## umbrella comunicare design



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## IDOGI MASTERPIECES FROM ITALY

Outstanding works that captivate our imagination amidst the magical reflections of blown glass, the vibrant transparencies of crystal, the sparkle of a myriad of lights.

A spell that combines ancient art, technical skills and technological expertise: the works of iDOGI are architectures of light rich in composition and impressive in size, brought to life by the lighting concealed within, making them the focus of the spaces they inhabit.

There are thousands of Murano-blown glass decorations that, together with crystal pieces, make up these spectacular sculptures. Each one is unique: chandeliers, tables, partitions, balustrades, mirrors, and door portals – all designed and then created especially for the world's most exclusive contexts.

There is the 'Meridies' chandelier, which graces the main hall of the London palace from which Churchill directed the operations of World War II; there are the 'Versailles' balustrades which the heirs of Mukesh Ambani, the Indian tycoon, have smoothed while descending the stairs at their weddings, most recently the bride of his son Anant on the day of the recent pre-wedding party. And then there are the palaces of a thousand and one nights, princely mansions, and penthouses in global cities: the creations of iDOGI enter these sumptuous residences, bringing together the best international manufacturers, ambassadors of Italian excellence.

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## Unique, special and exclusive items

iDOGI's iconic chandeliers represent a celebration of Venetian art glass and tell the whole story of the decorative heritage typical of this tradition: bossettes, pastorals, gardens, cravats, and cups are combined, alternated, and multiplied in infinite arrangements.

Styles turn eclectic with Deco inspirations, blossom into floral bursts, bring Ancient Greek ornamental motifs back to life, and make us dream by interpreting cosmology. As well as the *Rezzonico* classics, iDOGI presents chandeliers, wall lamps and flambeau where glass and crystal are combined to create unique patterns and are adorned with new textures with surprising effects.

Creativity and expertise are also embodied in majestic tables, imposing balustrades, luxurious mirrors, important friezes and frames to adorn doors, precious bookcases and surprising partition systems that always magically encapsulate light.

The company's technical and design department cooperates constantly with international architects and interior designers for illustrious international clients, building long-lasting relationships of trust. All works are either custom-made: they start from previous projects that are then customised; or tailor-made: designed from scratch specifically for the client.

## Masterpieces of Italian quality and style

Ceiling chandeliers can span many tiers reaching more than 20 metres in height, and have many arms, with diameters of up to 8 metres; and of course have literally hundreds of light points. Despite their weight and structural complexity they appear to float in the air, thanks to engineering miracles and optical devices that grant visual harmony.

A blend of creativity and craftsmanship where the ancient processes of Venetian glass making, such as gold leaf, are brought into the present by experimenting with forms and colours, combined with the very latest lighting technologies.

All parts and technical solutions are designed in-house to make the structures light sources invisible (while keeping them accessible for maintenance), achieving totally natural and uniform light diffusion.

From the design stage to the first on-site lighting up, some works can even take years to complete, with thousands of hours taken to develop the project: the production of all the different parts through to final assembly, followed by rigorous quality control. Last but not least is the packaging phase, which is particularly time-consuming, delicate and complex process requiring absolute precision in every step to achieve the perfectly created masterpiece.

iDOGI is exhibiting at the fair with two spaces: at the Salone del Mobile/Pavilion 15, the remarkable works take you on a breathtaking journey that starts in Venice and conjures up new, fabulous worlds; and at the Salone del Bagno/Pavilion 10, visitors are greeted by a scenic spa that amazes and enchants.

Hall 15 Stand C14-C16 Hall 10 Stand D19