

THE ART OF
DESIGN

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THE TRUE NATURE OF DESIGN: HORM PRESENTS THE AIRA LAMP DESIGNED BY MARCANTONIO

Horm, a leading luxury furniture company that has been combining international aesthetics with influences from the world of art and culture since 1989 to create luxury designer furniture, brings the style and elegance of a timeless Made in Italy design into residential spaces, telling the true nature of design.

Exhibited "in a whisper" at Marmomac 2022, was officially presented by Horm for Salone Internazionale del Mobile 2023, the Aira lamp by Marcantonio: with Aira by Horm, Nature enters homes and gives a new image of Beauty, breaking the classic patterns of luxury.

"In many cultures, the branch of a tree is always loaded with very important symbolic values related to Nature, man, and spirituality. The idea of turning a branch into a light source stems from the desire to amplify this positive valence and create a functional object that at the same time can act as a stimulus for the soul," says the designer.

The tree in mythology, religions, and common knowledge represents the symbol of life, the world, and knowledge.

For the Celts, the tree branches represent the web of life and its knots the events that mark it: just like the tree, humans must face numerous obstacles in their daily lives and overcome them in order to grow, to improve.

Marcantonio is an artist before he is a designer: objects must dialogue with people, communicate, not just be designed for a function.



Thus the artist/designer investigates the relationship between humans and their environment, questioning the concept of what is original.

The Aira lamp breaks into the domestic walls and resonates with the deepest part of the individual; it becomes a symbolic representation that allows one to connect with the archetypes and spiritual energies proper to the natural world, proving to be a source of stimulation for human imagination and knowledge.



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