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Press release

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A research of light
Oluce unveils its new 2023 lamp collection

"In order for the light to shine so brightly, the darkness must be present." (Francis Bacon)

A study of light that transforms living spaces. Lamps conceived as decorative elements that are captivating when they're on and dazzling when they're off. For more than 70 years, Oluce has been creating design icons that distribute value by delivering not only function but emotion and beauty.

At **Euroluce**, Oluce will unveil an installation which confirms the company's partnership with architect **Ferruccio Laviani**. The stand is designed as a surreal and evocative place, with strong architectural references and a colour palette dominated by warm and vivid hues. It evokes an emotional architecture inspired by De Chirico's enigmatic paintings where walkways and corridors intersect with staircases and arched passages, enhanced by extremely intense colours. Inside, domestic areas and display spaces alternate to recount the new products and collections, where Oluce lamps illuminate, decorate and express a stylistic and aesthetic narrative.

The showcased products are **new projects** conceived by **Italian and international designers**, indoor lamps which are the expression of a studied decorative aesthetic that shapes everyday environments with light.

The event unveiling the new products for 2023 will be opened by a project that expands a range of lamps created a few years ago, an immediate Oluce catalogue favourite: the **Berlin** collection by French designer **Christophe Pillet**. This year the company showcases a **new floor-standing and suspended version** that features the same elegant decorative presence found in the ceiling and wall versions.

Berlin's refinement is expressed by its thick metal ring diffusers and a slender profile that encloses two discs of wired glass. The diffusers, two in the floor-standing version and four in the suspended version, are supported by a slender, tubular stem and can be rotated 360° according to lighting requirements. Berlin shows definite art deco inspiration in an anodised brass finish and a decidedly more contemporary look in its matt black finish and LED light source.

In these new versions, Berlin flaunts its sophisticated side with its materials and design, bringing light where it is needed and inviting physical interaction with an object, turning people into conscious makers of their own light space, inviting them to calibrate it to suit their personal requirements.

The partnership with **Victor Vasilev** continues. This year he has designed a decorative yet technical lamp for Oluce: **Dancing Queen**, a suspended lamp with a flexible compositional structure that allows different light layouts.

The composition's pivotal element is a central horizontal body that encloses the LED light source and supports ten thin metal cylinders of different diameters designed as adjustable spotlights. The spotlights, usually conceived as technical components, become a decorative element in this lamp because of their irregular design in size and positioning along the central support.

"The result is a rhythmic composition inspired by the world of music where the organisation of notes creates a coherent sound structure. It is no coincidence that the name I chose for this project is Dancing Queen, probably one of the best-known songs in the world for its addictive rhythm." V. Vasilev

Dancing Queen resembles a suspended sculpture and creates fascinating lighting harmonies. It is available in two colour variants: matt black and glossy grey. Elegance and functionality, quality and dynamism of light, simple lines and contemporary finishes make Dancing Queen a project that offers different lighting configurations perfect for everyday domestic scenarios.

The partnership between Oluce and **angelettiruzza** strengthened. They designed a lamp for Oluce, with a balanced and refined presence, with an innate elegance, aristocratic without pretension. **Dora** is a range of indoor lamps based on the contrast between the warmth of the glass diffuser and the balance of the metal body supporting it. A light presence with an antique soul, with strong references to classical lines, especially in the lampshade design, which are softened and modernised in the minimalism of the metal stem and foot. Its subtle essentiality is its distinguishing feature.

Dora is available in a table or floor version, composed of a glass cap lampshade supported by a metal stem and completed by an upper metal disc. There are two finishes in the catalogue: satin-finished gold body with red lampshade, with a strongly retro style, and satin-finished nickel body with smoked lampshade, which is more contemporary and austere.

Oluce continues its story by looking to the future, giving space to young Italian creatives, during their first partnership with the company: **Marco Cervellieri, Giulia Di Lorenzo and Giacomo Montini**.

From this experience, a lamp featuring extreme minimalism and freedom of movement was created: **Calamaio**. This desk lamp brings light where it is needed using a rotating head mounted on a mobile structure. Made entirely of metal, it is composed of two slender cylindrical stems connected by a pivot that allows the lamp head to be oriented. The LED light source is positioned at the end of the lamp and creates a directed light beam. The Calamaio body is fixed to a spherical element resting on a circular base, allowing it to rotate widely. A contemporary line, dictated by the movement of pure and essential forms, and enriched by the interaction with the user.

Light and flexible, its personality is expressed through its bold colours and glossy lacquer of scarlet red, mustard yellow and satin black nickel.

A partnership was established with **Bellucci Mazzoni Progetti**, two Sieneese designers focused on interior and product design, who have designed a collection of suspended lamps for Oluce which have essential lines and are made entirely of metal.

With its soft light and low-profile silhouette, **Iride** is a lamp that renews the archetypal form of dome lighting using a contemporary language. Two suspended lamps with different sizes for a chosen and sought-

after lighting effect that gives the lamp harmony, ensuring uniform diffusion and visual comfort within rooms. The central opaline glass diffuser becomes an element with personality, drawing the stylised shape of a drop in the centre of the minimalist dome on which it rests. The light diffuses due to the lampshade reflection and comes out softened. An interior lamp designed for homes, Iride is available in a total white version or in two colours: reflective white inside, black or glossy red outside.

Among this year's new partnerships is another Italian designer duo, Andrea Quaglio and Manuela Simonelli, professionally **Quaglio-Simonelli**, who have focused for years on furniture design and other items. They have designed **Medusa** for Oluce, a glass table lamp, created from the elementary principle of incorporating a metal dome into a cylinder. The dome contains the light source and the glass cylinder delicately spreads the light onto the lamp's supporting surface. Medusa reverses the relationship between support and lampshade. The support does not uphold the lampshade but contains it. The dome, which houses the light source, is suspended in the cylinder by an elegant glass fold that allows a formal and refined cleanliness. The electric cable completes the design, descending freely from the centre of the diffuser and appears to sway due to reflections, giving a sense of lightness to the lamp. Formal cleanliness for a soft and warm light. Medusa is available in three colour variants: glossy black, satin gold, and scarlet red.

The new products presentation at EuroLuce 2023 will end with a new version of the Oluce collection icon par excellence - the **Atollo** lamp designed by **Vico Magistretti** in 1977, re-released in a **new satin black nickel variant**.

A table lamp archetype and Italian style icon, Atollo perfectly describes Vico Magistretti's design aesthetic: pure geometric shapes, combined to create functional and symbolic arrangements. Atollo is the result of the union of cylinder, cone and half sphere. A timeless decorative lamp that provides value by its simplicity, it won the Compasso d'Oro award, transforming the classic table lamp representation. Equipped with a dimmable lighting system, Atollo is available in three sizes and different finishes. This year it was enriched by the new **satin black nickel** finish, with its strong character and rigorous aesthetics.

A composition of simple geometric shapes that is enhanced by the extraordinary balance of proportions and the elegance of materials.

OLUCE

Founded in 1945, Oluce is the oldest design company in Italy, active in the field of lighting. Over the years it has built an extensive collection, creating some of the most iconic lamps in recent decades.

Unusual materials, original designs, and new light sources have given life to revolutionary projects designed by Tito Agnoli, Joe Colombo, Marco Zanuso, and Vico Magistretti, who have been rewriting the history of lighting since the 1950s.

The latest collections confirm the decorative and design spirit of Oluce products. Every year, the company partners with internationally renown designers such as Laudani&Romanelli, Sam Hecht, AngelettiRuzza, Gordon Guillaumier, Carlo Colombo, Francesco Rota, Astori/De Ponti, Nendo, Victor Vasilev, Nicola Gallizia and Mist-o.

With its BESPOKE service, Oluce provides an extremely flexible customised product service, able to design and create lighting for the home and contract furnishing sector. In addition to the products available in the catalogue, the company can create tailor-made lamps for specific needs or produce modular variations of products from pre-existing collections.

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