

The DRYLIGHT® roadshow goes on after the Milan showcase

Masiero, the Veneto based leader in decorative lighting is currently presenting its latest creation, DRYLIGHT®, a Venetian style outdoor chandelier, to the European furnishing market in an event-packed roadshow.

The roadshow began on the 8th May in Vilnius and has also visited Forlì, Brussels and Cosenza. The tour's packed schedule could certainly not omit a visit to Milan! So the Italian design capital welcomed *DRYLIGHT*, the revolutionary new idea for outdoor lighting, on the 17th June.

The highly innovative Drylight system is the result of years of research. Its key features are total impermeability, unbreakability and light weight.

"It has taken us two years and significant resources to develop DRYLIGHT," explains CEO Enrico Maria Masiero. "The design is based on one of my own ideas and is inspired by our desire to develop innovative products that will allow us to grow and penetrate new markets."

I am particularly proud to see the enthusiasm with which DRYLIGHT has been welcomed by our key account customers around the world. That is why we decided to organise this roadshow to present Drylight at their own showrooms."

The undisputed star of the roadshow's Milanese event, hosted by the Garibaldi 99 showrooms, has been a chandelier from the *DRYLIGHT* collection displayed, as on all stages of the long tour, immersed in an aquarium to demonstrate its impermeability.

Another date in June worth noting is the 19th, when the roadshow visits Ragusa and London. After that, it moves on to Poland in the first week of June, where it will tour the country's major cities. On the 3rd July, the show will also visit Vienna and the elegant Italian town of Forte dei Marmi.