



VENICE - ITALY

### **Gaggio at Fuorisalone in Milan with Pyramid**

The appointment is from 14th to 19th April, Via Pontaccio 19 Milan.

In the marvellous setting of Brera Design District, nestled in the lively atmosphere of Fuorisalone 2015, you will be able to admire Pyramid, the parasol of multiple personality.

Result of the winning collaboration between Gaggio and studio Roberto Pamio + Partners, Pyramid belongs to the Design line and is developed based on a new and revolutionary patent concerning parasols made with back-lit rigid panels.

Many defined it an elegant furnishing lamp that turns into parasol, some others as a beautiful decor object, others as a light totem, while some view it as a splendid white fabric ready to be decorated and transformed into a work of art.

Pyramid is a professional of shadow and light, it covers many roles with great personality, it is protagonist of the space and always grasps the attention thanks to the elegant lines and unexpected harmony of shapes.

When open, it protects from the sun and rain, furnishing and sheltering the space below. The back-lit panels allow use also in the evening, without requiring any additional lighting fixtures.

When closed, it changes its function and turns into a decor lamp with a refined design.

The back-lit rigid panels are totally customisable internally and externally, turning Pyramid into a palette for artists and at the same time, a winning marketing tool.

From ancient-time shapes, we invented the parasol of the future!