

iGuzzini illuminazione is a partner of Green Pea, the first Green Retail Park in the world

Turin, 11 December 2020 - iGuzzini illuminazione, international leader in the architectural lighting sector, is a Partner of Green Pea, the first Green Retail Park in the world dedicated to the theme of Respect of Nature and the Farinetti family's third business project, after UniEuro and Eataly.

Green Pea is housed in the 15,000 square meters Turin building designed by architects Cristiana Catino (ACC Naturale Architettura) and Carlo Grometto (Blue Architects Associates Shop) and, for the Mechanical Engineering, by the engineer Gabriele Gerbi (SAPI studio). Green Pea hosts 66 shops, a museum, 3 restaurants, a swimming pool, a spa and a club dedicated to Creative Leisure. In total, 72 places where you can discover products designed to be long-lasting and which can be reused or recycled when they reach the end of their lives. It is on the basis of these conditions that Green Pea has also chosen as its Partner iGuzzini, which inspires its work on the principles of sustainable development.

"The partnership with Green Pea is a source of pride for iGuzzini because it testifies our commitment to sustainable and responsible company development in order to protect the environment and people. The opportunity to take part in this project strengthens our collaboration with the Farinetti family, started in 2007 with Eataly, with whom we share the desire to put people and the quality of their life at the center." **declared Massimiliano Guzzini, Vice President and CMO of iGuzzini illuminazione.**

The culture of light as an element of social innovation is the distinctive element of iGuzzini, which is present on the first floor of the Green Pea building with *The Light Experience*, the place where visitors can touch the perfection of iGuzzini light. The space, inspired by the pure geometries and warm and uniform colors of metaphysical painting, shows outdoor and indoor applications of iGuzzini luminaires ideal for Retail, Office and above all Hospitality & Living applications, with the aim of inspiring architects, lighting designers and private individuals in designing and enjoying light. More than 25 individual lighting scenes, lasting a total of 7 minutes, accompany visitors in a multisensory discovery of countless application possibilities and lighting effects, achievable thanks to innovative solutions designed to enhance people's experience in different spaces, while maintaining high visual comfort and perfect integration into architecture.

iGuzzini has illuminated other indoor spaces in the Green Pea building. In particular, *Palco* spotlights with DALI control system, installed on mains voltage tracks and characterized by high color rendering, illuminate some Main Partners' stands located on the ground floor, including those of FCA and Iren - for which high-visual-comfort *View* DALI spotlights were also used -, and some corners located on the second and third floors. The miniaturized

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Laser Blade XS and *Palco* luminaires on Low Voltage track with DALI technology, on the other hand, provide general and precise lighting for the products displayed in many of the Partner spaces located on the first floor, where a special version of *Palco* spotlights (with Tunable White technology capable of restoring the dynamism of white light) was also used for the display area of materials and windows intended for the Contract. In addition, outside the structure, pole-mounted *MaxiWoody* floodlights illuminate the pedestrian areas uniformly in formal continuity with the fixtures used to illuminate the exterior of Eataly Torino Lingotto, the first Eataly store in the world.

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Founded in 1959, **iGuzzini illuminazione** is an international leader in the field of architectural lighting with around 1,450 employees. The company is dedicated to the study, design and production of smart indoor and outdoor lighting systems in collaboration with the best architects, lighting designers, designers and research centres from all over the world. Based in Recanati (Italy), it operates in over 20 countries spread across five continents. iGuzzini uses light to improve the relationship between human beings and the environment, through research, industry, technology and knowledge, in places of culture, work, retail, cities, infrastructure and hospitality & living. Consolidated revenues in 2019 amounted to €237.7 million. As of 2019 iGuzzini is part of the Fagerhult Group. For further information: www.iguzzini.com.

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