



## NEW LIGHT by NOVELTY project



Novelty is pleased to announce the signing of an exclusive acquisition agreement with the company New Light s.r.t. in Italy.

Based in Milan, New Light is a technical service provider in lighting, sound, video, truss & rigging, with a stock of equipment very similar to that of the various Group agencies.

The Novelty–Magnum–Dushow Group thus wishes to pursue the support policy of its customers in cities with a strong international presence and in particular Milan where Novelty is already actively working for the fashion weeks.

The management and teams of New Light will remain unchanged.

The New Light by Novelty agency will benefit from all infrastructure, logistics, administration and other support of the Group and will become our first Italian agency.

**Jacques de La Guillonnière**  
President  
Novelty-Magnum-Dushow Group

**Olivier Hagneré**  
General Manager  
NOVELTY

