

Artemide reopens its renewed London showroom

A renewed space in the heart of the city dedicated to light, design and design culture

Artemide's long-standing London showroom at 106 Great Russell Street reopens fully renewed for London Design Festival 2026.

Set across two floors, the showroom is dedicated to professional lighting solutions and some of Artemide's most iconic design pieces, presenting the identity of the brand through light, design and innovation.

Located in the heart of London, just a few steps from the British Museum, the showroom is conceived as a place of encounter and dialogue with the international community of architects, designers, lighting designers and design professionals, as well as a space dedicated to clients.

The renewed setting highlights light as an element capable of transforming space and shaping experience. It presents the different perspectives of a broad and versatile collection designed to illuminate private and public spaces, indoors and outdoors.

The showroom becomes a reflection of Artemide's approach to design: a vision that brings together design, research, technology, sustainability and quality of light.

Artemide has always engaged with the world through international relationships, research and collaboration with those who design the spaces in which we live today and in the future. Its collections are the expression of these dialogues, bringing together different perspectives and approaches.

Following the vision of founder Ernesto Gismondi, Artemide combines creativity and rigour, knowledge and know-how, in a synthesis guided by environmental and social sustainability.

The London showroom is a space in which to experience light interpreted by leading Italian and international architects and designers, including BIG – Bjarke Ingels Group, Foster + Partners Industrial Design, Herzog & de Meuron, Giulia Foscari, Elemental, Neri&Hu, Gensler, Hassell, SOM, Michele De Lucchi, Mario Cucinella and Carlo Colombo, among the brand's most recent collaborators.

Artemide's light is designed in relation to space and to the wellbeing of the people who inhabit it, with careful attention to visual perception and energy use. Advanced optoelectronic solutions support increasingly high levels of efficiency.

Artemide's numerous patents connected with product development, together with international recognition for innovation and sustainability, reflect the company's future-oriented design approach. Artemide lighting solutions bring together innovation and long-established expertise in flexible and versatile systems designed to bring good light to every environment.

The renewal of the London space also confirms the importance of the city for Artemide and strengthens the brand's presence in one of the world's leading centres for architecture and design.

Alongside its collections and latest lighting solutions, 106 Great Russell Street is conceived as a place open to design and the exchange of knowledge: a space for professionals, meetings and future initiatives dedicated to the culture of light.

With the reopening of its London showroom, Artemide renews not only an exhibition space, but a reference point dedicated to the relationship between light, people and architecture.

Artemide London Showroom

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