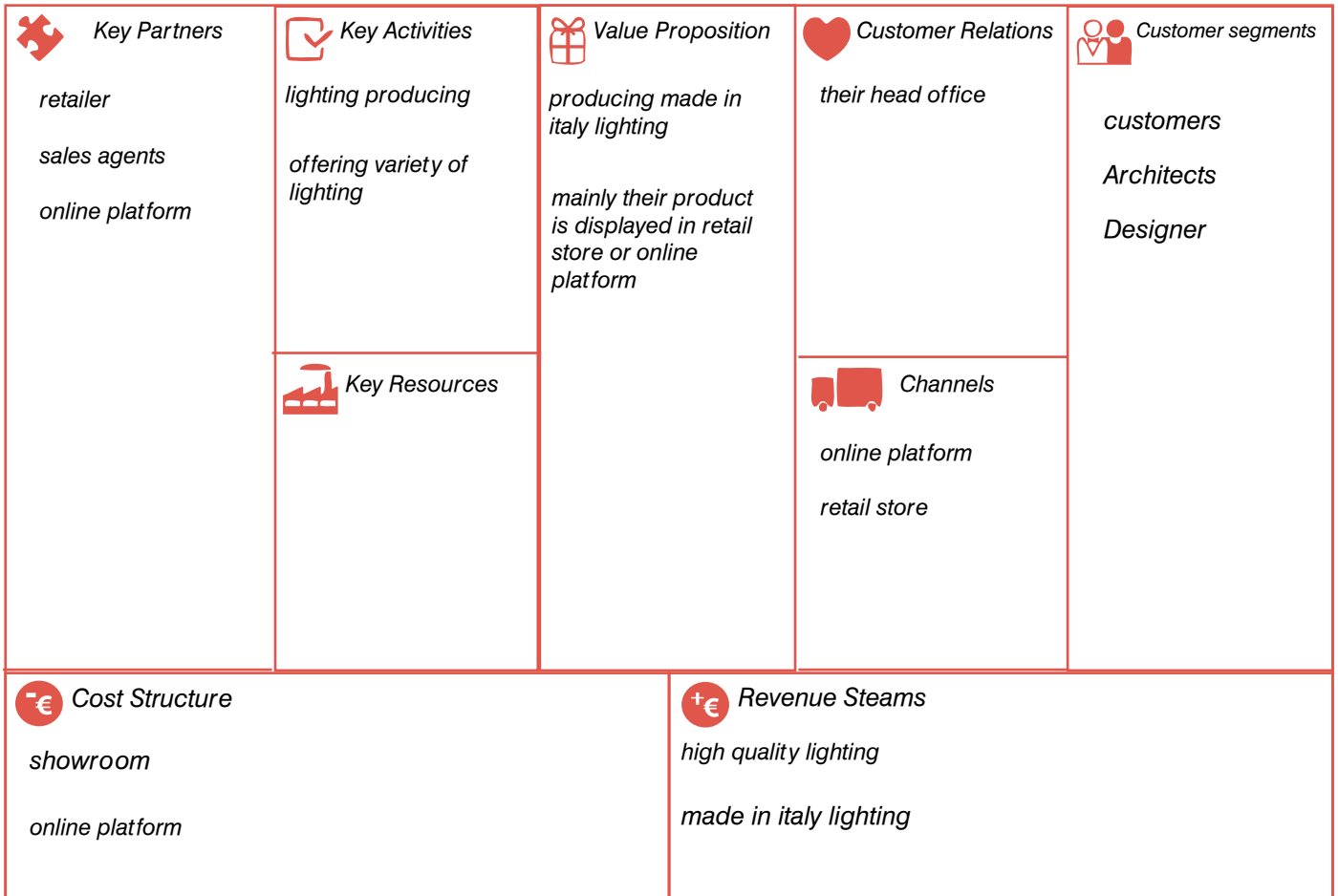
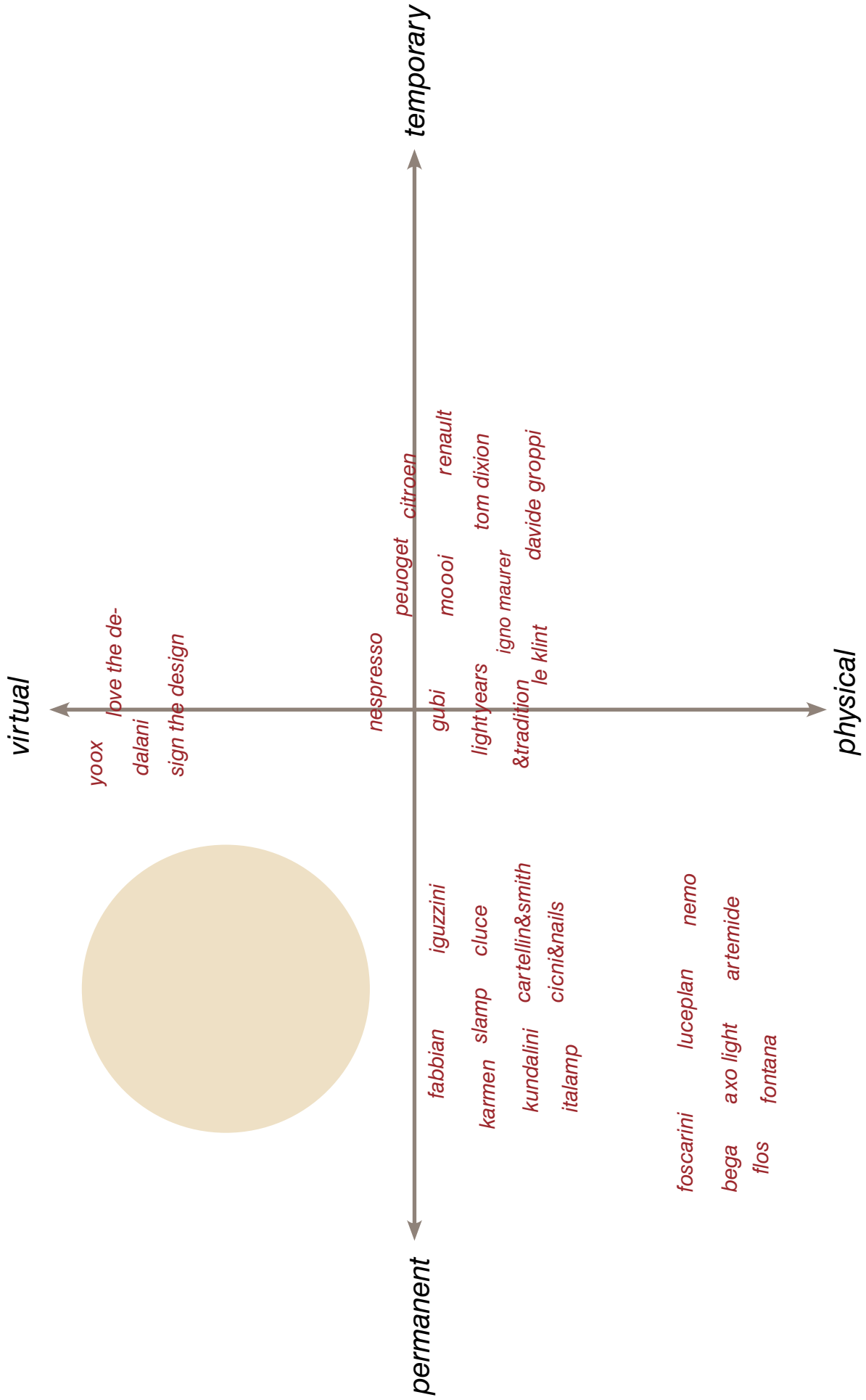


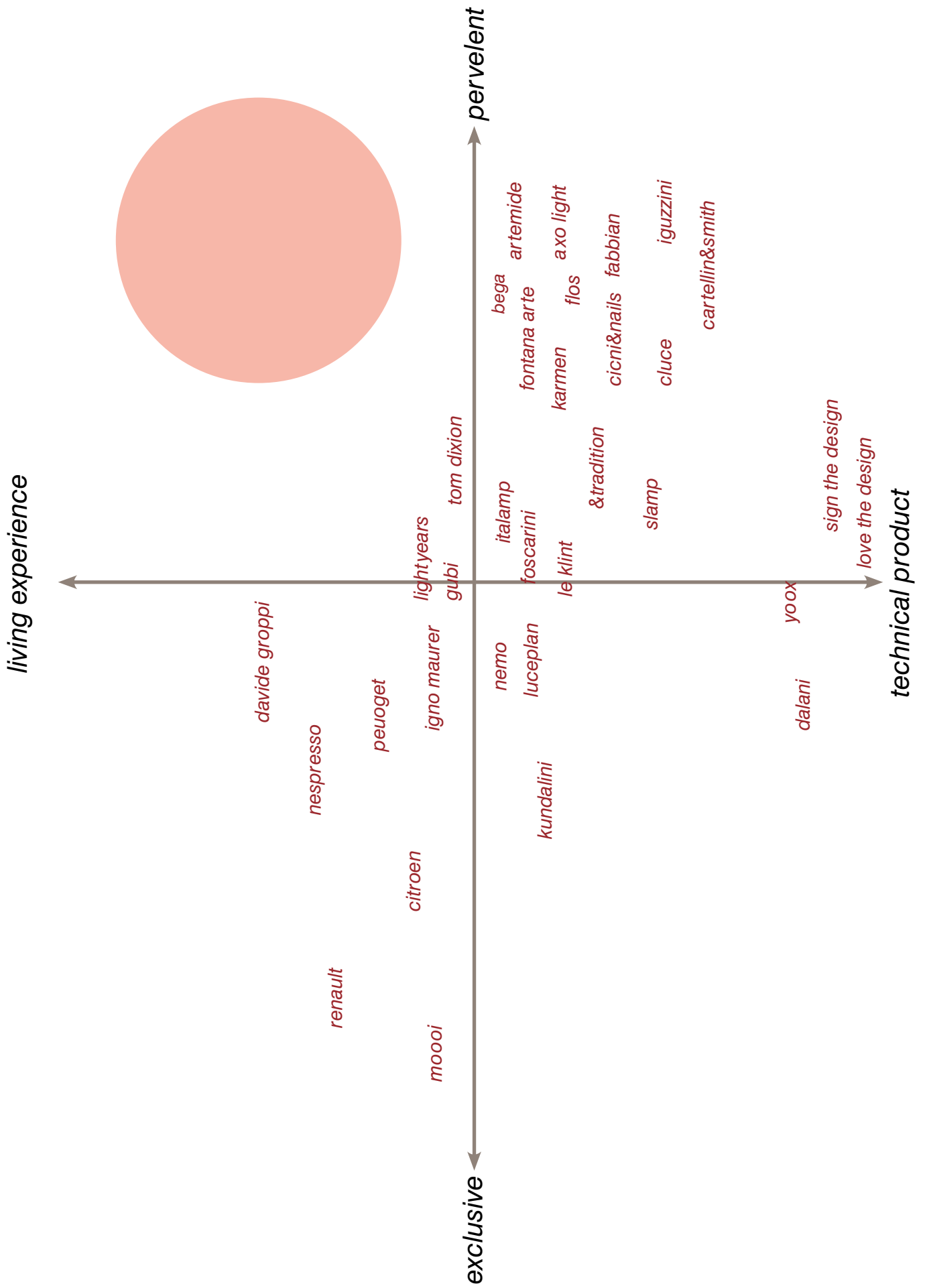
Diagram oppurt

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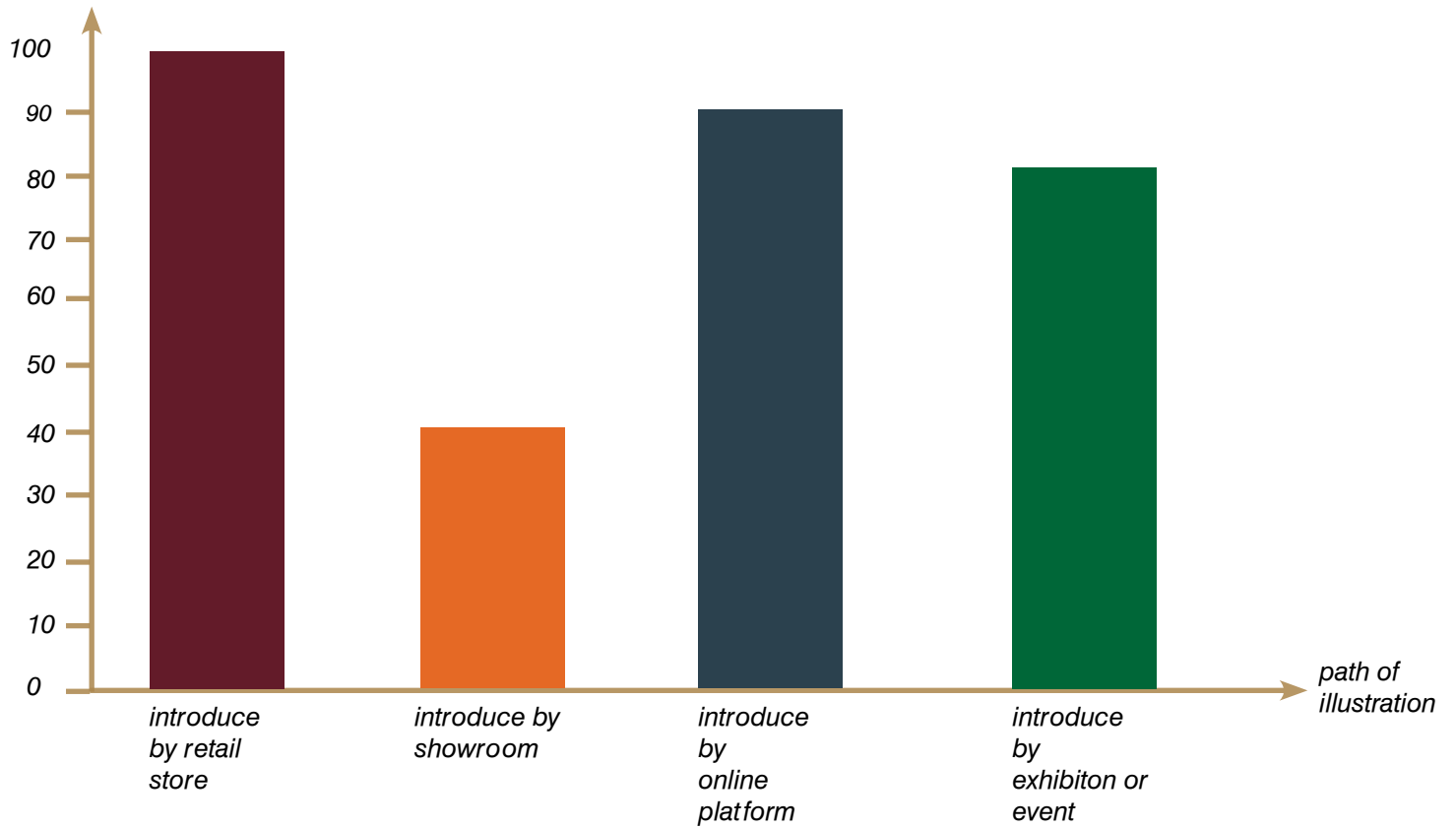
3.5.1 illustration and display



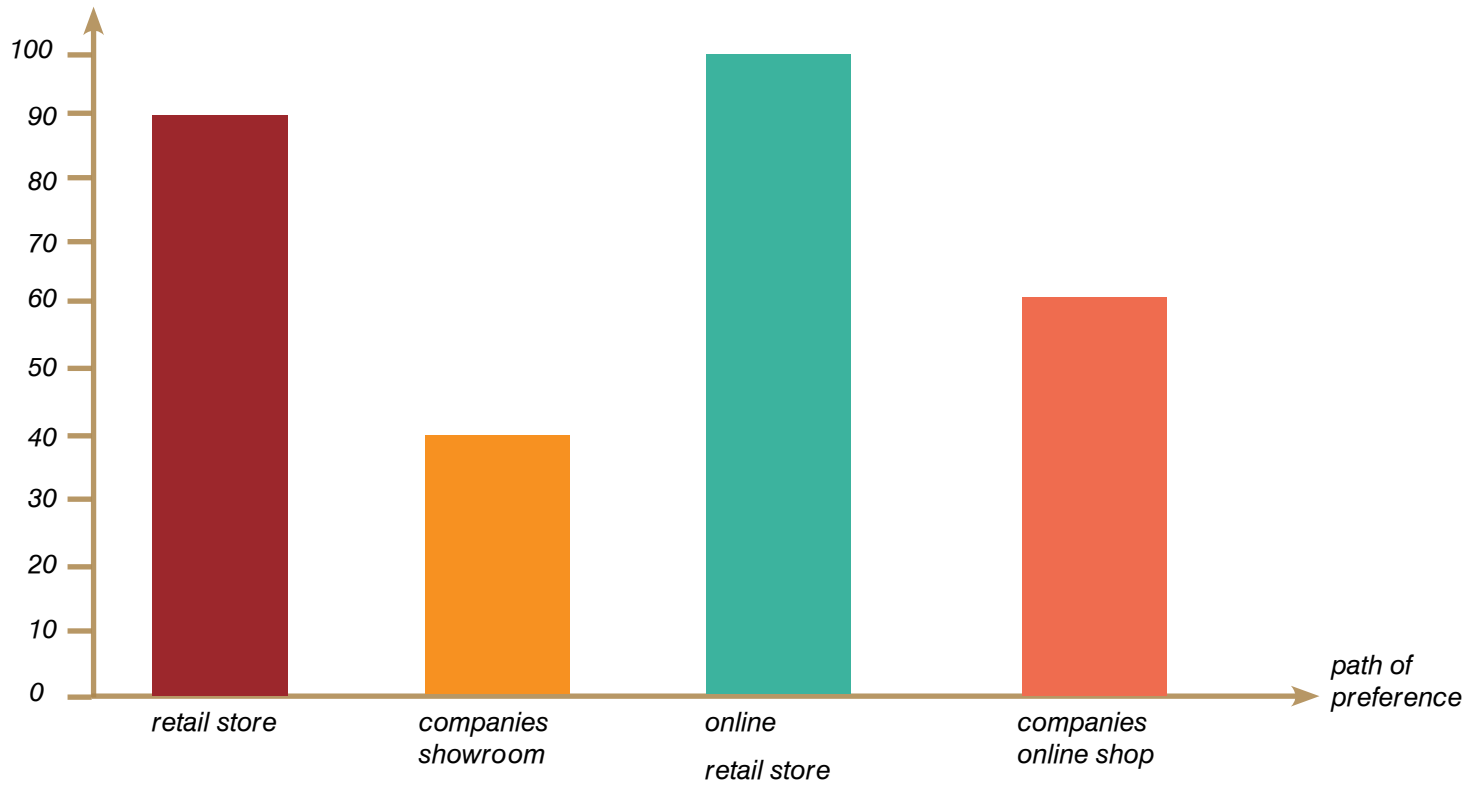
3.5.2 showroom display



3.6 lighting producer illustration chart



3.7 lighting buyer preference



4.1 goal

the project is based on the two goals, the first and initial purpose of this project is to find new way to introduce the lumen center italia to the lighting customers and professions, in the first goal customers or clients have to be attracted and interested to the lumen center Italia, for the clients or customers always look for the product that produced in the local country, Lumen center Italia it's company that lighting are produced in Italy, second important criteria of lumen center that distinguished this company from the other lighting company is hand made product, most of the product are assembled and produced by the craftsman, the last and important criteria for the clients is customer service that provided by the companies. people who like to buy the lighting are interested to buy the light with guarantee and extra services that companies are offered to the clients. to sum up all the information, the main goal for lumen center is to introduce the company product to the clients. while clients are expected the extra customer service from company, this service can be consisted of the application, course, ect.

4.2 why people choose lumen center italia lighting



light quality and sustainability



MADE IN ITALY



affordable price

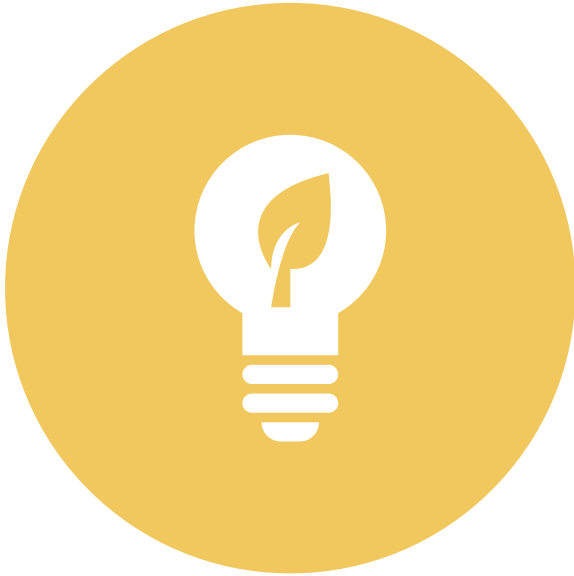


customer service



Hand made

4.3 lumen center Italian values & criteria



light quality and sustainability



MADE IN ITALY



Hand made



customer service

4.4 lumen center italia target group



lighting enthusiast



Architect



Interior Designer

4.5 the path that aim us to reach to our goal

Lumen center Italia it's the factory that located in Italy and produced lighting Made in Italy.

In lumen center Italia it's significant to illustrate their light quality, hand-made product that made by professional craftsman, considering these criteria,

I provide for different type of idea to present their criteria to their customers:

1. how to display lumen center italia lighting quality

2. how to present lumen center italia product is produced in italy (MADE IN ITALY)

3. how people understand this product are made by hand

4. how to provide new service for their customers

1. how to display lumen center italia lighting quality:

1. providing space for reading books with linen center Italia lighting, in this space people can understand the light quality and infection of eyes. reading books, it's very delicate for human eyes and for a long time, eyes is becoming exhausted. it's desirable to design space for reading books with different kind of light.

2. plant are required to light to grow up, sun light has some rays that allow them to grow up, Ln laboratory that always constructed in close space to enter sunlight, high quality lighting can be work as the sunlight and aim plant to grow up, It's desirable to design space for growing plants by lumen center Italia lighting.

3. light quality effect on the light reflect that come to my eyes, light rays always are mixed with color of fruit and vegetable pigments, many restaurants are utilizing the highest quality light to show their food fresh and high quality, high quality, mainly effected on the colour of meat also, it's desirable to provide space with fruit, vegetables and meat to show the light quality and effect of different light in the light reflection.

4. now days, all the people and scientists are looking for a new way of cooking that reduce energy consumption in a healthy way, light with different temperature can allow to cook,

It's desirable to provide a laboratory for elderly and children to participate in this lab to learn how they can cook with light.

2. how to present lumen center italia product is produced in italy (MADE IN ITALY)

1. providing scale model of a lumen center italia factory that show this product are made in italy. the scale model is shown in showroom showcase.

2. utilizing zagrospro machine to show the history of lumen center italia. Zagrospro it's a historical machine that shown the photo like a motion picture, in this motion picture they explain the story of the photos,

3. providing small theater with puppet to explain the story of lumen center. in this way people can know the lumen center italian brand and has entertainment for children.

4. providing virtual space of lumen center italia history, in this space provides virtual explanation about the primacy of lumen center italia and timeline of lumen center history.

3. how people understand this product are made by hand

1. providing expanded model of lighting for people that interested in the lumen center italia lighting, they can assemble the lighting by themselves.

2. provide 3d vision of assembling a lumen center italia product, they can understand how the product is produced.

3. providing weekly workshop about the lighting of lumen center, how to assembling the product, quality of light and difference of light during the day.

4. how to provide new service for their customers

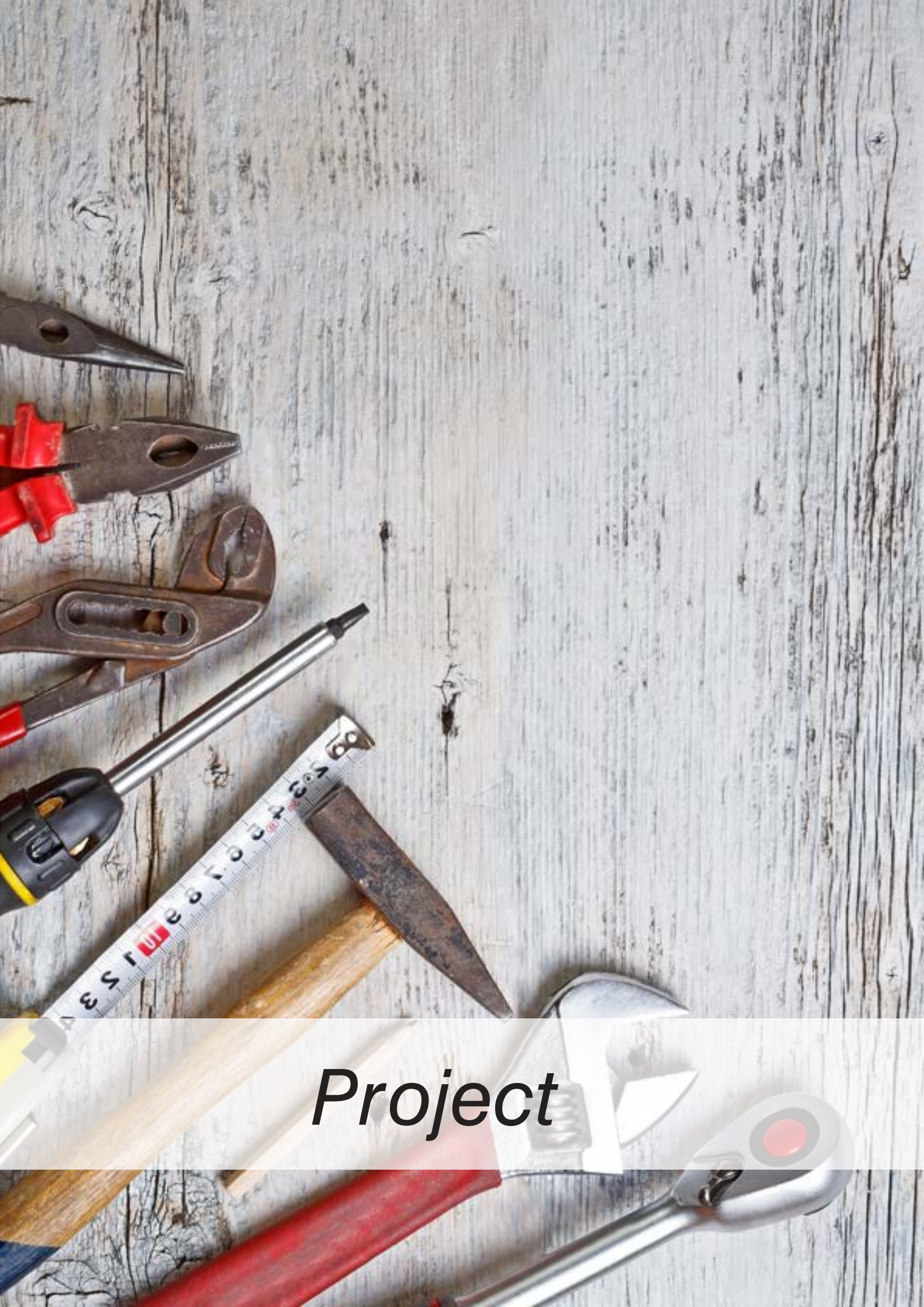
1. offering 3d vision of service for the customers, people can bring their own space that they want to use lighting or illuminate the space with it, there is space with virtual vision of lumen center italia lighting, people can try the different lighting model in their space virtually.

2. offering free interior design service for their customers.

2. providing developing services for the lumen center customers, with this service people can take a photo with an analog camera, bring their photo negative, and start to develop their photos, people can learn the new how to develop their photos and they understand the effect of different kind of light colour in photos

4. designing an application for the customers and other people who interested in the product, in this application people can play the special game with lumen center Italy product.

5. designing a space in lumen center showrooms in Milan office, in the space that designed by lumen center Italia product, the space in temporary space that very month is changed, lumen center followers can register and participated in the service and reserve it for the one day, people they can try this lighting with different culture ambient



Project

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5.1 project overview

the project is about the designing service for lumen center Italia lighting, the whole service about workshop that held in lumen center Italia showroom, the customers or architect that interested to the lumen center Italia product they have to registered the online platform that available in lumen center Italy online platform, the workshop is held in two days in weekend.

Saturday from 9_18 it's the held workshop for amature people that don't have any experience and knowledge about lighting, the workshop is held in three hours, in first run, people are participated in the light science

workshop that held in one hour. in this workshop light scents are talking about the light quality effect in our eyes, how to comprehend the difference between the light quality and technology, after one hour they start to design their own space, they bring the photo that they want to buy for it or have plans to design our space by lumen center lighting, when the photo is printed, they stick the printed photo on the foamboard that available in the showroom, and try the different model of lighting with different colour illumination, in additional, they can test the light bulb difference colour to comprehend the light quality exposure in vision.

second workshop is held on Sunday from 9_18 in three hours, for professional and architect, this workshop is collaborated with Albo (ordine degli architetti) , architect and the profession have to register to the online platform and book the suitable time and date, later they can participate in the workshop, the workshop in three hours, the first two hours, there is a course about technical information about light, light quality and their effect on gadget vision colour. after this two hours theoretical course, they can try the lumen center Italia lighting, colour and technology, and also they can find the technical information about the latest realised lighting technology and further information, finally, the architect of Albion society can give the certificate and credit that obtain it from this course.

5.2 scenario

5.2.1 scenario part 1

Sandro is 45 years old man who lives in Italy, 10 years ago he married and he has 2 children. one day, he decided to buy new lighting for his apartment, he doesn't like to buy many gadgets and change his home furniture, he only wants to make a little change in his apartment ambient. he starts looking for lighting, he looks to all the interior magazine for finding suitable lighting for his place. he was going to the most of the lighting company's showroom, but he afraid that the lighting doesn't have harmony with the space. one day he sees the looming center Italy advertisement "designing your dreaming space" he is going to register for this workshop, he was registered for it, he receives a confirmation email. On Saturday he was going to the luminous center Italy show room in via canoes, Milano at 9:00 am, at first he participated in the workshop that the professional light scientist was talking about the light, and effect in daily life. after one hour, he started to print his photo that he took it from his apartment, later his stick the paper on the foam board that available in the showroom, later he tries the lighting with different colours and effect in the artificial space. later he decided to buy which lighting, he is very glad that find a suitable light for his apartment.

5.2.1 scenario part 2

Fabrizio is 50 years old, he is an architecture and member of Albo (ordine degli architetti), every year he has to present enough credit to this community, he mainly works for lighting and illumination and does interior and interior illumination project, he has a subscription of architect and design magazine, every month he receives a magazine from them, when he reading the magazine he suddenly sees the advertisement of the lumen center Italia workshop, he interested to participate in this workshop. First, he registered the workshop from online platform, he received the confirmation letter, in Saturday, at 9 o'clock he participated in the workshop, the workshop theoretical part is held for 2 hours, in the two hours, the scents and light professions talk about the new light technology and innovation in lighting and light science, how to illuminate the space and technical information about light and latest released lighting technology with further information, after the workshop he starts to try the lemon center Italia lighting with variety of light illumination and models, letters he gives some information about the new release LED that mainly used for interior of restaurant and bars, after that he give a certificate that shows he give 4 credits for about communication.

Pers

ona

5.3 persona

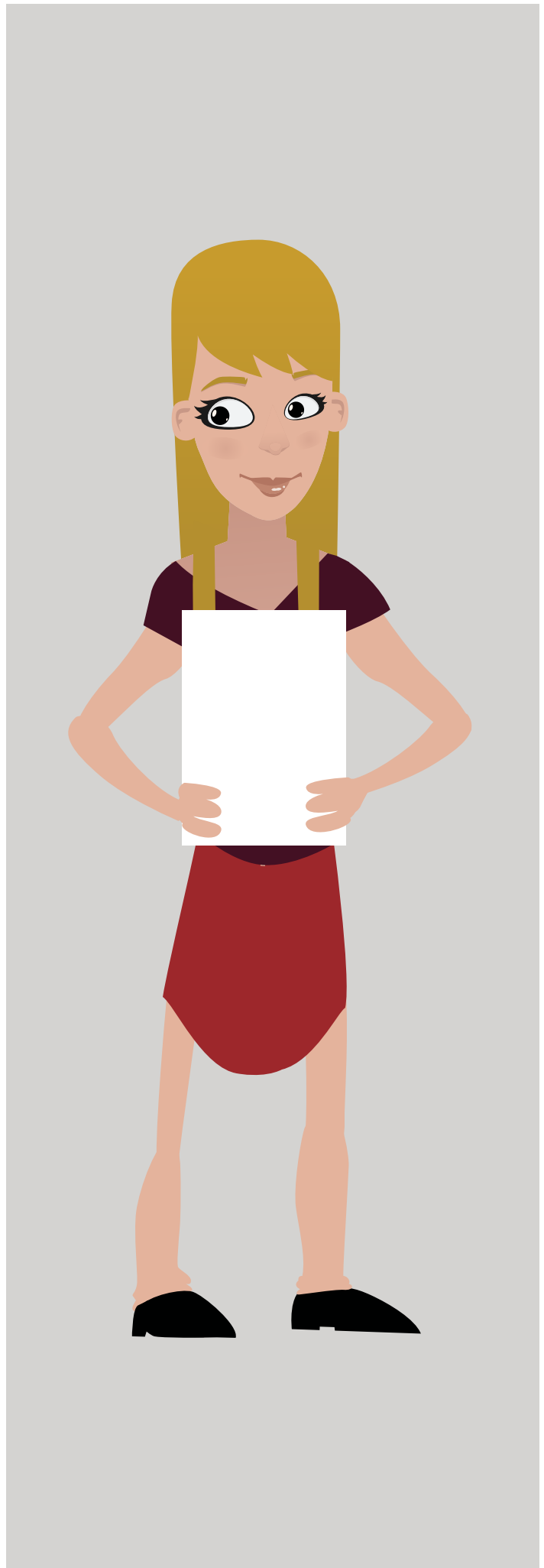
5.3.1 designer

Adele Misteria , designer

back ground :she is 36 years old , she studied industrial design but she mainly work in lighting and furniture design.she lives in milano, italy. she is a freelance designer, she has her studio, she received some interior or lightning project.

Goals :she always follows the latest design and trends, and she always is looking for the new trend of lighting. for her career, it's essential to know the last realised technology and technical information, most of time she participated in the fair and exhibition to obtain information.

Needs : she always has the problem to find close event about lighting, she lives in Milan and the only light fair is held each 2 years during Salone DI mobile, she needs very technical information about Leigh and lighting illumination, most of the time this kind of information is diffused or very technical that is too exhausted as a result she looking for the workshop for the short time to understand useful information



5.3.2 Architect

Luca cattano , Architect

back ground he is 55 years old, he studied architecture, he mainly does the exterior and interior design and illumination, he is also member (ordini degli architetti milano).

Goals : he always has an illumination project for interior and exterior, in addition, he is a member of the Albion community, he has to present enough credit to this community to preserve his membership, otherwise he looks for the sustainable and high quality lighting.

Needs : he is light science profession and he prepared article for architect magazine, he always looks for the workshop or seminars to increase his information about light, in addition he is member of Albo acommunity, gives credit for his it's essential.



5.3.3 customer

Alberto Mascadri

back ground : he is 40 years old, he studied business and marketing, he works in marketing company, he got married 5 years ago, he has 2 years old son. he lives in Milano.

Goals : he is lighting enthusiasm, his hobby is to look for interior and architect magazine to find the newest model of lighting, he always buys the lighting and for his lighting it's an important object in the home interior.

Needs : he always afraid to set the lighting with his home furniture, otherwise it's expensive to get interior designer design, in addition, he afraid that lighting it's suitable and have harmony with other home objects.

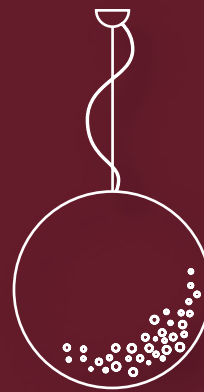
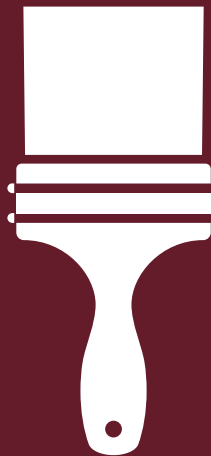
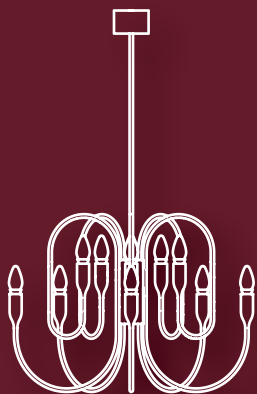


Story

board

Designing your dreaming space

every saturday and we waiting you in our showroom

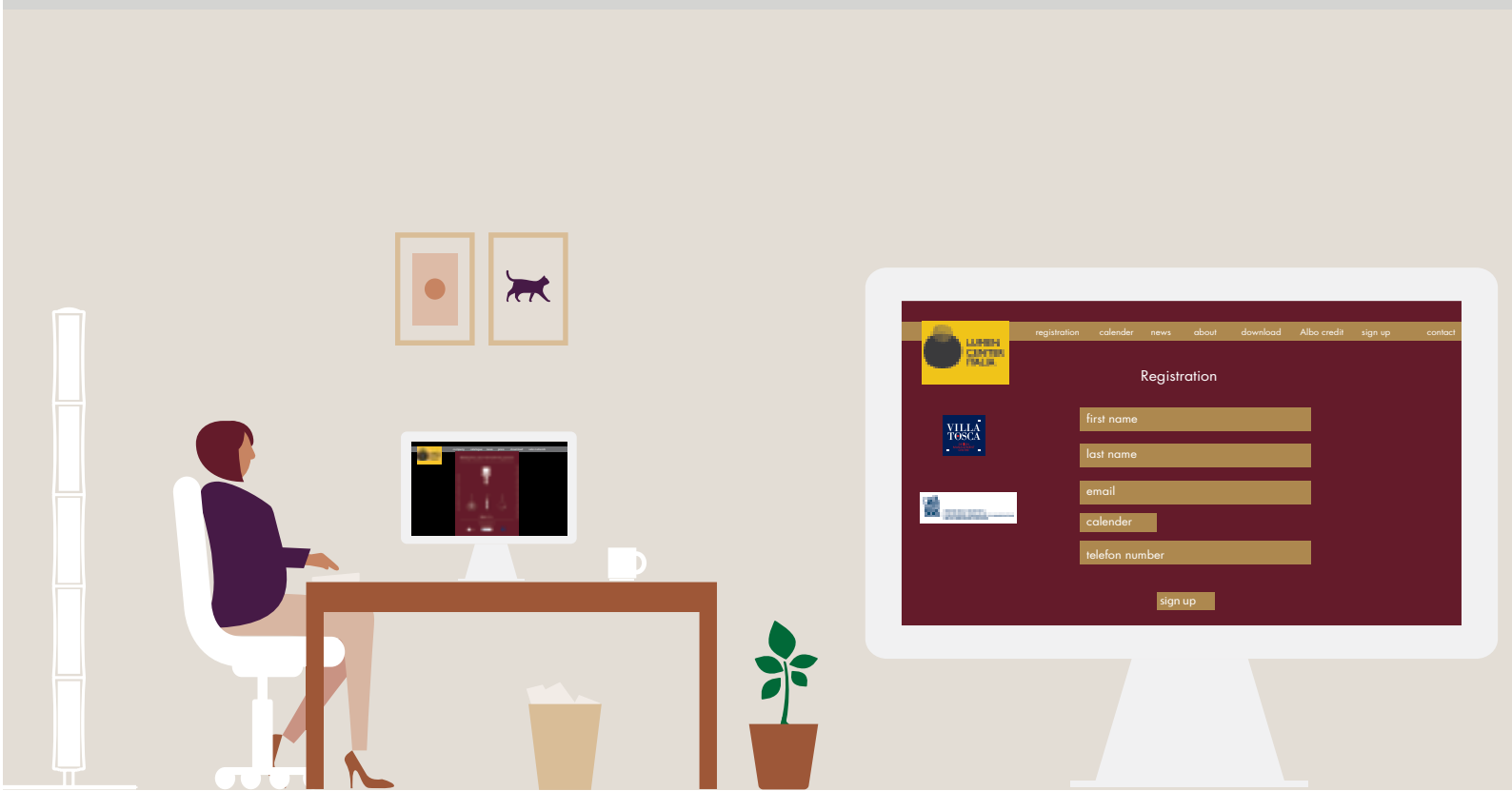
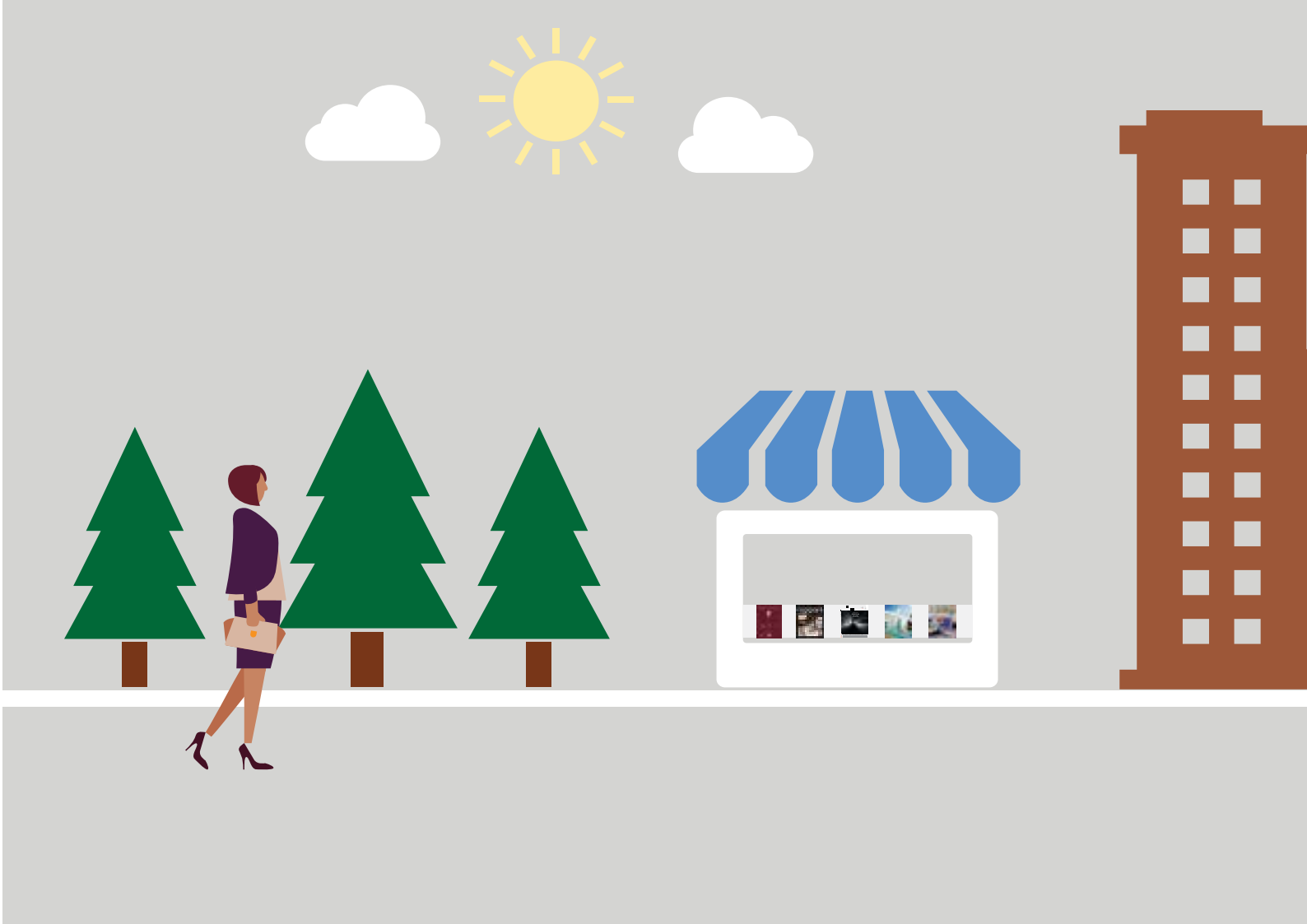


TRY IT !

for further information refer to
www.lumencenteritalia.com



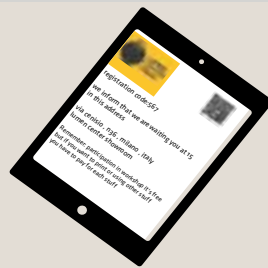
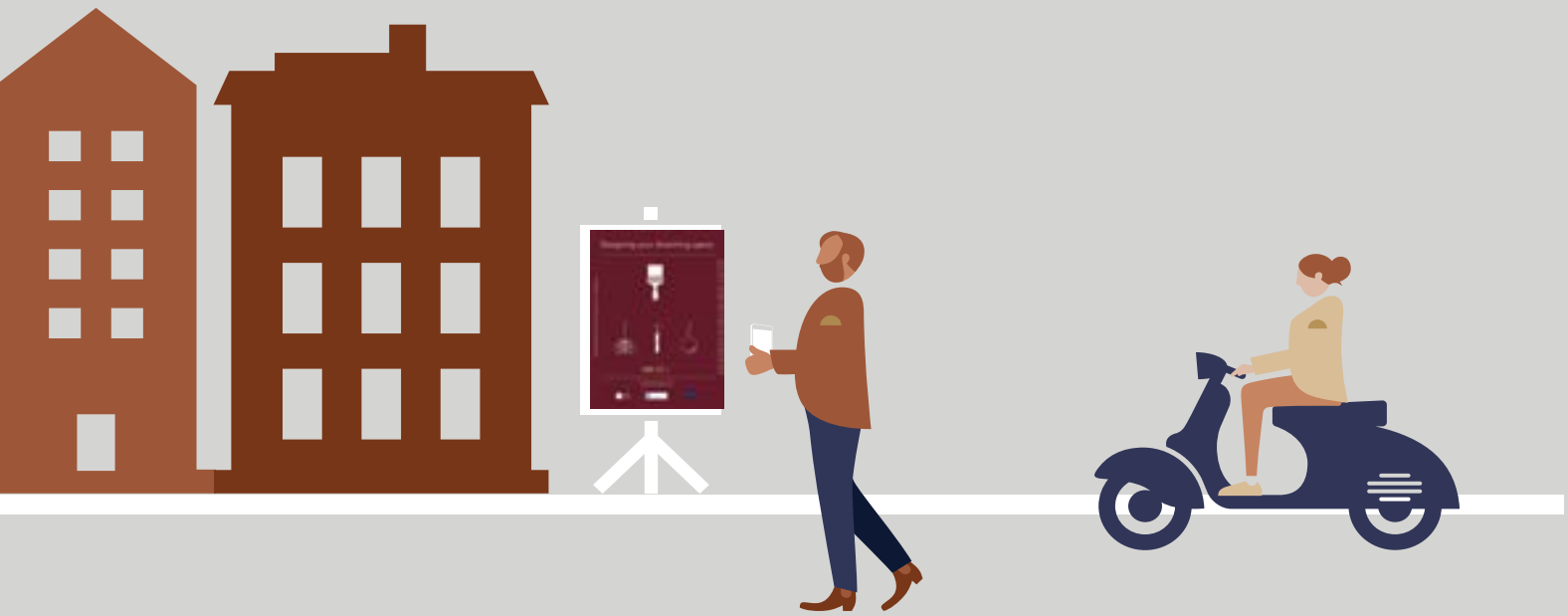
we offer special light seminar every sunday for architect collaboration with albo architetti



firstly, they have to refer to the online platform which available in lumen center Italia website

they have to register in online platform.

people can see the designing your dreaming space from advertising around the city, whether in a magazine or online platform



registration calender news about download Albo credit sign up contact

albo credit Registration

first name

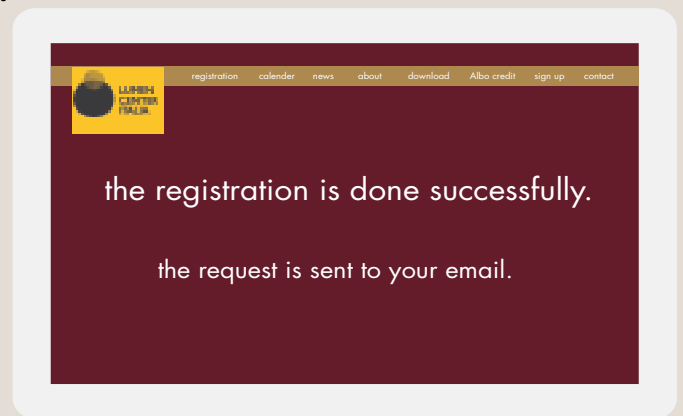
last name

email

calender

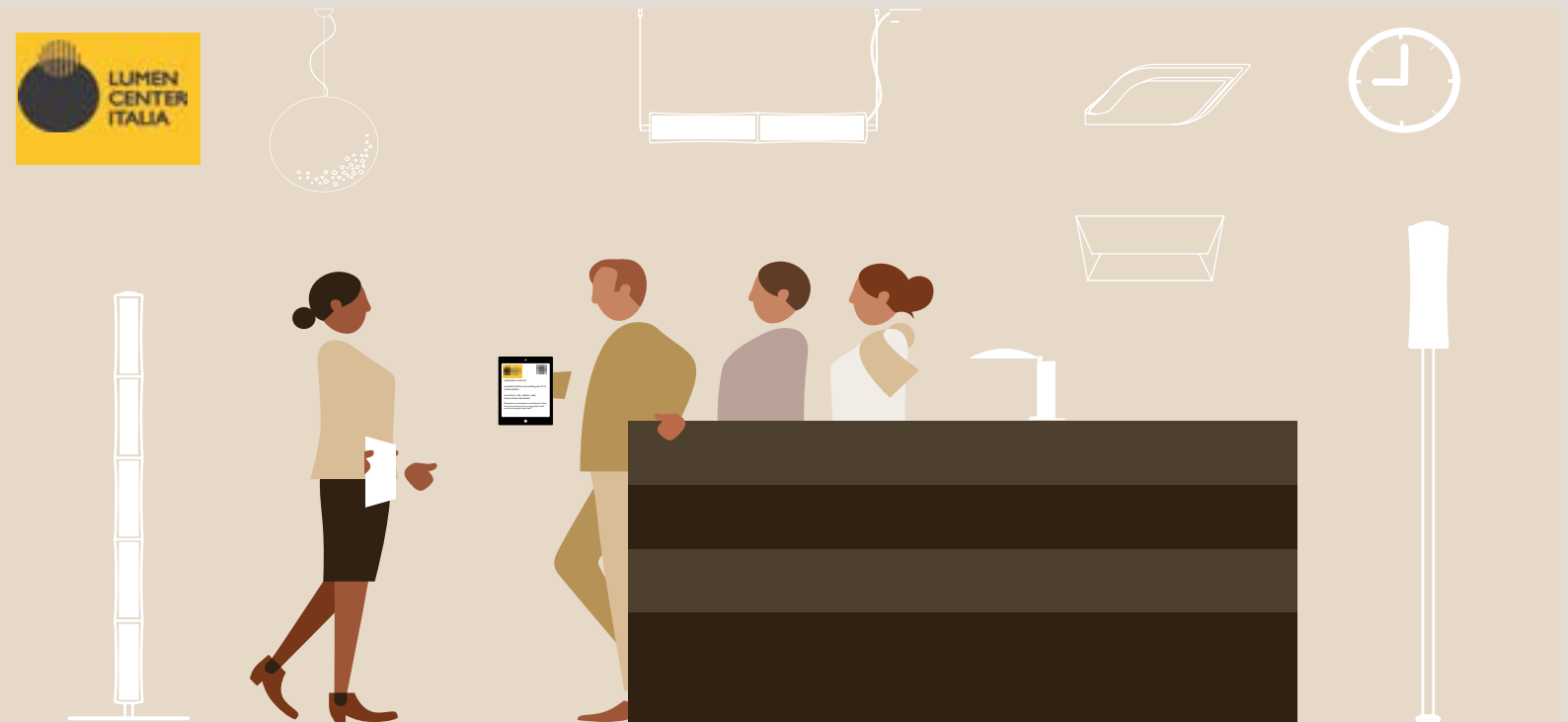
telefon number

sign up



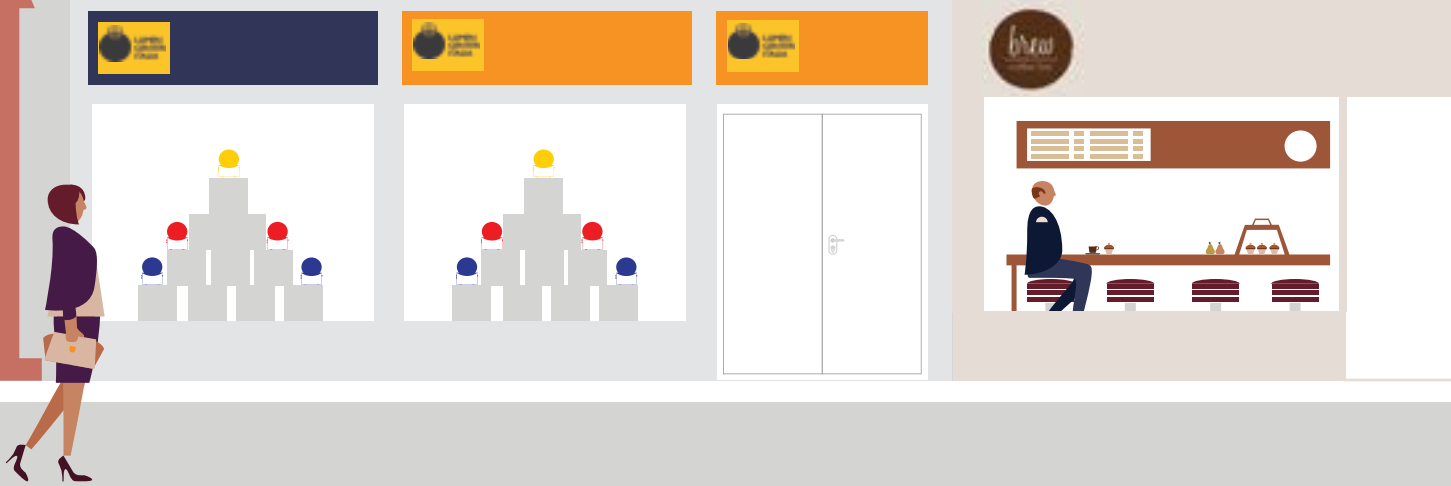
when they finish the registration, then receive an email that consists of some instruction

the confirmation is sent to the user by email

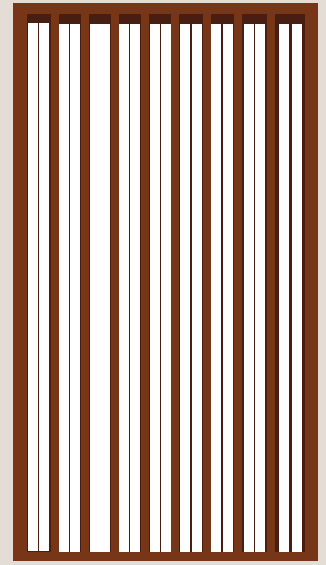
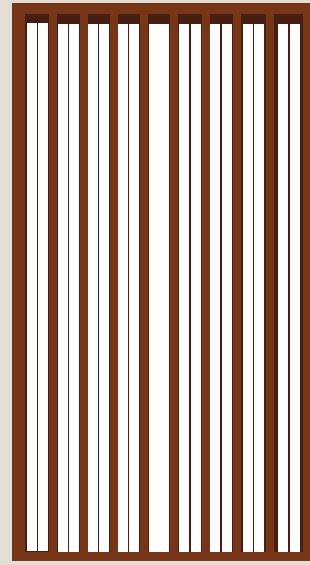


the workshop is three hours, and started from 9:00 am until 6:00 pm. each Saturday . each participant has to bring the confirmation.

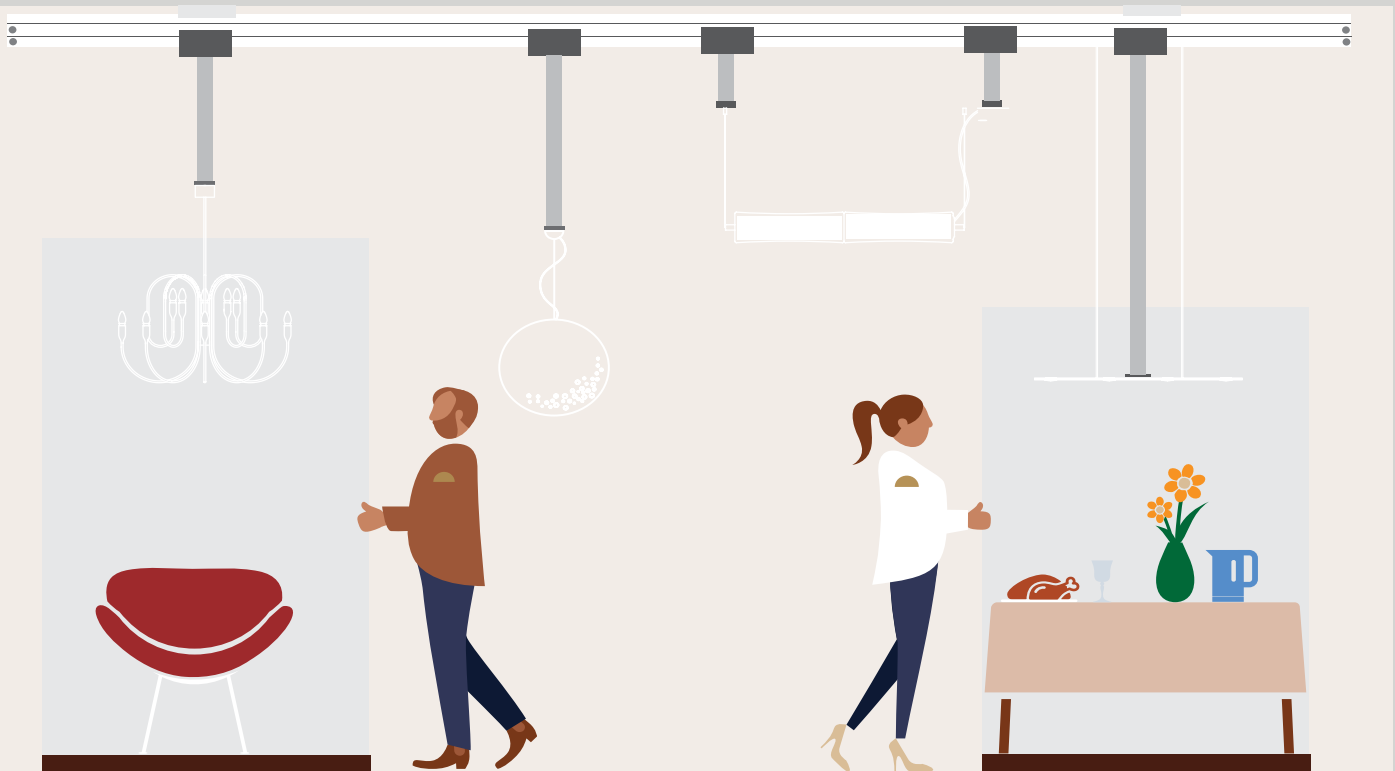
Saturday people whose registered to the elementary lighting course is coming to the luminous center Italia showroom in Milano via cenisio, n36.



only three or four people can participate in each workshop, in the first, the professional interior designer start talking about light and effect in people, daily life. this part of the workshop only one hour, after that the participant start to design their dreaming space.



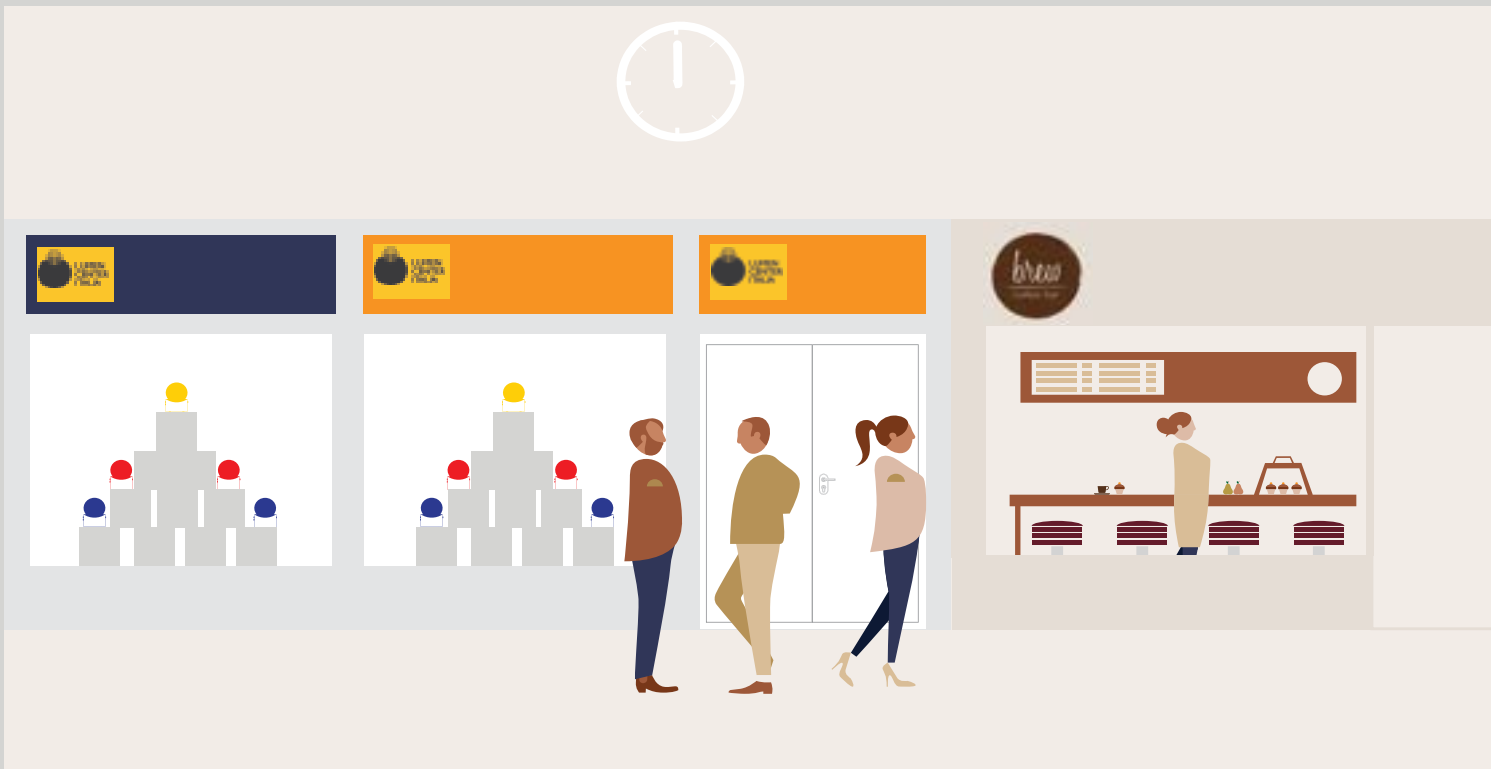
Participant,bring the photo of the space that they want to designing of lumen center Italia product, they print the photo and stick it on the foam board that available in the showroom.



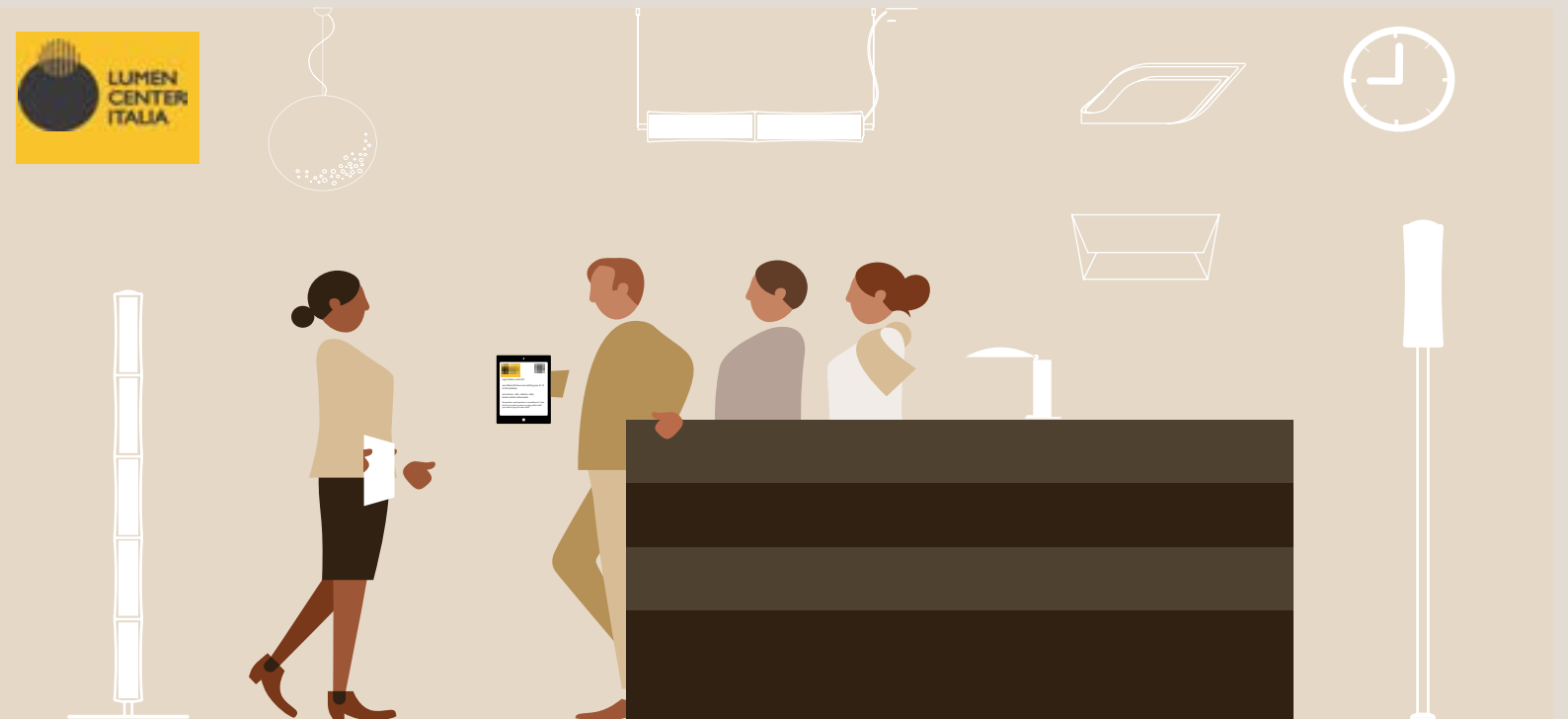
There is possibility for participant that use available furniture to imagine their dream house with the lumen center italia lighting, so people also can see the effect of light and quality of lamps on the gadget or food.



The participant can use the light that hangs from the roof, in this case can touch the material, light quality and harmony of the shape with space, by using the roof ceiling system that mostly uses in the photography studio, participant can modify the lighting distance with floor and arrange the light exposure to the space.

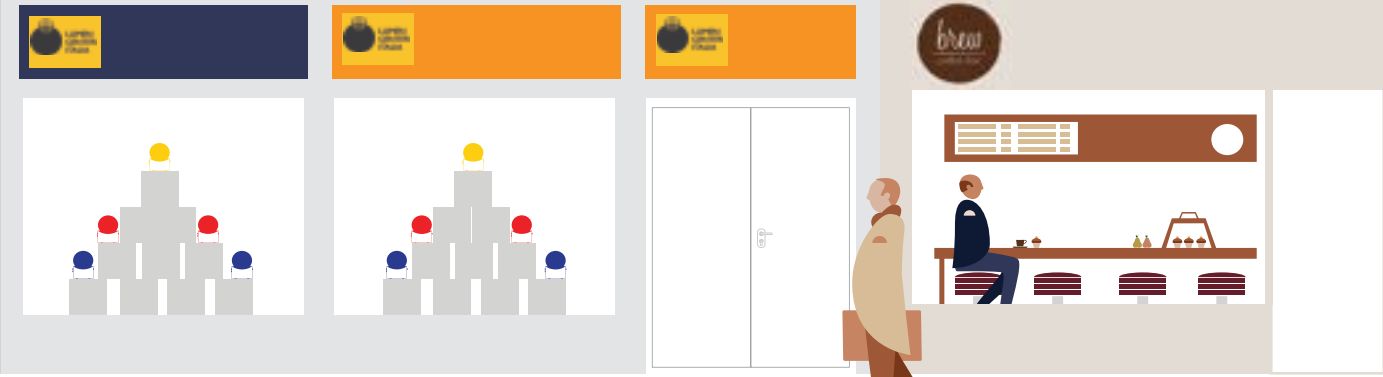


At 12 o'clock the workshop is finished and next group are come to the place. The participant can ordered the most preferred lighting, they can communicate together and share their information about light and lighting, and they are very happy that can conceive the dreaming house



participant have to bring the confirmation letter for entering to the workshop, the workshop is free.

architect and light profession are protected to the workshop on Sunday, the workshop starts from 9 am until 6 pm, for three hours, they book time and date when they registered



only three or four person can participate to each workshop, in the first , the light science talk about the light quality, the latest version of lighting technology, how the light quality can effect on the nature and vision, sustainability and energy consumption of lighting and technical information about illumination and specifically LED



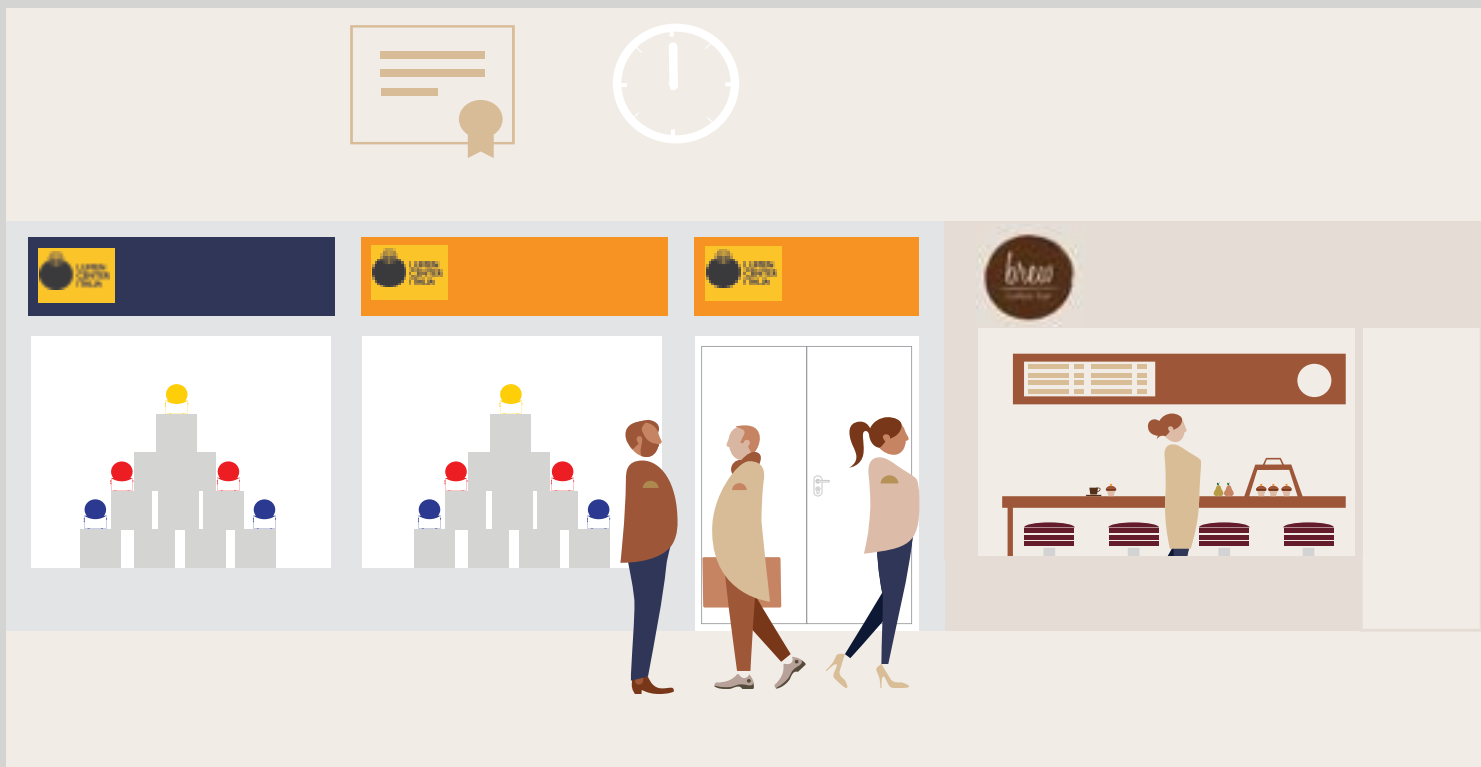
after two hour workshop, people participate they start to test the light quality and differences between LED and halogen light, in addition the light model of lumen center Italy



High quality has the direct connection for show the product quality, for example light illumination in a restaurant can allow the people to see the meat and fish more fresh and good quality.



in the showroom there are variety of lighting models that people can try and test it



At 12 o'clock the workshop is finished and next group are come to the place. participant can give technical information about light and lighting production process, later those that wants the credits for albo community, give a certificate that shows they obtain 6 credits.

Touch

Point



Online platform



Lumen center Italia



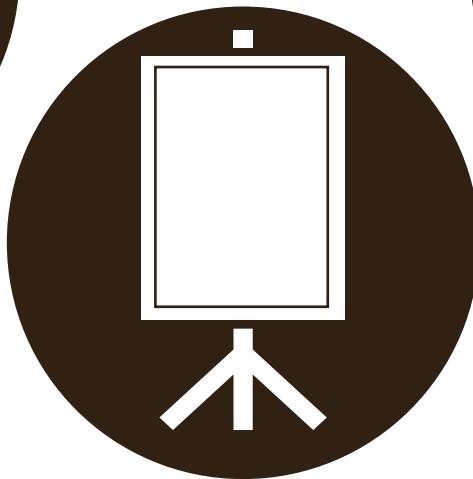
Plotter machine



Furniture



Lighting



Advertisement



Albo architetti milano



Showroom



Professional

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ap

*light quality
test*

*access to
variety of
lighting
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*interior
consultant*

*designing
your dreaming
space*

*design their
own space*

communication

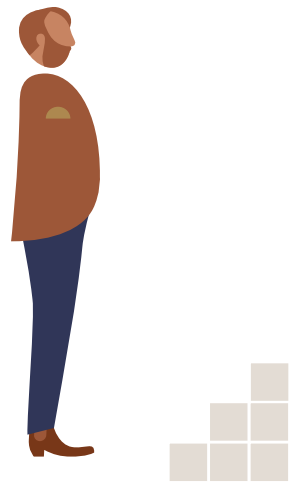
*give credit to
the albo
architetti
milano*

*free interior
design course*

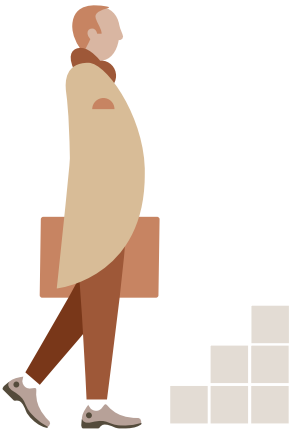
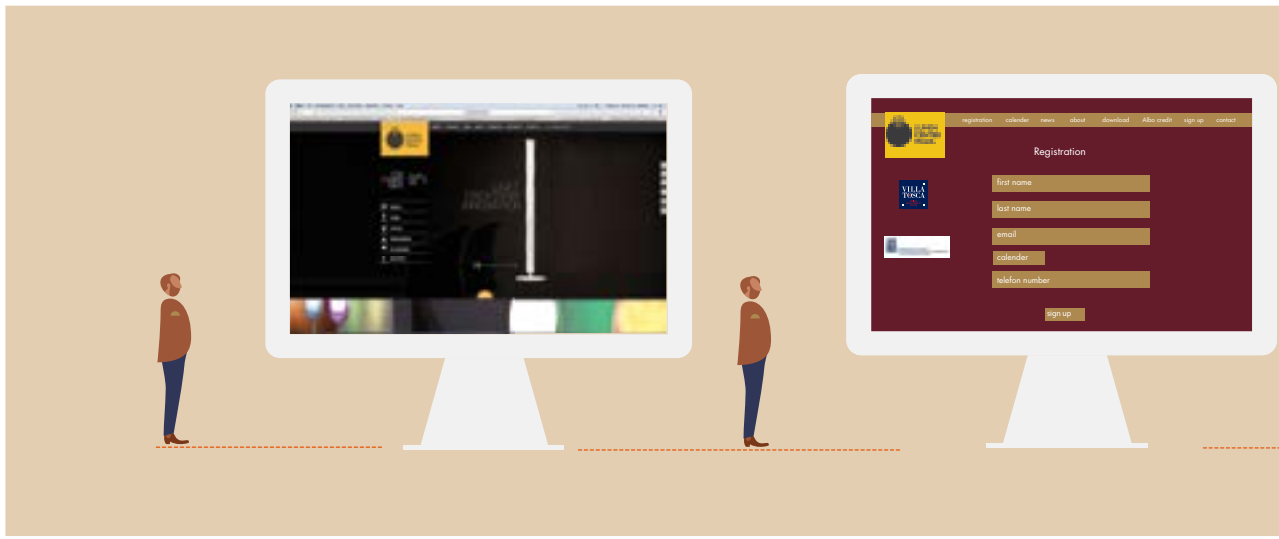
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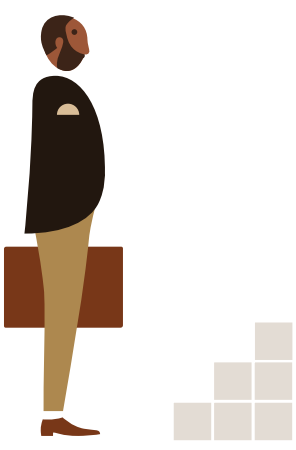
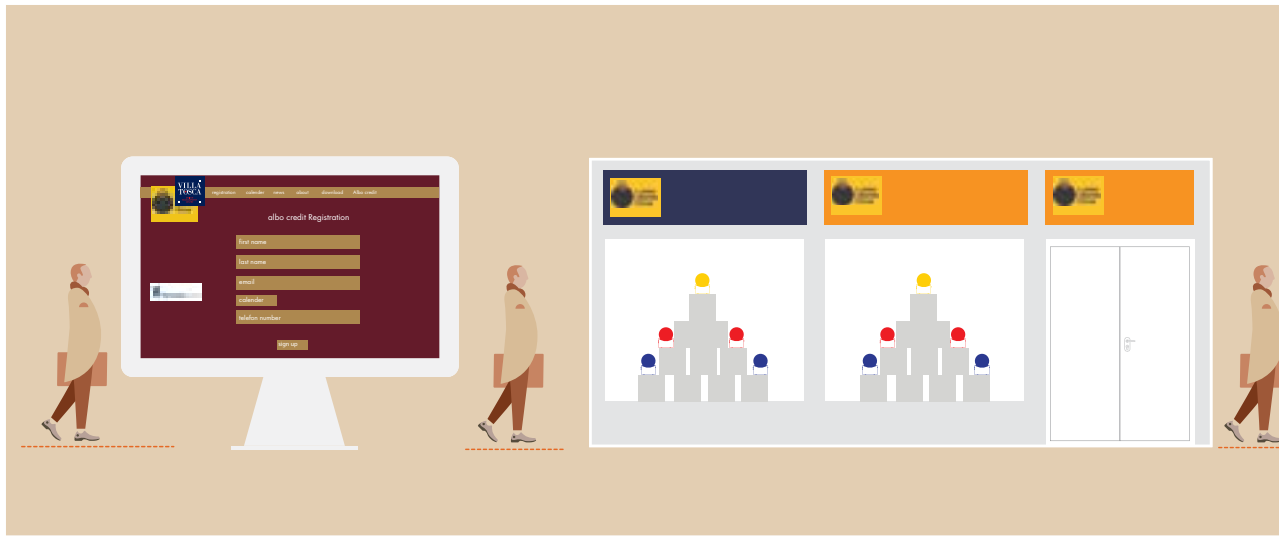
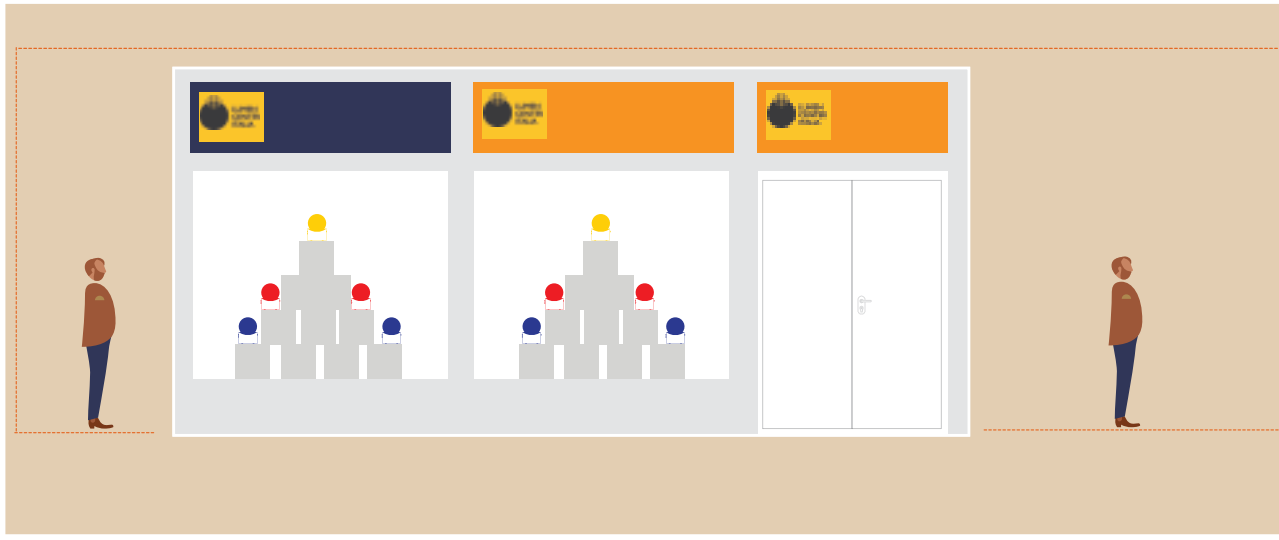
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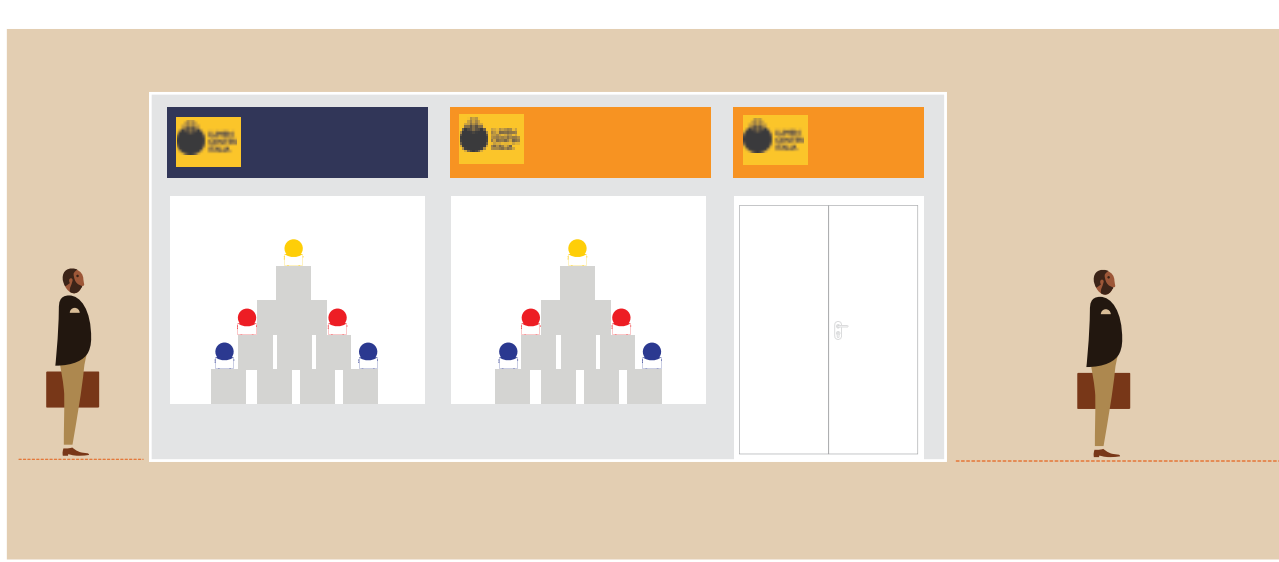
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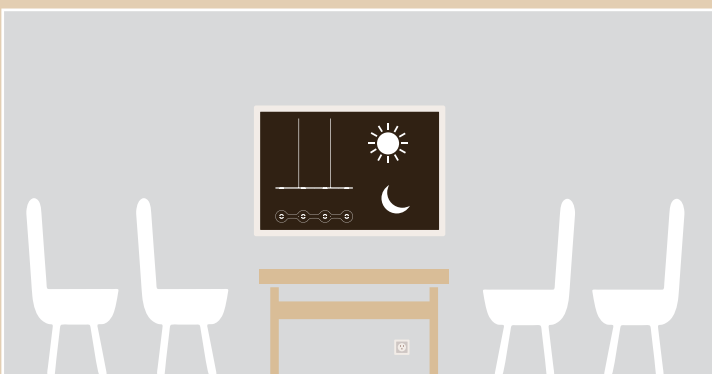
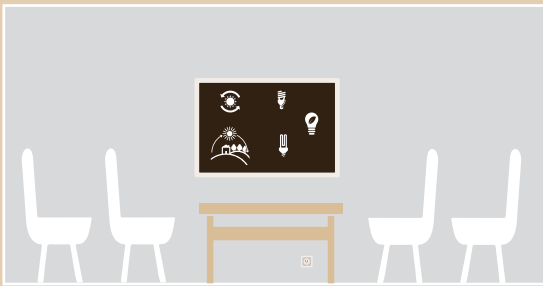
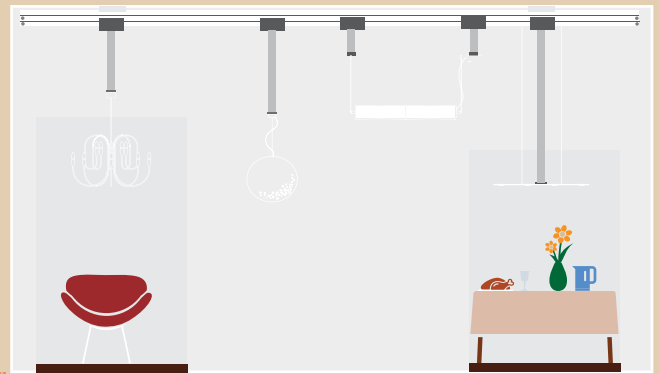
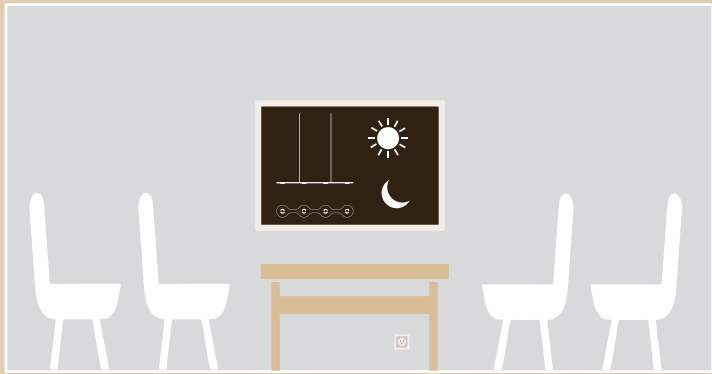
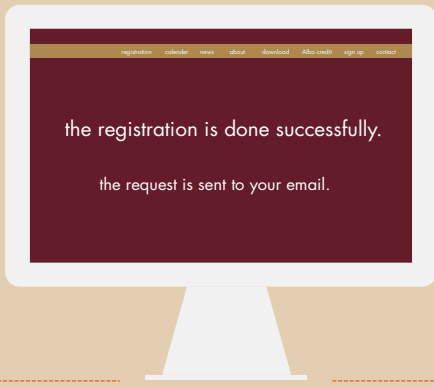


Architect



profession



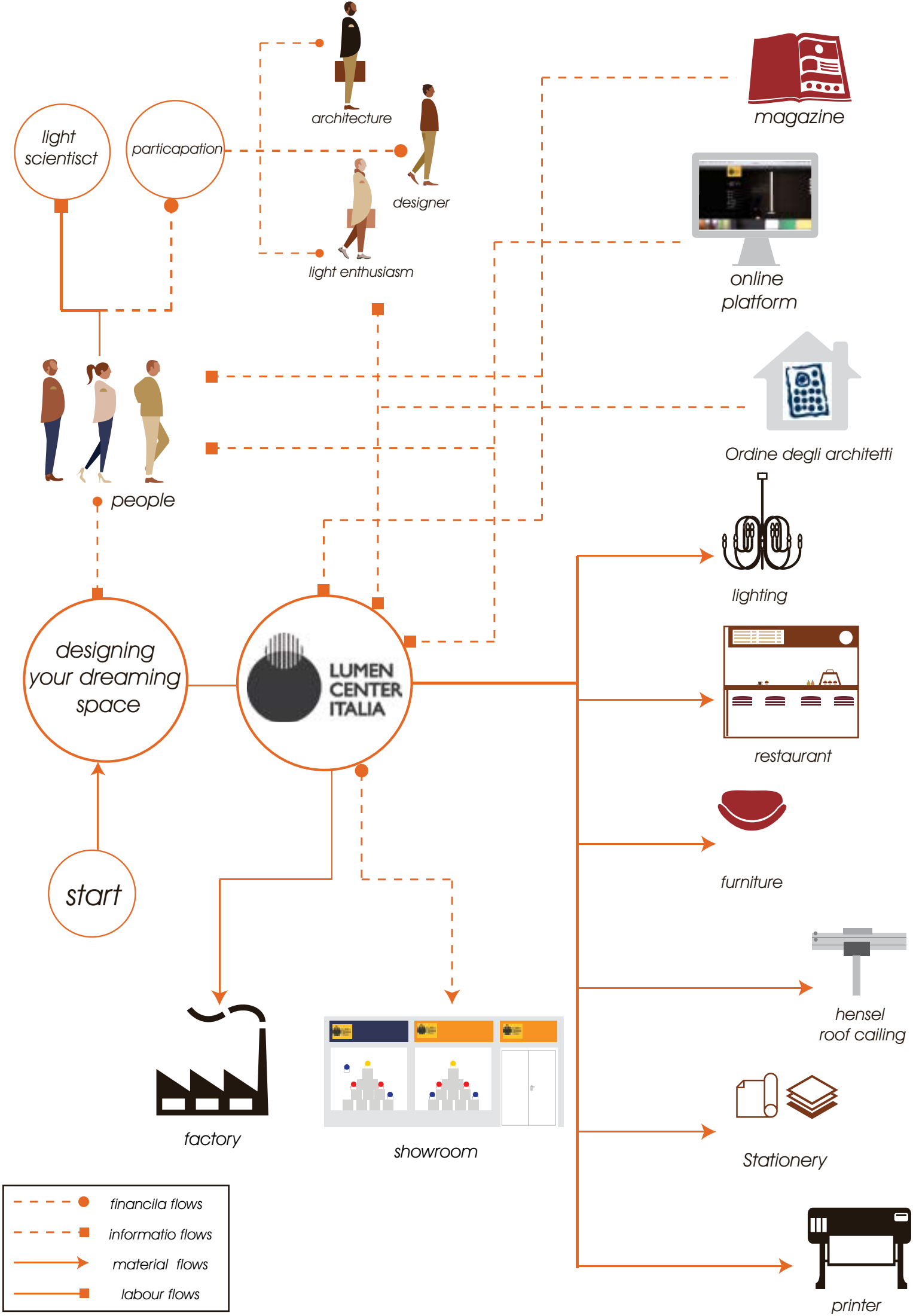


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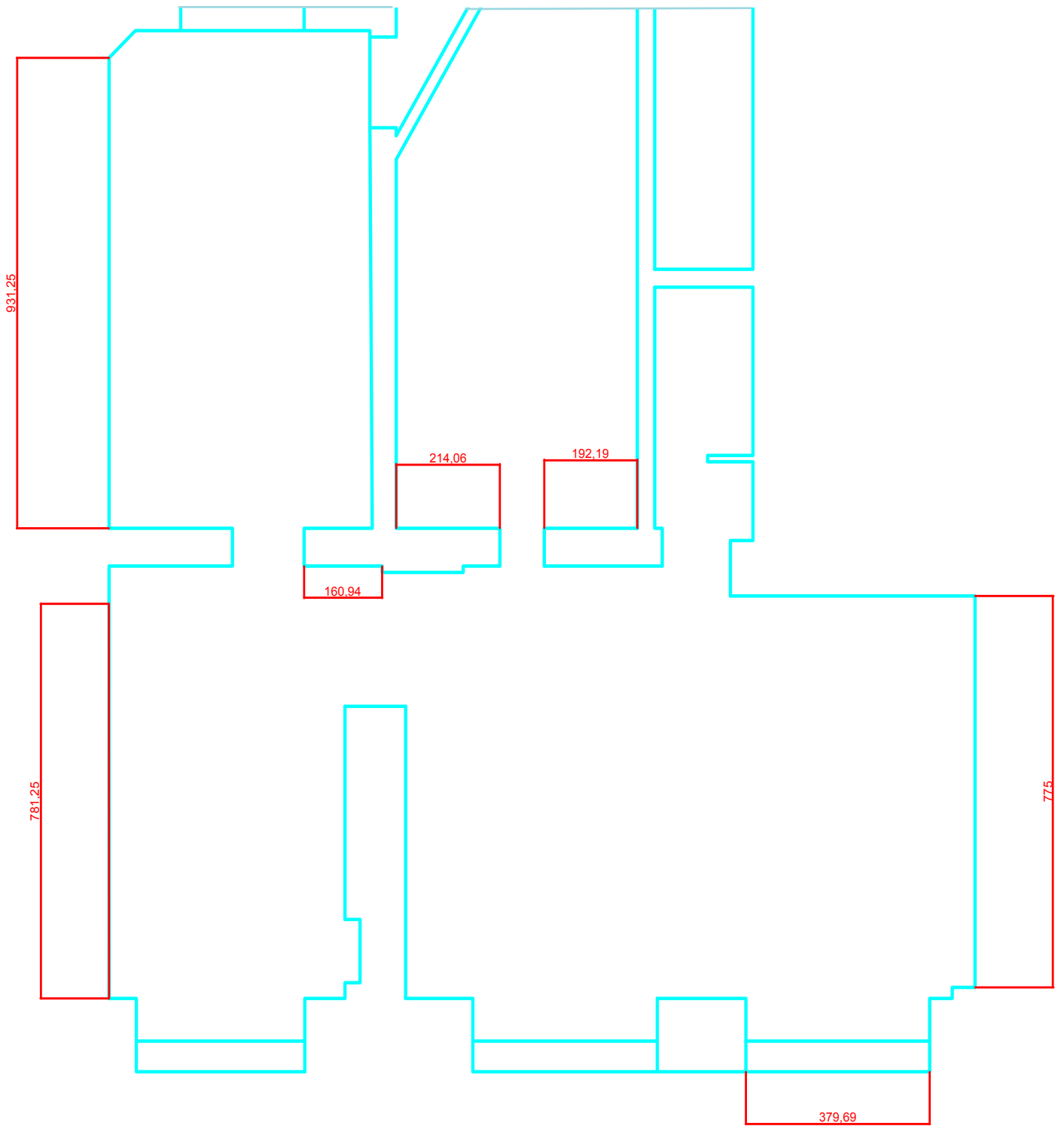
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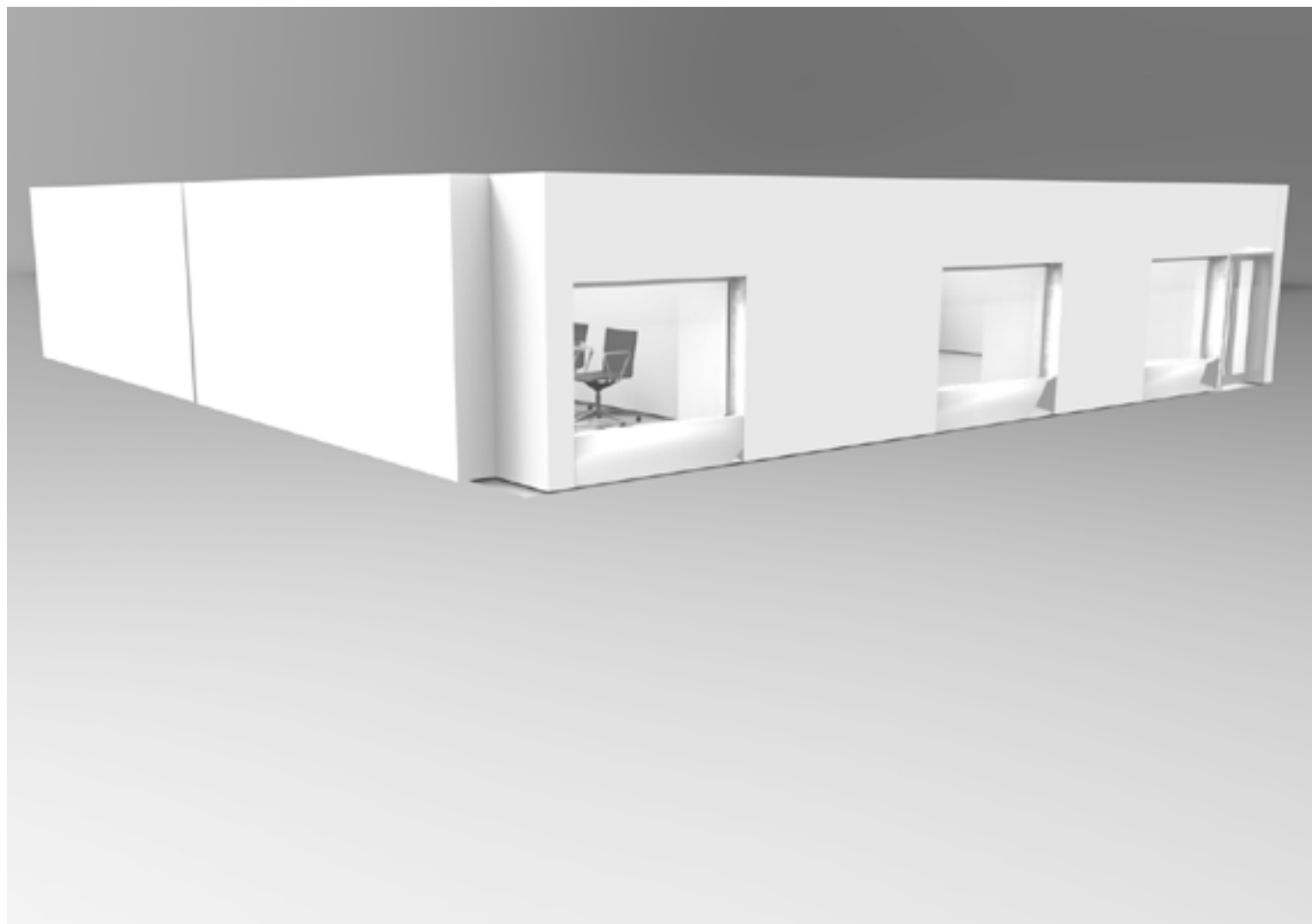
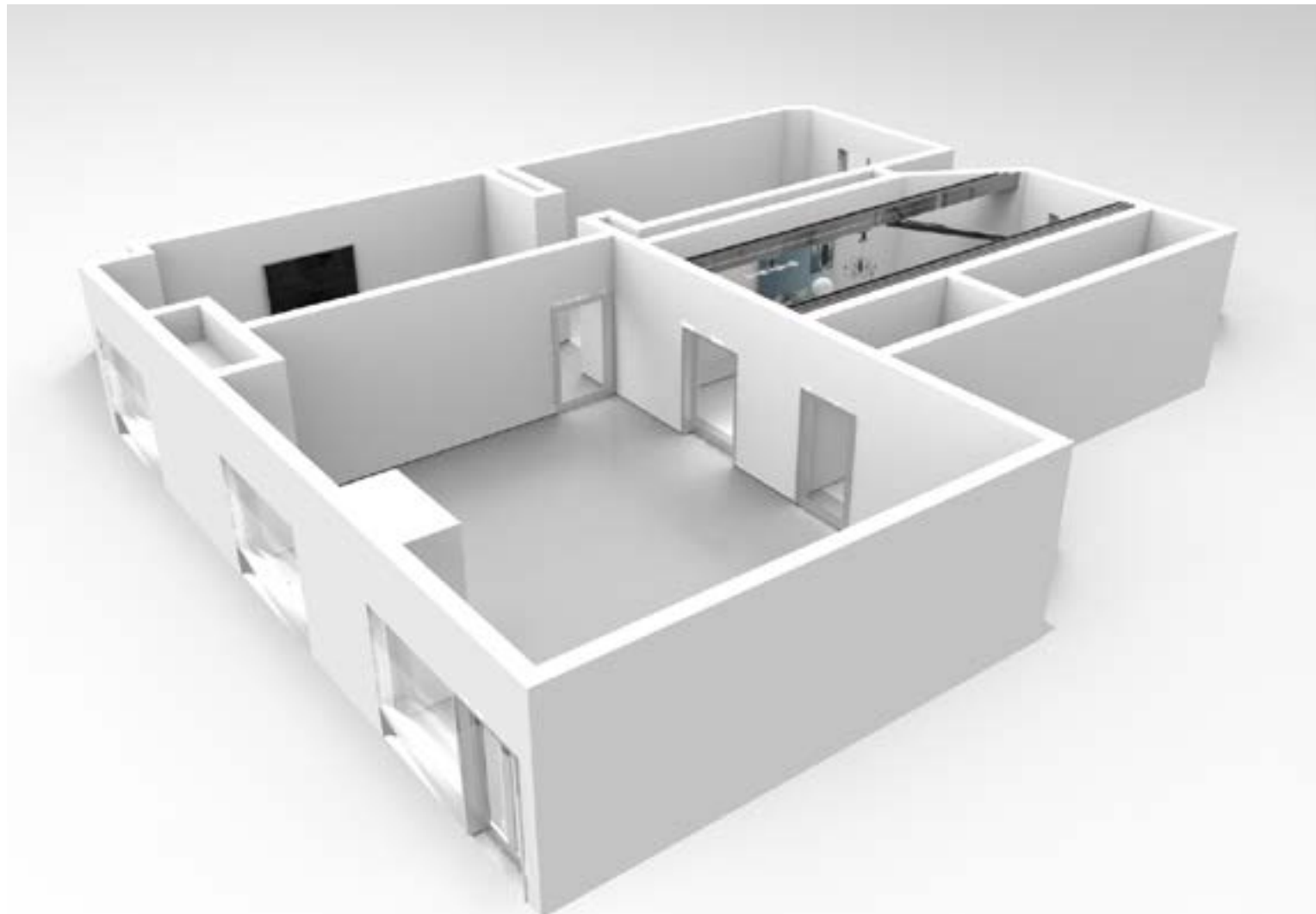
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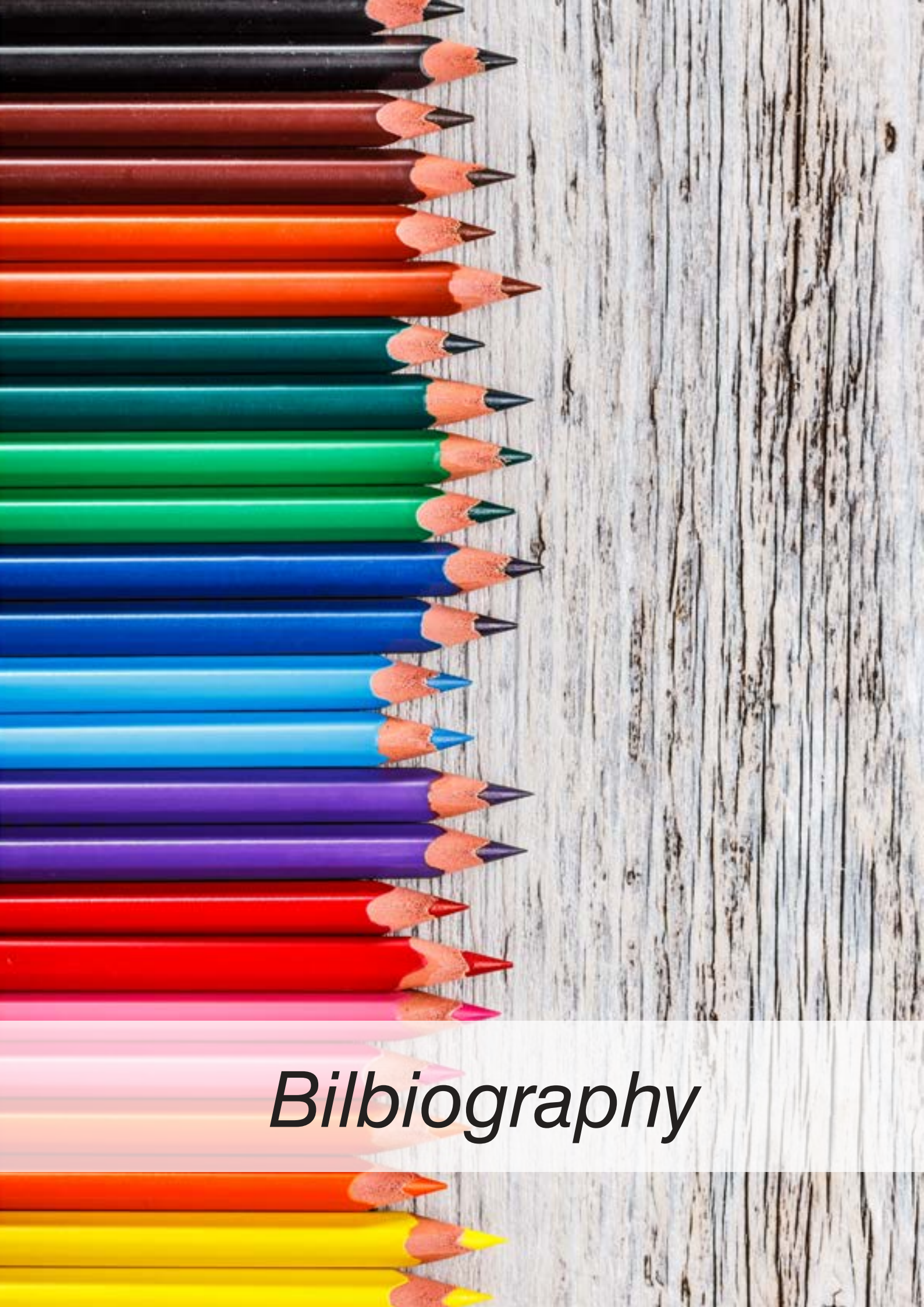












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