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Press release

Milano Design Week 2024

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Oluce at Milan Design Week 2024 - unveiling new finishes and an expanded range

"A well-designed lamp can transform an ordinary space into something extraordinary."

Ettore Sottsass

Oluce, a historic company in the lighting sector, participates in the Milan Design Week 2024 with a range of new products that embody its collection's evolution. For more than 70 years Oluce products have been disseminating value that goes beyond function but provides emotions and beauty.

For this unmissable event, **Oluce is launching new finishes** for its catalogue lamps, renewing some of its best-known icons, **and expanding the Calamaio range with a new wall-mounted version.**

For this Milan Design Week, Oluce formed a strategic partnership with the **Salvioni Milano Durini** design store - a name synonymous with excellence in the high-end furniture scene, which will exhibit Oluce lamps. Located in via Durini, in the heart of Milan's design district, Salvioni has more than 50 years' experience in the sector.

This partnership marks the beginning of a bond - Oluce lamps will remain on display at Salvioni Durini, which allocates two of its store floors and the terrace area to showcase the brand. This commitment confirms Oluce's excellence and sophistication while providing visitors an ongoing opportunity to delve into the Milanese brand's universe.

Oluce lamps will take centre stage at "**The Architect's House**" exhibition, organised by Marie Claire Maison at the **Galleria D'Arte Moderna in Milan.**

The exhibition, curated by designer Francesco Rota, offers the public a glimpse into the world of contemporary architecture and design. Here, several Oluce's iconic lamps, including Pascal, G.O, Coupè 3321 and Coupè 2202, will be showcased as authentic lighting design icons - evidence of the brand's ability to leave an indelible mark on the international design scene.

Calamaio – wall-mounted version - design Cervellieri, Di Lorenzo, Montini.

The new wall-mounted version of **Calamaio** broadens the product range. Designed by Marco Cervellieri, Giulia di Lorenzo and Giacomo Montini, Calamaio comes in a new wall-mounted version with minimalist elegance, perfect for giving a contemporary touch to environments.

Calamaio's distinctive feature lies in its essential metal structure, made of two slender cylindrical stems connected by a movable pin. The LED light source, placed at the end, creates a focused beam of light that can be adjusted because of the structure's flexibility. The rotational feature of the spherical component resting on the circular base ensures perfect adaptability to different spaces. Calamaio's lightweight and flexible structure is enhanced by the bold, vivid hues of the glossy scarlet red, mustard yellow and satin black nickel lacquers.

New colour options

Oluce unveils **new colour options** that will enrich its collection. Driven by innovation and aesthetic research, the brand has renewed the colour range of some of its most iconic lamps to meet the dynamic demands and trends of interior design.

The Coupé series welcomes the addition of scarlet red for the 2202 and 3321 versions, while the 3320/R and 1159/R models will maintain their unchanged elegance. The Spider range introduces a vibrant mustard yellow tone, replacing white. The Colombo collection will debut a striking scarlet red. The Canopy series will be completely renewed introducing black and scarlet red, replacing white and bronze, offering a more attractive selection that aligns with modern design trends.

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 renowned designers such as Christophe Pillet, Sam Hecht, AngelettiRuzza, Gordon Guillaumier, Carlo Colombo, Francesco Rota, Astori/De Ponti, Nendo, Victor Vasilev, Nicola Gallizia, Christophe Pillet, and Mist-o.

With its Bespoke Tailoring 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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