

June 2020
Press release

EMBARGOED UNTIL FRIDAY 12th JUNE 2020

*Studio Italia Design rebrands to Lodes
to mark its 70th anniversary*

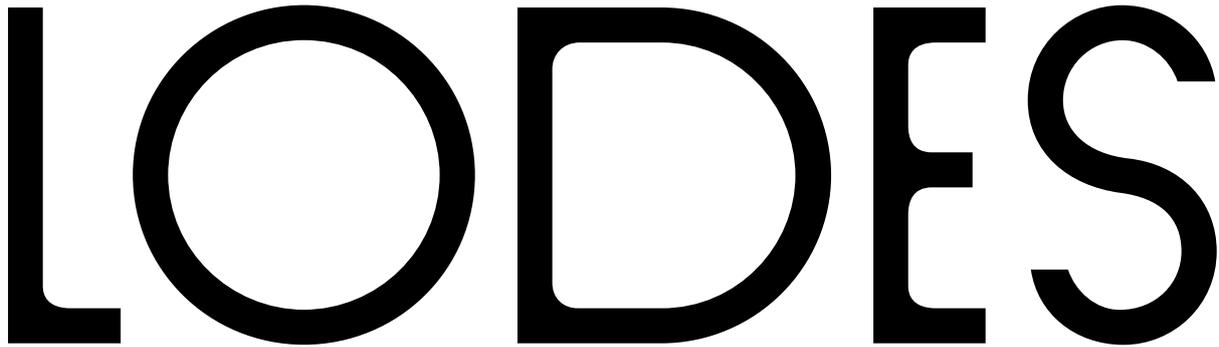


Jefferson by Luca Nichetto © Studio Italia Design

The long-established decorative lighting company Studio Italia Design has announced its rebrand to **Lodes**. The rebrand signals an important new phase in the evolution of the Venetian company, whilst marking a major milestone for the brand on the occasion of its 70th anniversary.

The official unveiling of the new brand will take place on Monday 15th June 2020 (12pm BST; 13h CET) with a virtual talk featuring Massimiliano Tosetto, General Manager of Lodes; Luca Nichetto, Design Curator; Béatrice Ferrari, Founder of Synesia; and Valerio Tamagnini, Co-founder and Creative Director of Studio Blanco. Live-streamed through the Fuorisalone TV platform, and also available on demand until the end of September, the discussion will be moderated by the journalist Elisa Massoni and will explore the inspiration of the new visual identity as well as the process behind its conception.

In 1950 Angelo Tosetto founded a lighting company in Venice, the heart of Italy's glassmaking region. At that time the company produced artistic lamps in Murano glass. In 1985, the brand adopted a more contemporary design-focused approach and in 1997, it officially became Studio Italia Design. Today, as part of a strategic vision led by General Manager Massimiliano Tosetto, the third generation of the Tosetto family, the rebrand to Lodes heralds a new era of contemporary design celebrating the company's principles: *Made in Italy* essence, craftsmanship excellence, relationships, research and development, and technological innovation.



Lodes logo © Studio Italia Design

Lodes reflects the brand's refreshed approach to manufacturing innovation and contemporary design consolidating the company's commitment to distinctive decorative design, continuous development and experimentation. Balancing technical know-how and creativity, the new brand aims to place innovation and design at the centre of the creative process, a brand ethos that was initiated with the appointment of Luca Nichetto as the company's Design Curator and the development of some of the company's latest creations, such as the Jefferson lamp.

Massimiliano Tosetto, General Manager of Lodes said: *"Lighting is an integral part of the Tosetto family heritage. We have been designing with light for seven decades and our aim is to continue to study and learn from light to create innovative and inspirational lighting for any atmosphere and environment. Our new brand encapsulates the evolution of our company into an international leader in the lighting design industry for interiors and for outside spaces."*

"During the recent lockdown, due to the rapid spread of COVID-19 in our communities, the spaces we live in became central to our lives more so than ever before. With the emphasis on what makes our environments not only safe but also in tune with our wellbeing and comfort, the 'new normal' will also embrace the pieces we choose to live with and what can enhance the feeling of contentment in difficult times. We wish for Lodes to be part of these changes to our lives and view this unprecedented experience as a period of learning."

Luca Nichetto, Design Curator of Lodes said: *"As the Design Curator, evolving the creative process of Lodes through product innovation has been one of my main aspirations. Italian design has always made*

emotion one of its main components, creating a sort of ‘affection’ in the user. The products we are launching today emphasise this need to further expand on the relationship between products and users by blending form and function.

Today’s design requires a seamless integration of interaction and technological performance to create pieces that not only are aesthetically pleasing, but also serve a function and create a connection.”

To mark the unveiling of the new brand, Lodes will launch its website (lodes.com) on June 15. Sophisticated graphics, intuitive navigation and a powerful search engine will facilitate the interaction with consumers, retailers and the creative industry. With a presence in 90 markets, the newly launched site will also be available in seven languages.

– Ends –

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Notes to Editors

About Lodes

Balancing technical know-how and the best Made in Italy design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

Originating in founder Angelo Tosetto's passion for glass and informed by continuous technological research, the company has evolved into one of Europe’s leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant architectural solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques.