

Come creare emozione con le luci valorizzando il prodotto:
il **LIGHTING DESIGN** del punto vendita di ottica

Lucia Chrometzka (Business Designer) dialoga con Lisa Marchesi (Lighting Designer)

LIGHTING DESIGN E IL PROGETTO

Infinito, Davide Groppi







LIGHTING DESIGN E IL RETAIL

Cartier Flagship Geneva, Lasvit



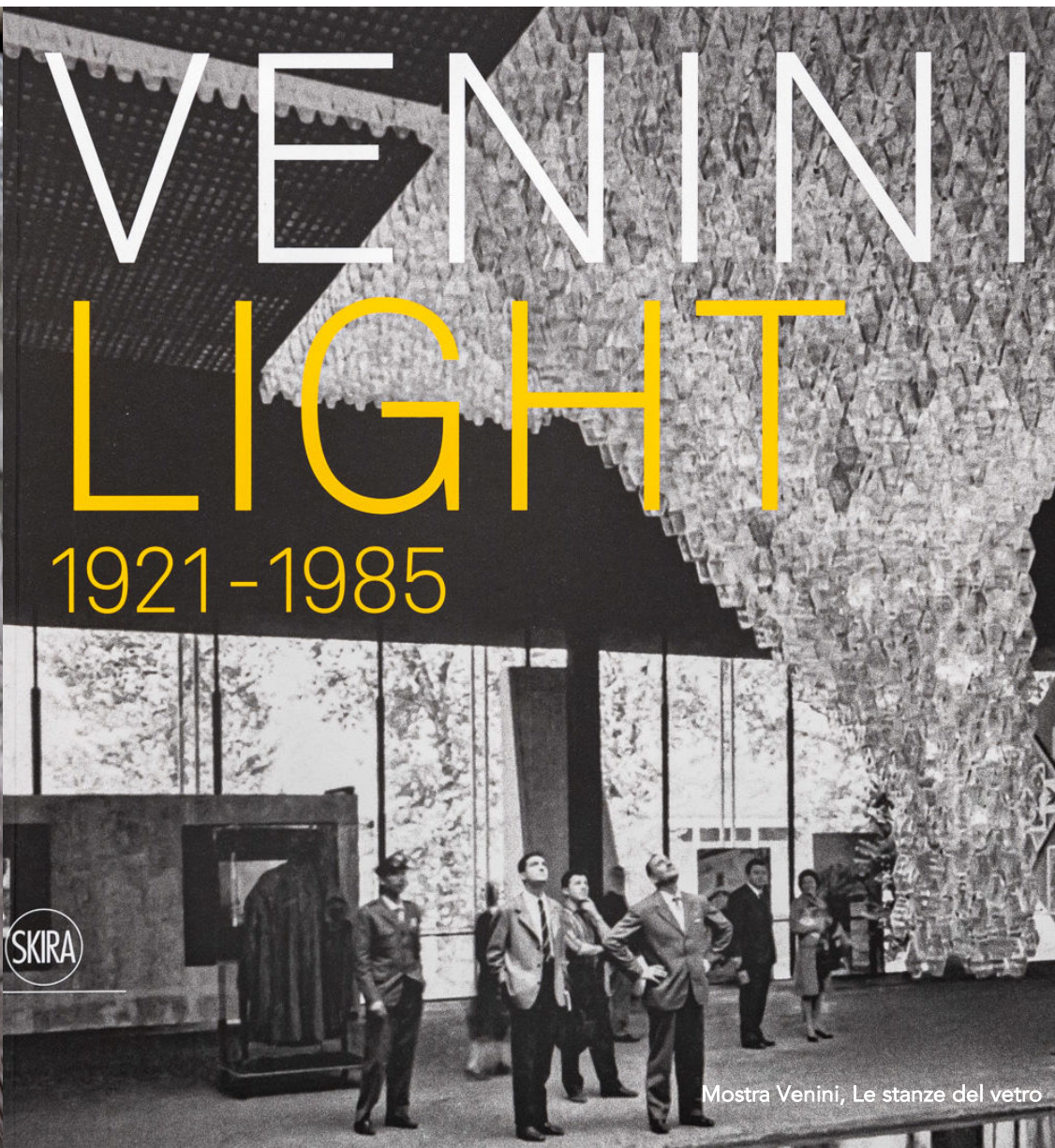




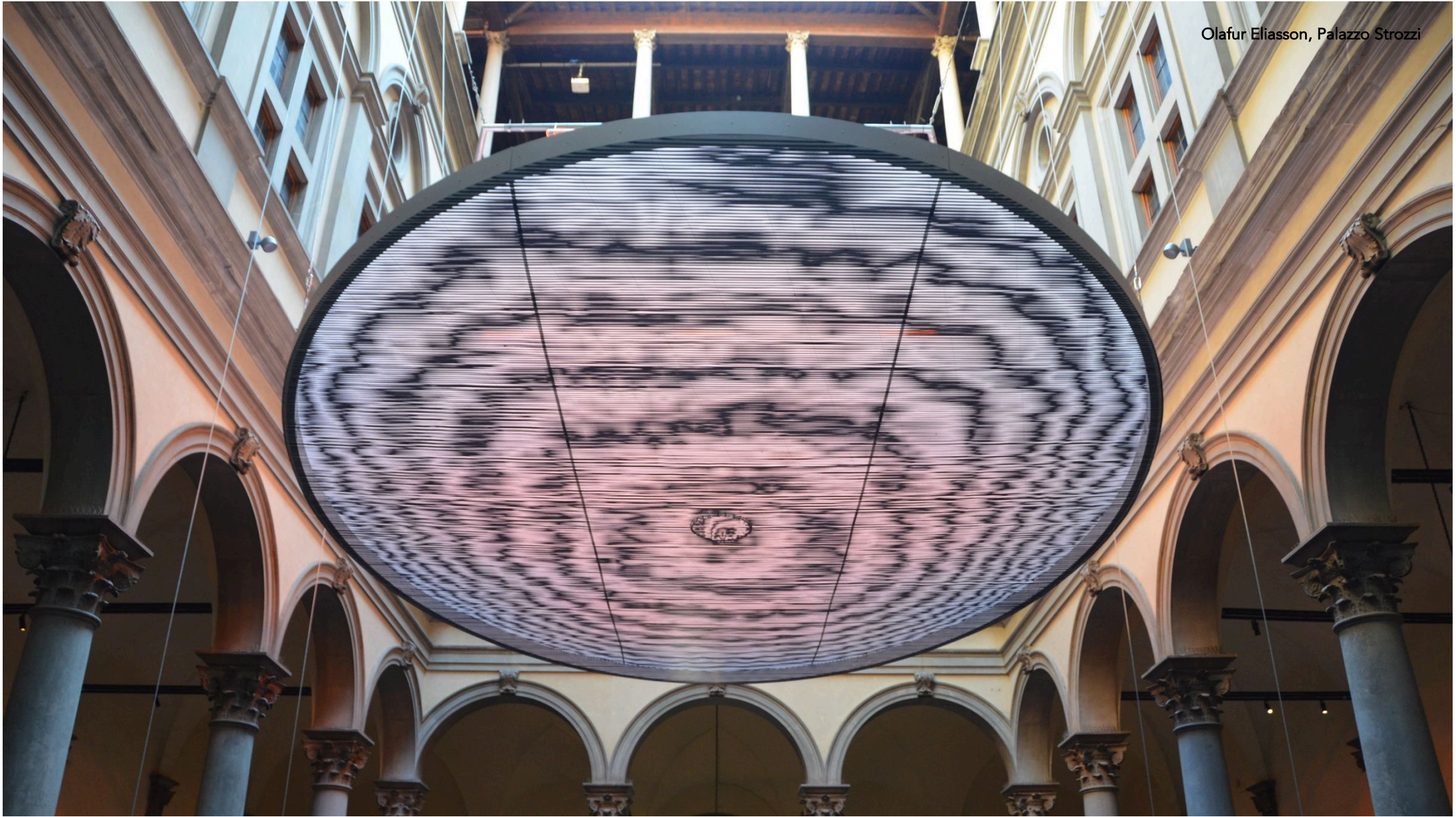


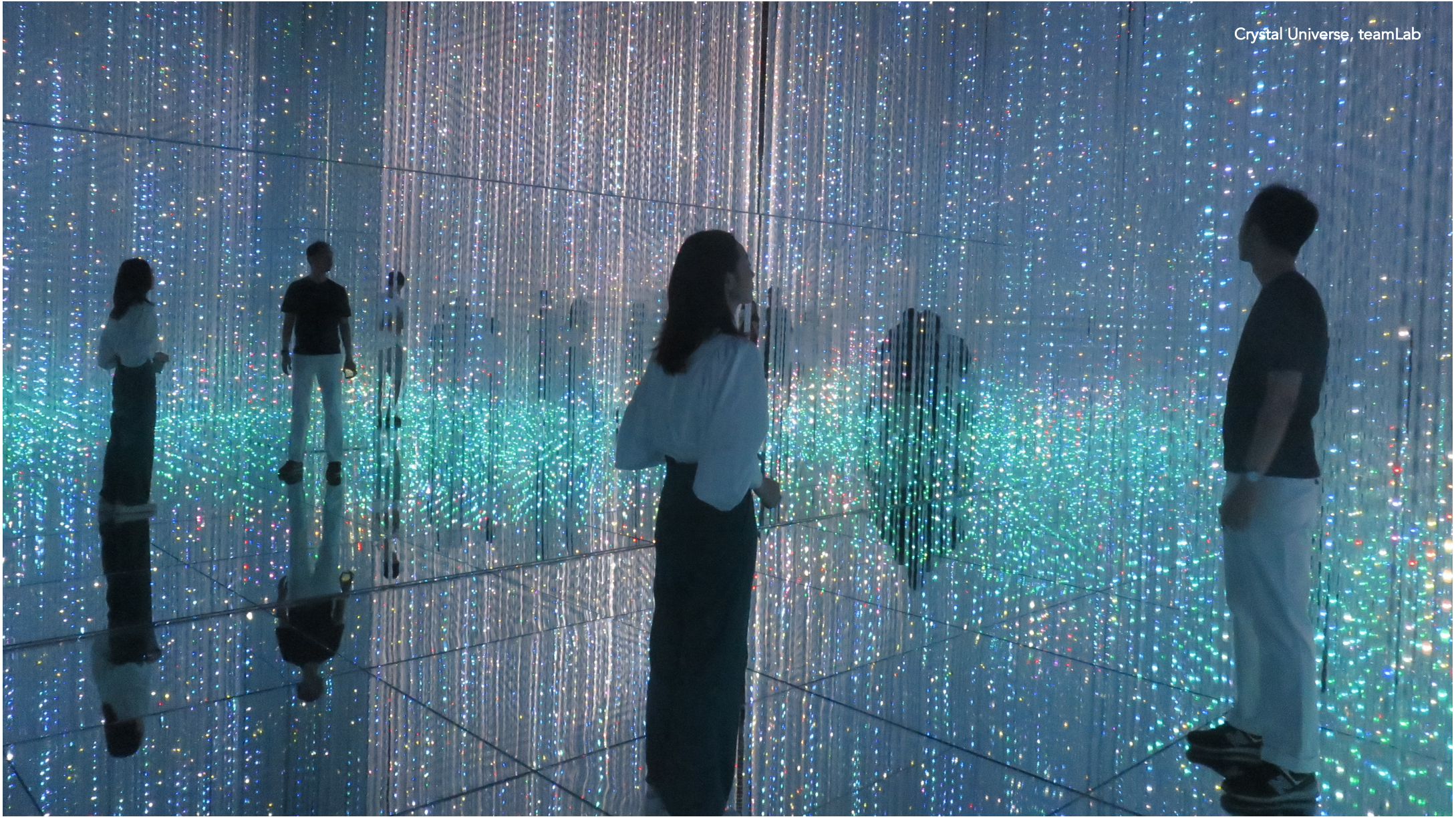
Dior Showroom av. Montaigne, Peter Marino

LIGHTING DESIGN E L'EMOZIONE



Olafur Eliasson, Palazzo Strozzi







DMJX

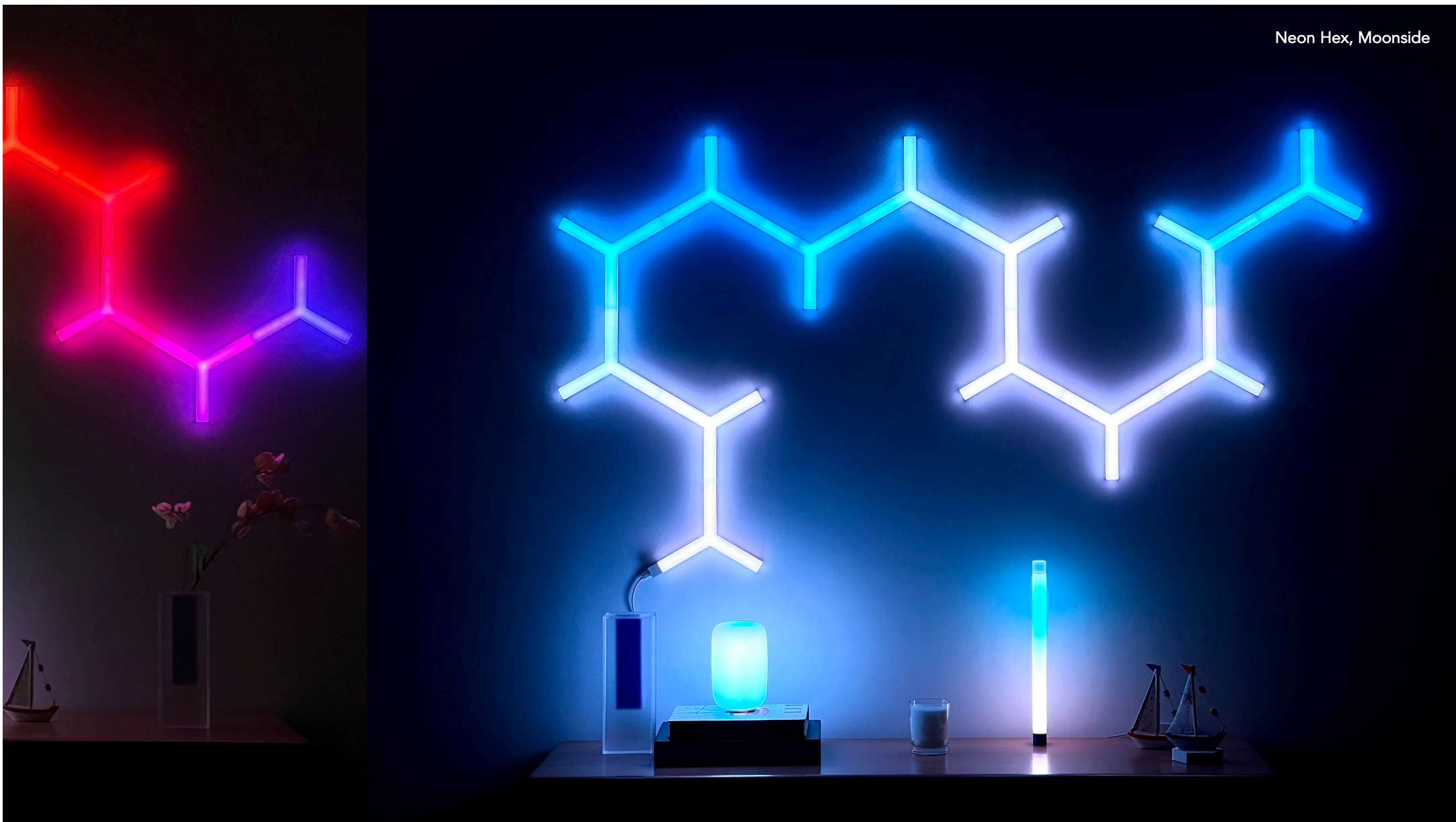
DMJX Campus, Pipilotti Rist



Smart Light, Philips Hue



Neon Hex, Moonside



LIGHTING DESIGN E IL FUTURO





Bolon Eyewear, Shanghai

Viu Flagship, Zurigo





MYKITA
THE MODERN MANUFACTORY



Mykita Shop, Barcelona

Lucia
Chrometzka

Business Design,
Trend Forecasting and
Strategic Innovation,
Milan

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