



shop | www.bilu.com.ar

We aim to **humanize** artificial light, creating a sense of calm and intimacy through designed **illumination**.

At the **intersection** of art and technology, we propose a **new concept** in luminaire design, drawing inspiration from the **natural** environment.

BILU
by **nakeodesign**™



contact us

+54 9 11 6024-1322

<https://bilu.com.ar>

Showroom located in
Buenos Aires, Argentina.



BILU

by **nakeodesign**

BILU

Author's **lighting** inspired by nature.

Integrating sustainability, technology, and design.

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Our idea

- **BILU** is not just design. From the beginning, we have been striving to capture the **essence** of the natural environment, relying on algorithms that mimic its behavior. **Aspiring** to break away from the typical artificial and geometric aesthetics of industrial objects.

We employ **new** production **methods** with a clear **focus** on environmental, economic, and social sustainability.

design | exclusivity | sustainability

Our vision

- We intend to make a **mark** in the **history** of industrial design through our **identity** and vision as a lighting brand.

By showcasing and **positioning** Argentine design worldwide, we aim to **open doors** for other designers to pursue their ideas.

Most importantly, we are **passionate** about what we do and aspire to go **far**.

positioning | argentine identity

disruptive

elegant

Breaking with the **classic**.
Respecting **tradition**.

Innovating in design



Customers



Pía Carregal's store | Libertad & Alvear avenues



Bixi Coffee House | Salta Capital

Commercial points

- Quintana Casa | Recoleta, Bsas.
- Tienda Bristol | Recoleta, Bsas
- Espacio Iluminación | Palermo Hollywood, Bsas.
- Ambienti | Punta del Este, Uruguay.
- IWish Deco | Acassuso, San Isidro, Bsas.
- Showroom | Palermo Chico, Bsas.

Interested in distributing our products? **Contact us.**



Quintana Casa | Quintana & R. Peña



Ambienti | P. del Este



Espacio Iluminación | Palermo

Trajectory



Iluminación inspirada
en la naturaleza.

BILU



- Exhibition and Recognition
Feria Puro Diseño | 2022 y 2023
- Articles in: IFDM, DyD, La Nación, ParaTi | 2023/24
- Exhibition at La Martina - Flagship Store.
Fuorisalone, Milano | 2024

para ti
DECO
LA NACION

IFDM

DD

Design of Puro Diseño Awards | 2023 Edition



Sello
**Buen
Diseño**
argentino

- Distinction 12th edition
Sello Buen Diseño Argentino | 2023



Salone
del Mobile.
Milano

SaloneSatellite

- Project Distinction and Selection
SaloneSatellite, Milano | 2024

IncuBate

- Training and Recognition
Incubate Program | 2023



**Puro
Diseño**



- Project Distinction and Selection
Feria Puro Diseño | 2022 - 2023

Our team



founder | product designer
Ignacio Martínez Todeschini



type of participation
internal 
external 

investor | new opportunities
Sandra Bergenfeld



integral designer
Sofía Boccadoro



production | logistics
Leopoldo A. Paz



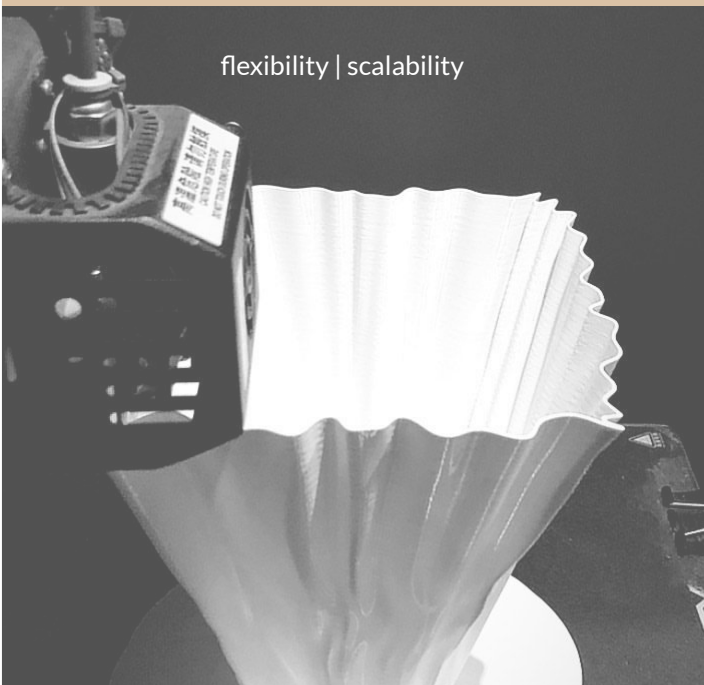
ph | social media
Lola Toyos

Product outline



3D printing

flexibility | scalability



- **Advantages of Industry 4.0:**

Utilization of 3D printing and CNC machinery.

It allows:

1. **On-demand** manufacturing. No need for overstock.
2. High **customization** capacity at very low costs. Depending on the project, there's also the possibility of constant design and adjustment to new trends.
3. Good **scalability** according to demand, without the need for significant investment leaps.
4. Possibility to **license** designs and **produce** anywhere in the world through 3D printing farms.

Our value lies in design.

- We believe that **durability** is the best form of **sustainability**.

Market **loyalty** is achieved through increased delivered **quality**.

Design is our **distinctive factor** and resource that allows us to **stand out** from the competition.

Thanks to it, we can continually **expand horizons**.

attention to detail | value in design



Market



- In **Argentina**, the local decoration market grew by 86%* in the last two years. This is due to **consumer** interest in renovating their spaces, the increase in tourism, and the demand for hotels and gastronomic venues. Additionally, there's a **real estate** boom due to changes in regulations and public policies.

Internationally, there is a pronounced trend to value **sustainable** approaches, organic/biophilic design styles, and the use of **4.0 technologies**.

*According to INDEC.

Opportunity



- **BILU**, since its inception until late 2021, achieved exponential growth. Starting with a very low initial capital and gaining **significant recognition** in the market with minimal advertising expenses.

We are **confident** that our large-scale growth depends on the right strategic partnerships: **the idea has already proven successful** and is entirely replicable in other markets.

For this reason, **we are seeking** decoration stores and architects interested in using our lighting for their **projects**. We are also looking for **investors** who, through capital and know-how, are interested in scaling with us in exchange for **equity** in our company.

We hope that our brand
has caught your attention.

Thank you very much.

