



NOTE

ACEA TAKES PART IN THE CHRISTMAS LIGHTS EVENT IN VIA VENETO

116 trees decorated with artistic LED lights along the street symbol of the Dolce Vita

Rome, 19 December 2019 – The switching on of the Christmas lights in Via Veneto took place today in the presence of the Mayor of Rome Virginia Raggi, ACEA CEO Stefano Antonio Donnarumma, the Regional Minister for Infrastructures Linda Meleo and the “Via Veneto” Association.

The technical project and the set up of the lights, organized by Areti, the ACEA Group company in charge of managing electricity distribution in Rome, is part of the technical lighting interventions that the multi-utility has carried out on significant buildings and locations across the Capital to celebrate the city’s artistic and architectural heritage.

Lights were installed on 48 magnolias and 68 plane trees all along both sides of the city’s iconic street. Approximately 15 kilometers of LED light strings were used, for a total of 180,000 micro LED bulbs, an innovative and more environment friendly technology that allows to significantly reduce energy consumption.

“ACEA’s project – said CEO Stefano Antonio Donnarumma – is designed to valorize one of the Rome’s most famous streets, using LED technology, which combines innovation, sustainability and energy saving. As part of our strategy, for years we have been committed to requalifying urban spaces and Rome’s historical heritage, starting with the artistic illumination projects of its monuments and fountains”.

The lights will be on throughout the festive season, until 7 January 2020.

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