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Press release

Euroluce 2025

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Light up

A tale that spans time, of intuition, vision and research. For **80 years**, Oluce has been transforming light into a design element, capable of interpreting eras, environments and emotions. An anniversary that celebrates bespoke lighting and the ability to translate ideas into objects that tell a story, uniting aesthetics and technology.

Founded in **1945**, Oluce is the most historic of the Italian design companies active in the field of lighting. Over the course of eight decades, it has collaborated with designers such as **Tito Agnoli, Joe Colombo, Marco Zanuso** and **Vico Magistretti**, resulting in projects that have marked the history of design. Its creations, such as Atollo, Coupé and Acrilica, have become internationally recognised icons and are now part of important museum collections, from the **MoMA in New York** to the **Triennale in Milan**.

On the occasion of **Euroluce 2025**, Oluce presents its **new collection**: a **manifesto of heritage and innovation, between icons and new interpretations**. A balance between past and future, between interior and exterior, recounted in the exhibition project curated by **Ferruccio Laviani**. The concept of the stand pays homage to Herbert Bayer, a central figure of the Bauhaus, and his '*Diagramma della visione*', which introduced a three-dimensional approach to visual perception. The space is transformed into an iconographic journey through the company's history, in which classics and new pieces dialogue, providing a coherent and continuous narrative of eight decades of research and design culture.

The **Lyndon** lamp, designed by **Vico Magistretti** in 1977, returns as a protagonist with three new outdoor versions. The classic floor lamp, characterised by a candelabra structure with four transparent polycarbonate spheres, is joined by a wall model and a new table version, elegant in its simplicity, with a single globe. All models, faithful to Magistretti's original design, are presented in two refined colours: a completely black version and an entirely ivory version.

The **Berlin-Out** collection, designed by **Christophe Pillet**, expands Oluce's outdoor range even further. The design, austere and harmonious, is expressed through precise geometries and balanced volumes between stem and shade, enhancing functionality thanks to the 180° adjustable light body. Available in reading, arched and table versions, these lamps come in elegant ivory finishes or with a black base, stem and English green shade. The **Berlin-Out** outdoor proposal is completed by the wall lamp version, also designed for the bathroom environment. The lamp is distinguished by the refined thin metal ring that encloses a honeycomb diffuser, emanating a delicate and enveloping light. Available in three new finishes - matt black, anodised bronze and satin aluminium - this wall light combines innovation and poetics, enticing a sophisticated and contemporary style to discover the beauty hidden in the ordinary.

The balance between tradition, technology and contemporary design characterises also the indoor collection, in which the **Mini Spider**, a reinterpretation of the famous lamp designed by **Joe Colombo**, stands out. In this compact table version, the Mini Spider retains its unmistakable 'hammer head' shape and combines chrome-plated details with a painted metal base. Available in the new colours black, scarlet red and blue, it lends a bold and contemporary accent to interiors.

Alongside the Colombo icon, the **Agnoli** lamp, created in 1954 and dedicated to its visionary creator **Tito Agnoli**, is back. This iconic lamp is repropounded in a table version with two sophisticated finishes: one with a matt black base and satin nickel structure, faithful to the original model, and a brand new version with a satin black nickel structure. Characterised by a precise and functional sliding mechanism, Agnoli continues to skillfully blend minimalist aesthetics and contemporary technology.

Other indoor additions include **Dancing Glass**, a project by **Victor Vasilev** that celebrates the delicacy of glass and smoked glass, in the pendant and wall light versions. The irregular shapes, evoking a moving light sculpture, play masterfully with reflections and shadows, creating suggestive atmospheres in which light becomes poetry. Finally, **Lanterna**, designed by **Marta Laudani** and **Marco Romanelli**, is reimagined in a new version featuring Pyrex glass — a technical yet refined material — now available in the brand-new amber and smoky grey finishes.

During this edition of the Milano Design Week, Oluce will be present with a selection of lamps at the **Salvioni Milano Durini** showroom, located in the heart of Milan's design district at Via Durini 3, which has been a point of reference in the high-end furnishing sector for over fifty years. Oluce lamps will be the stars of the showroom's two-floor layout, which will include iconic pieces such as **Atollo**, **Colombo** and novelties such as **Dancing Glass** and **Lanterna**, confirming the strategic partnership between the company and Salvioni Design Solutions.

So, between great comebacks and new additions, Oluce continues to tell a story of research and passion, in which every luminaire goes beyond function and becomes a feature, a presence, an emotion. A tale that opens new chapters, confirming Oluce's role as one of the most influential and innovative voices in Italian design.

Oluce

Founded in 1945, Oluce is Italy's most long-established design company active in the field of lighting. Over the years it has built up an articulate collection, producing some of the most iconic lamps of recent decades.

Unusual materials, unprecedented shapes and new light sources have given rise over time to revolutionary designs by Tito Agnoli, Joe Colombo, Marco Zanuso and Vico Magistretti that have rewritten the history of lighting since the 1950.

The latest collections confirm the design and decorative spirit of Oluce's products. Year after year, the company continues to collaborate with internationally renowned designers such as Laudani&Romanelli, Sam Hecht, AngelettiRuzza, Gordon Guillaumier, Carlo Colombo, Francesco Rota, Astori/De Ponti, Nendo, Victor Vasilev, Nicola Gallizia, Mist-o, Christophe Pillet and David Lopez Quincoces.

In addition, with 'Bespoke Tailoring', Oluce offers an extremely flexible product customisation service capable of designing and producing lighting fixtures for the home and contract sectors. In addition to the range available in the catalogue, in fact, the company offers the possibility of realising lamps customised for specific needs or producing modular variants of already existing collection products.

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