

November 2nd 2011

**The Red Dot Award  
for communication design  
has been awarded to Migliore+Servetto  
for the new Legrand and BTicino  
concept store in Milan**

**This prestigious prize rewards Legrand's visionary determination to experiment with new forms of interacting with its customers and Migliore+Servetto's ability to confer balance on emotionally-charged high-tech ingredients.**

The Legrand and BTicino concept store in Milan which was inaugurated in April and designed by Migliore+Servetto Associated Architects, has been given the Red Dot Award in the communication design category.

This sought-after international prize was awarded by a jury of professionals who evaluated more than 6,400 designs from 40 countries for criteria of **originality and quality of feeling and design**.

The new concept store is an **Experience Space** designed to have an emotional impact on visitors and inform them about the potential of Legrand and BTicino products and their applications while also offering a **consultancy and training space** unprecedented in Milan, dedicated to home automation.

It is a place of continuous experimentation in constant renewal, a tangible sign of the **company's capacity to make innovative proposals** always looking to the future.

The visitor's path through the store, divided into several areas, begins with a welcoming space featuring light and graphic elements, and leading on to the "tunnel of emotions". This tall space with its controlled lighting contains dynamic walls and reflective surfaces, offering an **evocative narration** of the world of Legrand and BTicino through interactive videos and dedicated audio stations.



**The real protagonist of this space is My Home, Legrand's home automation system.** The visitor can actuate videos on an entire wall, where a changing screen comes alive to illustrate dwelling, living and working areas through prestigious designs produced by BTicino. Going beyond traditional display, the area becomes a genuine **experience**, and lets the visitor discover the best of **Legrand's innovation in technology and style** through interior design.

On leaving the tunnel, the visitor reaches the **home automation lounge area** where they can **find out more about the products** through interactive panels, meeting and consulting rooms, and a large suspended library which, like a constantly updated catalogue, houses all the aesthetic variations on the Legrand and BTicino lines.

**The Red Dot Award is thus a confirmation of an ambitious and successful design**, the fruit of a winning combination between the vision of a company which has decided to experiment with new ways of interacting with and coming closer to its customers, and the skills of an architectural studio which have given concrete form and balance to technological and emotional elements.

#### **About Legrand**

*The Legrand Group is the global specialist in electrical and digital building infrastructures. Its comprehensive offering, catering to the needs of commercial, industrial and residential markets worldwide, makes it an international benchmark. The Group's growth is driven by innovation and regular launching of new value-added products. In 2010, Legrand recorded net sales of 3.9 billion euros. Legrand is listed on NYSE Euronext and forms part of the CAC Large 60, SBF 120, FTSE4Good, MSCI World, ASPI and DJSI indexes (ISIN code: FR0010307819).*

**More information:** [www.legrandgroup.com](http://www.legrandgroup.com)

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