

MASIERO

Stupor Mundi

Studio NOOII project
Fuorisalone 7-13 April 2025
Brera Design District

Masiero Showroom

Via Statuto, 16

This is the first Fuorisalone in Masiero's new Milan-based showroom opened in late 2024: two shop windows overlooking Via Statuto 16, consolidating the brand's positioning in the world of luxury design and revealing the business culture and quality lighting of the Treviso-based brand in over 40 years of history.

For Milan Design Week 2025, the showroom has been renovated with a new exhibition layout entitled "Stupor Mundi". Drawing the eye right from the shop windows and inviting visitors to explore the interior, "Stupor Mundi" describes the vision of a brand known for its cross-cutting collections in the international world of luxury designer lighting.

The spectacular garden-window installation delivers a truly striking effect with its large, suspended luminous sculptures: 3 variously-shaped Nappe XL lamps with golden detailing, especially hand-decorated with a particular floral motif that deliberately merges and blends with a floral backdrop.

The interior, marked by different combinations of coatings and colours, has been meticulously designed to direct the attention to areas of interest and to highlight the lighting collections on display. The result is an environment that is simple yet lively, relaxing yet eclectic, while at all times keeping the focus on the essence of the exhibition: light.

The indoor exhibition is dedicated to the **new 2025 collections**, with "**Bōzu**" by **Signorotto + Partners** and "**Nappe pelle**" by **Marzo Zito** standing out on the central mobile structure with niches. Along the perimeter walls are displayed the suspension lamps "**Lustralis**" by **MasieroLab** and "**Girouette**" by **Pierre Gonalons**—his second collection for Masiero, after "Horo".

Some collections are presented on bases, with background panels coated in fabric or corrugated material to create a sinuous vertical effect, in combination with the earth-to-sky cylinders that close the shop windows from the inside. Parquet flooring and wainscoting in the light-toned meeting corner provide a consistent visual experience for visitors moving through the space.

The entire showroom is populated by Masiero's cross-cutting lighting proposals, enriched yearly by collaborations with established designers: "Sound" by Giovanni Battista Gianola, "Visio" by Nava + Arosio, "Honicè" by Oriano Favaretto, "Cordea" by Favaretto&Partners, "Horo" by Pierre Gonalons, "Luppiter" by Marco Zito and "Ola" by Masiero Lab, as well as some luminous sculptures from the Atelier line, such as the "Aqaba" chandelier, the "Raqam" system and the monumental "Vegas", the last two designed by Marc Sadler.

The Masiero showroom reflects the identity of the brand, characterised by a constant dialogue between traditional and contemporary aesthetics, always in favour of an open exchange with designers, architects, interior decorators and customers and to drawing on the company's decades of know-how to study tailor-made lighting solutions for the residential and contract designer sectors.

Masiero, a high-end, all-Italian lighting group founded in the 1980s with headquarters in Treviso and branches in Shanghai and New York, is now in its second generation, headed by CEO Enrico Maria Masiero,

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MASIERO

whose focus lies in promoting excellence, internationalisation, technological innovation and a sustainable transition.

Today, the name Masiero is associated with the global production and distribution of lamps with an extraordinary decorative impact, sophisticated in their workmanship, cross-cutting in their style, and marked by countless customisation possibilities.

MATERIALS

You can download the materials from the new collections using the links below:

BÖZU by Signorotto + Partners

- Text > [Link](#)
- Images > [Link](#)

Nappe Pelle by Marco Zito

- Text > [Link](#)
- Images > [Link](#)

Lustralis by MasieroLab

- Text > [Link](#)
- Images > [Link](#)

Girouette by Pierre Gonalons

- Text > [Link](#)
- Images > [Link](#)

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