



**Euroluce 2019**

**PAV. 9 - STAND B11 - B15**

### **Bespoke Lighting – In, Out, In**

*"Where there is light, there must be shadow, where there is shadow there must be light. There is no shadow without light and no light without shadow."*

(Haruki Murakami)

Shapes and colours bring order to the diversity of inspiration, so that each object tells its own story, creating a dialogue across the generations and becoming an integral part of the very fabric of the homes and spaces they occupy.

**Oluce** lighting claim a crisp, linear, decorative **design aesthetic**. A subtle, intellectual beauty that over the years has contributed to the production of some of the world most famous and admired iconic lighting. The desire to make the company's lighting expertise available to architects and designers culminates in the **Bespoke Tailoring** service: **custom-designed lamps** for specific projects or **modular variations on pre-existing models** from the catalogue demonstrate the company's wide range of tailor-made options to fully satisfy the needs of large and small suppliers.

This **new collection**, launched for the occasion of **Euroluce**, draws on the deep **design culture, expertise and style** that have been making the company stand out on the lighting scene for over 70 years. This year the display, designed by the architect **Ferruccio Laviani**, is moving to a larger space in **Pavilion 9 stand B11 – B15**, presenting the world of Oluce through a **flowing series of settings, where indoor and outdoor seamlessly alternate**.

The outer part of the stand blends **architectural references and decorative details**, marking out domestic areas – living and dining – and luxurious open spaces. Inside, the lighting illuminates, decorates and expresses an aesthetic and stylistic narrative. This storytelling flows from room to room, together with display spaces where products and collections are shown in detail.

These new products are the expression of a clearly defined aesthetic and a new way of interpreting space. **Indoor and outdoor** lighting, **reissues by masters of design as contemporary today as ever, original new designs** destined to become **new company classics**, and products designed by students and promising young designers, an exercise in **talent scouting** already in its second edition.

The collection opens with **Ilo**, a range of LED lighting designed by Madrid designer **David Lopez Quincoces**. **Ilo's architectural references and clean lines** are the perfect counterbalance to its **subtle decorative spirit and exquisite finishes**, creating a multifaceted beauty that can fit into an array of settings and styles.

The **Ilo** range has **three variations: suspension lamp, rise and fall suspension lamp and wall light**. All the models share the same elegant, **slender design** of the aluminium bar housing the light source, expertly crafted with precision mechanics.

In the **Ilo suspension** lamp, the bar is divided into two parts by colour. The first gives the effect of a handle, while the second houses the long LED bulb. The generous size of this model is in harmonious contrast with its slim profile.

In the **rise and fall version**, the bar - re-proportioned and set vertically - moves lightly on a steel wire, fixed to the ceiling and held in suspension by a floor-skimming weight, creating reflections and light play.

**The Ilo wall lamp**, keeping the same size as the rise and fall version, is mounted on the wall via a square plate, whose pivot allows movement in any direction, offering a variety of aesthetic and practical lighting options, as the fixture itself also rotates 90°.

A tribute to the masters of lighting, names that have contributed to the history of design and of Oluce itself: this year the company presents the **reissue of a product from the 50s by Ostuni and Forti**.

The lamp, named **1953** after the year of its creation, has two models, floor and table, varying in proportion and size but identical in their design which shifts the whole lampshade section from the centre to the side.

A range that **elegantly recalls the style of those years**, such as the use of a shade in the classic cylindrical shape and the fine contrast of the satin gold - stem and shade's interior- against the black - the exterior of the shade, the base and the stem grip.

**Decorative but with a clean, linear design**, 1953 is striking in its modernity, attesting to Oluce's instinct to create objects capable of transcending fashions and eras.

**Oluce** continues its story with an eye on the future: for the second year running, **Euroluce becomes** the stage for a series of **new products designed by two students of the Rome IED - Istituto Europeo di Design**.

In their first design experience, the **young designers** reveal an **astonishing creative capacity for reinventing traditional shapes** in their lamps produced with **Oluce**, transforming them into something entirely new.

After the success of the products presented at Euroluce 2017 and which are now fully-fledged catalogue items, this year the company presents the new designs by **Mariana Pellegrino Soto, Marta Perla** and **Federica Farina**.

**Marta Perla** has designed **Siro**, a semi-spherical table lamp with a disc at the front releasing in its interior an oblique light thanks to the slim LED light source. Seen from the front, **Siro** appears to consist of two two dimensional elements, giving the illusion of being perfectly balanced on a surface.

It takes its name from the necessity, so typical of man, to search in celestial movements, possible links between one's own past and cosmic phenomena. Hence **Siro**, deriving from Sirius, the brightest white star in the night sky.

**Siro** comes in **two sizes** and **two finishes**: satin bronze or satin gold, with the interior of the sphere in white, heightening the contrast in colour in a simple, graphic way.

The design presented at Euroluce 2019 by **Mariana Pellegrino Soto** is this year main new development for the collections dedicated to both **indoor** and **outdoor** lighting: products designed and created for indoors that, with varying finishes, sizes and specifications, can also be used outdoors, and vice versa. **Amanita** is a **reading lamp** consisting of two discs: the first, the slimmest, functions as the base, while the second and thicker of the two houses the LED bulb. The two metal discs are connected and spaced by a slim, oblique stem in the shape of a 'Z'.

The **same design, with revised proportions and modified materials** and finishes, is also offered in its **outdoor** version. Amanita is transformed from reading lamp to an elegant outdoor path-light. The Indian bronze finish of this version, together with its stylish silhouette, make it an object destined to grace the most refined gardens and public spaces.

The project by **Federica Farina**, on the other hand, is dedicated **entirely to the outdoor world**. **Otto** is a path-light with a soft, beguiling shape. The slim disc of the base supports a cylindrical stem on which an adjustable semi-sphere housing the LED light rests. The **head**, thanks to a mechanism allowing it to **incline**, can direct the strip of light in varying sizes, allowing for a variety of uses.

For EuroLuce 2019, besides the new collections, **Oluce** also presents an **extension of the models, sizes and finishes of several products already in the catalogue.**

**Berlin** by Christopher Pillet is an object that reconsiders the common conception of the ceiling light, turning its traditional discretion on its head by transforming it into a stylish, decorative presence, inspired by the aesthetic diktat of the **Bauhaus**. To coincide with the **centenary of this celebrated movement, Oluce is expanding the range of available formats**, presenting the new **ø50 cm version**, to join the ø40 and ø30 cm already in the collection. For use both on the ceiling and on the wall, **Berlin** consists of a substantial metal ring with a slim profile, enclosing a wired-glass disc. Its satin brass finish evokes art déco, brought up to date by its shape and by the use of LED bulbs.

The **Alba** collection designed by **Mariana Pellegrino Soto** and presented for EuroLuce 2017, is expanded this year with two new models and finishes.

The star of the collection is still the polished opal glass drop, inspired in the designer's imagination by a drop of water, and used in several ways depending on the model.

In the **wall-mounted** version, aside from the existing version, where the drop sits lightly on a square-section tube, supporting it by its attachment to the rose, there is a **new variation with a tube in the form of an upturned 'L'**. Available in two sizes, the new Alba wall light asserts its refined, decorative character.

**Alba suspension** - alongside the single version, with one drop gracefully suspended by a cord, and the double version, whose cord supports a satin brass finish metal structure, with two offset arms, underneath which the opaline drops sparkle - there is a **version with metal structure and only one drop**, to complete the range.

To complete the collection, two floor lamps, with one or two arms, and one table lamp, making it one of the largest ranges available in the Oluce catalogue.

As well as the new models, **Alba's available finishes are increasing**, with the introduction of the new **bronze anodisation for the suspension and floor versions.**

Completing the new developments presented at EuroLuce 2019, a **brand new version of the iconic Pascal floor lamp**, designed by **Vico Magistretti**, presented in the new **anodised bronze** version, as well as the classic white with pietra serena base.

Along with Sonora and Atollo, Pascal is the epitome of Vico Magistretti's design aesthetic: pure geometric shapes, united to create functional, symbolic compositions. With Pascal, the cone is highlighted by repetition.

As in many of Magistretti's designs, geometry is not simply an aesthetic flourish and nothing more, but takes on a vital practical purpose: while the upper cone, housing for the first time a LED circuit with the same power as a the halogen bulb, acts as the "illuminator", the lower one houses two incandescent light bulbs and perfectly transforms the inclined walls above into reflectors, creating an ambient down-light. Its dual switches confirm the lamp's double use, its functions controlled independently. This doubling can transform Pascal from a floor-standing up-light into a reading lamp, without taking anything from the purity of its design.

***Founded in 1945, Oluce is the oldest Italian design company still active in the lighting sector and over the years has built a structured Collection, producing some of the most iconic lamps of the last few decades.***

***Over time, unusual materials, original designs and new lighting sources have given rise to revolutionary designs by Tito Agnoli, Joe Colombo, Marco Zanuso and Vico Magistretti, who have been rewriting the history of lighting since the 50s. The latest collections bear out the decorative and design spirit of Oluce products. Year after year, the company continues to collaborate with designers of international renown such as Laudani&Romanelli, Sam Hecht, AngelettiRuzza, Gordon Guillaumier, Carlo Colombo, Francesco Rota, Astori/De Ponti, Nendo, Victor Vasilev, Nicola Gallizia and Mist-o.***

*In addition, with **BESPOKE TAILORING**, Oluce offers an extremely flexible product personalisation service, capable of analysing and creating lighting solutions for home and contract. In addition to the range available in the catalogue, the company offers the option to create custom-made lights to meet a specific need, or to produce modular variations on pre-existing models from the collection.*

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