

MASIERO

MASIERO at High Point Market

MASIERO, an Italian high-end lighting company, continues its brand consolidation strategy and its promotion of new collections and iconic items on international markets by participating for the first time in High Point Market (22-26 October 2022), a leading furniture show in the United States, through its subsidiary MASIERO USA LTD.

Masiero, a company from the Treviso area of Italy, with headquarters and production facilities in Casale sul Sile, is achieving major successes on the international market by consolidating its expansion strategy at the European level, while also focusing increasingly on emerging markets. The key factors of its success lie not only in the quality of its products, achieved through advanced production techniques and craft-like care in the processing of materials and finishes, but also through a highly efficient service and advanced product customisation.

“Bespoke” projects are one of Masiero’s greatest strengths, with every phase of the creative process being conducted internally through the intellectual genius and workmanship of over 40 professionals who take care of every stage of production. A state-of-the-art workshop and paint shop are concerned with designing and constructing metal structures, assembling components, painting and decorating, developing electrics, and testing products.

A further element of success is the focus on two key product-related issues: certification and sustainability. Last year Masiero began investing considerably in certifying all of its products in order to meet the various electrical standards required by the different markets it serves.

With regard to raw materials, the company chooses suppliers who offer products and components with environmental sustainability certifications (FSC wood, resulting from responsible, sustainable production), as well as, of course, designing lamps that are repairable, and therefore can enjoy a longer lifespan, with clear advantages for the environment.

Through tailor-made designs and a broad spectrum of deliberately cross-cutting collections, Masiero’s global approach to lighting provides solutions for different types of spaces.

Suitable for anything ranging from large hotel lobbies, lounge rooms, restaurant halls, bar counters and libraries to cosier ambiances such as waiting rooms and hotel rooms, Masiero's eclectic collections offer a diverse array of contemporary, neoclassical and classical solutions.

At the autumn edition of High Point Market, Masiero will be showcasing some of its most representative models in terms of materials and design, alongside the latest collections, Posy and Iglù, premièred at Milan Design Week in June 2022.

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Iglù (2022, designed by Oriano Favaretto): a collection of harmonious compositions of metal spheres suspended in mid-air. These fixtures diffuse the light through a protective wire mesh, turning the spheres into true jewels of light. The source is a LED embedded in each sphere, which projects regular patterns onto the surfaces.



Posy (2022, designed by Sara Moroni): a very personal, visually striking yet elegantly minimalist bouquet of light. A brass bar structure in a sleek, brushed galvanic finish supports one or more opal glass diffusers. The collection comes in a wide range of designs, shapes and sizes, including single and multiple suspensions or flower-like bunches.



Horo (2021, designed by Pierre Gonalons): great decorative all-rounders, for a collection of ceiling, floor, wall and table lights. A golden metal structure contains a disc of prism-effect glass with a distinctive diamond finish or alternatively of striking marbled-effect glass. In 2021, Horo was honoured with the Good Design Award, a prestigious international award, in the lighting design category.



Vegas (2021, designed by Marc Sadler): inspired by Las Vegas architecture, this is a “Timeless Classic” collection of striking suspension lamps, combining the classicist, geometric style of large Art Deco lamps with a more contemporary pairing of glass and metal via the most advanced craftsmanship methods. Thick glass is subjected to a particular heat process that deliberately deforms the pieces, resulting in exquisite strips of extremely similar but non-identical glass featuring trapped air bubbles – just like the works of the great master glassmakers – giving each lamp an evocative charm of its own.



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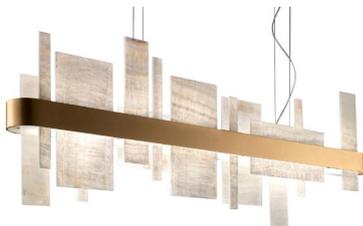
Nappe (designed by Marco Zito): original suspension lamps offering a contemporary take on tassels, traditionally a decorative element of curtain ties. The project comprises 10 variously shaped metal elements and trims that can be combined together to produce compositions with three, five or ten light sources, arranged in a line, circle or rectangle.



Sound (designed by Giovanni Battista Gianola): a family of stylish lamps that diffuse light through slender metal rings encasing a double circular diffuser in white, blown, silkscreened glass. The fixtures come in striking multiple suspension versions, but also as floor, wall and table lamps, available either in a brilliant brushed gold finish or in an elegant two-tone variant in brushed brass and matte black.



Honicè (designed by Oriano Favaretto): variously sized rectangular slabs of translucent onyx marble, the *marmor alabastrum* of the ancient Latins, rich in veins and set in a suspended frame of matte gold metal. A LED light source allows the light to filter through the polished onyx diffuser, enhancing the beauty of the surface and its timeless elegance.



Olà (designed by Masiero Lab): first designed more than ten years ago by the Masiero creative laboratory, the simple round or oval structure in painted metal of these fixtures contrasts with the luxurious cascade of pendants in coloured glass or transparent crystals, making the Olà family of lamps one of the brand's best and longest selling collections.



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EVA (designed by Masiero Lab): an evolution, in terms of design and materials, of the classic chandelier, here featuring a polyurethane and resin structure and aluminium shades.



Palm (designed by Mammini Candido): an original modular system of wall lights in the shape of a fan or stylised leaf to be arranged at will. These lamps can be used to form veritable wall decorations due to the extensive range of materials – such as gold leaf, faux leather, fabric and wood – in which the slender metal structure can be coated.

