

## NOT JUST DESIGN, SUSTAINABILITY IS THE PROTAGONIST OF FUORISALONE 2022: KDLN WILL PLANT A NEW TREE FOR EACH VISITOR TO ITS NEW FLAGSHIP STORE

*After two years full of successes for the leading international brand of decorative lighting, which last year alone had a turnover of 4.5 million euros, 2022 continues with positive results with the inauguration of the brand's first single-brand store. Stefano Bordone, KdlN's president, has clear ideas about the future: 'Environmental protection is the priority that guides our actions.' From this social responsibility, in full synergy with Design Week 2022, comes the green initiative that will take place during the showroom opening: a tree will be planted for each visitor to the store in collaboration with Eden Reforestation Projects. Bordone: 'The goal is to support the final goal of 50 billion trees.'*

*KdlN*, the leading international brand of decorative lighting, has chosen **Milan** for the opening of its **first flagship store**. Starting from **7 June** in **Viale Elvezia 6**, in the heart of **Design Week 2022**, an **exclusive space dedicated to the company's lighting products** will be inaugurated, a place where people will be able to **learn more about the brand** and schedule **dedicated consultancies of interior design focused on lighting**. **Stefano Bordone**, president of *KdlN*, has clear ideas on how to proceed: **'There are two development assets for the future of the brand: consolidating the success of the company and sensitizing customers and public opinion to the issues of energy consumption reduction and attention to sustainability.** At *KdlN* we consider **environmental protection** a **priority that guides our actions**: every day we work concretely, as a company with our designers and the whole team, to **preserve and improve the future of the next generations.**' From this **ethical and social responsibility**, in full synergy with the focus point of **Design Week 2022**, *KdlN* offers an **opportunity for sustainable reflection on environmental value**: the brand's installations will guide a **green dialogue** on the company's core values such as **energy consumption reduction, global reforestation, and ecosystem protection**. A journey that **will involve the visitor as the absolute protagonist**: for **each person who visits the KdlN space, a tree will be planted in their name in Kenya**, in collaboration with *Eden Reforestation Projects*. After the tree has actually been planted, **the person will receive a notice, so that they will know that a concrete action has been taken to protect the Planet**. **Bordone** is ambitious: 'The final goal we set for ourselves with *Eden Reforestation Projects*? Planting **50 billion trees.**'

The inauguration of the new flagship store will also be the setting for the exclusive premiere of the **new collection of KdlN lamps**, an **exciting and striking combination of design, research, and advanced technology**. **'Minimalist, rigorous, and graphic lines,'** said **Francesca Smiraglia**, a young designer who collaborates with *KdlN*, 'These are the guidelines of the trends of the next few years that have inspired my work for **Dala Linear.**' 'The customer is increasingly looking for **a meeting point between poetry and functionality,**' underlines **Chris Basias**, who will present the **Flow** and **Mitos** projects. Designer **Robert Dabi** has no doubts: **'LEDs, flexibility, and functionality.** But also **fashion, music, cinema**, the whole world of the arts suggests it: these are the new trends to follow. A challenge that I took up and translated into **Poise Floor** and **Ceiling: solid yet light lamps**, which can be moved to different environments and adapt to the surrounding environment.' According to the president of *KdlN*, **Stefano Bordone**, the **lighting trends** that will **revolutionize the future of lighting** will be different and stimulating and we will find them in the new *KdlN* collections: **'Green economy, sustainability, and technological innovation** aimed at optimizing a customer journey that is positive for our clients.'

Principles that are also the basis of **Spazio Elvezia** by *Kdl*n**, created by *storagemilano*, an **architecture and design** studio founded in **Milan** in **2002** by **Barbara Ghidoni, Marco Donati, and Michele Pasini**: 'The project for Spazio Elvezia aims to **physically transpose the presence of *Kdl*n** in the heart of the city of Milan**,' explained **Marco Donati**. 'The space is divided into two moments; in the first, the fulcrum is **material volumes**, of filing cabinets for the most iconic pieces of *Kdl*n**. In the adjacent room, an architectural readymade becomes the **scenic backstage** for a set-up that **comes to life during the week of Salone**, but that promises to **change shape and appearance, presenting itself as a continuous novelty**. The materiality of these new volumes is given by an alternation and deliberate **contrast of materials juxtaposed together**, from the rough finish of concrete to the translucency of honeycomb panels in fiberglass and the steel details, in a **continuous play between light and matter**.' Once again, the *Kdl*n** style takes concrete shape: poetry and functionality come together to offer the visitor and customer **a unique and memorable shopping experience**. Everything, as always, in the name of **sustainability**.

At a corporate level, the last **two years have been studded with successes for the Italian brand** which, in **2021** alone, had a turnover of **4.5 million euros**, marking **an important acceleration in the growth of its turnover**, with a **31% increase compared to 2020**, and **14% compared to the pre-pandemic levels of 2019**. A **trend** that also involved the **foreign market**, as shown by the **43% increase in 2021 compared to the previous year in over 70 countries in the world**, in addition to the **29% increase compared to 2019**, specifically referring to the performance in **North America, Asia, and the Middle East**. Figures that highlight *Kdl*n**'s strong vocation for **export**, which is today **75% of the total turnover**.

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International Press Office:  
**Espresso Communication Srl**  
Via Melette di Gallio 4, Monza  
T: +39 039 2720311  
info@espressocommunication.it  
espressocommunication.it