



New for 2015

## CUSTOM MADE LIGHTING

A light's power to create flights of fancy is as important as its functional potential to transform ideas and insights into objects. Thanks to their expressive power, the iconic shapes of Oluce's products embody a visual grammar which becomes a narrative: stories, suggestions and emotions are revealed through the profiles of its lighting solutions. Pieces of furniture with an at once authoritative and graceful appearance, which can create a dialogue down the generations and become part of the very fabric of the homes they live in. By constantly seeking out the most up-to-date lighting technology and continually perfecting the canons to produce the best energy-saving results, Oluce's lighting products become an innovative sum of form and substance.

Our desire to make use of the company's wealth of human and creative know-how, together with current market demands, have given rise to **Bespoke Tailoring**, the personal service that Oluce has designed especially for the hotel, restaurant and catering sector. The company offers a rich range of tailor-made items in order to find the best solutions to the needs of both large and small customers; they include lighting devised *ad hoc* following specific projects, modular variations of existing designs and catalogue products.

**Oluce** has been studying and **working in the world of design for 70 years**. This consistency and commitment can be seen in its **new lamps for Euroluce 2015**: a clever mix of innovation and attention to tradition.

**Mist-o**, the young Italo-Japanese duo comprising Tommaso Nani and Noa Ikeuchi, proposes **LAS**, a floor lamp with an elegant architectural design; **Victor Vasilev** modulates light and shade by cleverly balancing the rounded celestial **caps** of the **SUPERLUNA** family. **ASTRO** is the geometrical wall lamp which plays with perceptions and perspectives, designed by **Giopato & Coombes**, namely *Cristiana Giopato and Christopher Coombes*; **Christophe Pillet** presents the family of **PIER15** lamps with a sophisticated metal mesh lampshade. Completing this year's product line is an important reissue of a project devised by **Joe Colombo** in 1964: **THE GLOBE**, a lamp that combines formal elegance and a strict design.

**LAS** by **Mist-o** features decisive geometries that divide up the space by cleverly playing on the presence and absence of light. Its modern and graphical aluminium structure and sharp lasered profile underline a careful design and analysis, developing in horizontal and vertical lines. The three lighting solutions conceal an LED source and define its profile with a regular and insistent rhythm: two light sources point upwards to create diffused light, and one points downwards, which is ideal for reading. **LAS** has a great expressive as well as functional power and it perfectly represents Oluce's philosophy to wed technological innovation with refined aesthetics: a "new classic" that can slot into a room like a piece of furniture with its own personality. The lamp by **Mist-o** is a sculptural presence modelled from metal paying homage to the great early twentieth-century constructions such as that portrayed in the famous photo *Lunch Atop a Skyscraper*, of which **LAS** is the acronym. The emblem of an era constantly suspended towards **the** future.

On his debut for Oluce, **Victor Vasilev** has designed the **SUPERLUNA** lamp, stemming from his personal reflection on the work of Vico Magistretti, and his ability to conjure up iconic forms to bring out light's potentials. So, now that LEDs have revolutionised the world of artificial light, making it possible to reinvent lighting bodies from their very source, Vasilev comes up with a family of lamps – floor, table and wall lamps – resulting from the desire to make a very technical light magical, moulding the size of the lamp right from the volume of the LED. **SUPERLUNA**'s thin metal rod hides both the electrical components and the light source: the LED comes out of the stem at the height of the rounded caps, which reflect the light by revolving around its axis. The celestial bodies' perpetual movement is thus echoed by the small light contained in the actual structure of the lamp.

**Giopato & Coombes** wanted to make the cube the leitmotif of their project. They studied its isometric projection, and used this as a starting point to play with the perceptions of the volumes themselves. The end product is a solid rhombic dodecahedron of Catalan and comprising twelve equal rhombi. From a flat figure recalling a solid they have created a solid that looks like a plane: the **ASTRO** wall lamp. The lamp has three transparent and sanded surfaces and the rest are opaque, making it look like a little jewel whose geometrics are underlined by the materials that form it: the metal part, which comes in white or black, and the transparent and sanded glass create a “prism” effect on the light. The technicalities of the project have been carefully studied, in order to achieve a perfect harmony between the physical volumes of the lamp and the light. The result is that the form creates a light that draws geometrical figures on the wall. When assembling, the direction of ASTRO can be chosen in order to exploit its full potential and make it meet your needs.

**PIER15** by **Christophe Pillet** gives a contemporary interpretation of a lamp with lampshade. A light source with a strong decorative bent, it has always found favour in bourgeois settings of understated elegance. PIER15 maintains traditional forms, but immensely revamps the essence of the lamp, starting from the choice of materials: the architecture of the structure, in natural or black satin-finish anodised aluminium, is partly hidden by the metal mesh lampshade, the project’s true touch of genius. Its basic features overhauled, the table lamp is made from an innovative weave of metal threads that create a dense web in a stainless steel or bronze finish: with a versatile fabric enveloping the light source that diffuses a pleasant ambient light. PIER15 is a project consisting of floor, table and bedside lamps, and it combines extremely succinct forms of classic proportions with a fresh choice of materials: a pairing that can relate to the space in a new way, a dynamic element to light up unexpected domestic visions.

Oluce’s long history means that the company can step back to reflect on its fruitful partnership with the world of design, and it is doing so through the reissue in a philological manner of important projects created in previous which are faithfully reproduced. This project of reflection on former glories began successfully at the last Euroluce exhibition in 2013, with the presentation of Zanuso 275, the table lamp devised by Marco Zanuso at the start of the 1960s. Important years for the company whose partnership with visionary designers took that curiosity towards novelty typical of the *Zeitgeist* to model the objects that time has transformed into icons. On occasion of Euroluce 2015 the company is reissuing **THE GLOBE**, a lamp designed by **Joe Colombo** in 1964, made in table and suspension versions, and now in a brand-new wall variant that comes in two sizes. Its pure geometries live side by side in a constant balance between form and functionality: the transparent blown-glass sphere contains the cylindrical metal reflector that projects its timeless light into space.

Furthermore, the company recently added some lights to its catalogue to boost its wall lamp collection.

Born substantially to give off a service light, with **VOILÀ** by **Ferdi Giardini** the wall model becomes a decorative lamp, emitting picturesque colour effects. The LED source refracts the light on the sinewy curves of white-painted metal and casually fits into the home and public spaces alike.

**YOLK** is the new idea by **Angeletti&Ruzza**, namely Silvana Angeletti and Daniele Ruzza, who ironically and light-heartedly play on the duo concept, starting from the mix of elements making the lamp, metal and glass, which reflect and diffuse the light. This is then echoed by its name, evoking the simplicity of the quintessential two-material element, the egg, which is also the emblem of the creative duo’s generative power.

The iconic lines proposed by **Joe Colombo**, so tightly bound to the history of Oluce, also return in the profile of the two wall arches that complete the **COUPÈ** family: two different versions of a light source that slots into a room with its architectural presence. The version with the semi-spherical head is combined with a remarkably large curved stem, while the rod of the version with the semi-cylindrical reflector takes up a smaller radius.

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## EUROLUCE 2015

### PAV 13 BOOTH A 15 A 19

Set-up: Ferruccio Laviani

**Ferruccio Laviani**'s stand arrangement presents a domestic interior in the warm tones of wood, creating a cosy, welcoming space that allows the lighting to harmonize naturally with the Lema-designed living features. It is an elegant, intimate environment that holds and enhances the unique excellence of the Oluce

production process, whereby dedicated technological research into the possibilities of light is translated into actual forms, with each light constituting a stage in this process.

This practical approach to design, enriched with first-hand experience, has become a connotative requirement of the company's **Bespoke tailoring** service, on show in a completely dedicated space, where the fine materials are displayed as though in a tailor's workshop, revealing the excellent quality of the workmanship in the designs created by the company, whether they are custom-made or variations on existing designs.

The large glass walls hint at, without completely revealing, the bourgeois elegance of an airy and sophisticated space, whose precious details describe an idea of essential luxury warmed by natural materials like wood.

The extensive relaxation area is divided into two functional living zones by the sculptural presence of the large fireplace. On either side of the fireplace is the wall version of **THE GLOBE** lamp by Joe Colombo presented for the first time on this occasion.

Informal and cosy, the central area of the booth is devoted to the **PIER15** lamp by Christophe Pillet. The floor lamp version in natural aluminium with a stainless steel metal mesh lampshade illuminates a first day area together with **ATOLLO** by Vico Magistretti, one of Oluce's icons, now available in black or gold metal as well as a small version. A more intimate light warms an area where you can lie back in front of the fireplace. Here **PIER15** is proposed as a table and bedside lamp in the darker version with black anodised structure and bronze metal mesh lampshade.

As well as the fireplace, in the larger living area a group of **THE GLOBE** lamps is suspended above the long dining table from a multiple ceiling rose, poised with apparent irregularity to give the light movement. Grouped around the sofa area are some of the new floor and table lamps for 2015: the linear elegance of the furniture brings out the clear-cut geometries of **LAS**, while the soft sofas and chairs nod to the more restrained light of a **SUPERLUNA** and a **THE GLOBE** table lamp accompanied by the new gold version of **ATOLLO**. The floor version of **SUPERLUNA** doubles the rounded caps that revolve around its thin stem and light up the room with unexpected portions of light.

Long, dark wooden panelling alternating with precious tapestries provide the backdrop for a display of the company's wall lamps. Like theatre wings, the precious fabrics are drawn back to reveal the wall version of **SUPERLUNA**. A constellation follows comprising examples of **ASTRO** embedded in the wall like a small group of two-colour asteroids, while **VOILÀ** projects its solemn light to introduce us to the next area of the booth.

The **Bespoke Tailoring area** is entirely set aside to the product personalisation service that Oluce created expressly for the contract sector: A voyage of discovery for the senses too, which conveys the extreme attention to detail and extensive range of customisable aspects of Oluce products, it introduces the journey into creative production followed by the company and its customers.

The surfaces of the metals are treated with anodised and galvanised baths. This gives even greater variety to what is a unique offer in terms of colour solutions and various skilled paint finishes. At the same time, the project requirements give rise to bright colours and transparent glass creating brand new shades of light.

The long back wall continues with **DUCA**, a project devised by **Nicola Gallizia** especially for the new **ME Milan Il Duca hotel**: a wall lamp that lights the corridors of most prestigious of Milan's luxury hotels. The next composition is a mix of history and new items: **YOLK**, the new proposal by Angeletti&Ruzza, in the catalogue version and in a special variation with the central part made of black chrome, dialogues with **FRESNEL**, a company icon created by Joe Colombo in 1966, proposed here with a metal part in a fun range of colours.

The work area hosts three tables flooded with light from **EMPTY** by Jörg Boner, two articles presented with a brand-new finish in shades of orange with a copper interior; above the central table, a group of **LYS**, by Angeletti&Ruzza, proposed in matt black and assembled on a circular multiple ceiling rose. On the floor, an explosion of colour for **LAS**, which presents two multi-coloured variations in alternating lilac and khaki grey, one the negative of the other.

In the two side niches, the surfaces of the metals are treated with anodised and galvanised baths. Together with the glass and leather they create a unique offer owing to the variety of colour solutions and specific skills shown in the manufacturing. New proposals and historic products presented in brand-new versions: the two **COUPÉ** wall arches by Joe Colombo in the shades of burgundy and teal; a group of sparkling **KIN** lamps by Francesco Rota which range from red gold to brass; a **SUPERLUNA** table lamp in a burnished version, and finally a group of **ASTRO** presented in a range

of nuance .In the opposite niche, blue and purple tones colour the **LENS** wall lamp by Francesco Rota, while the **DUCA** table lamp creates an explosion that introduces the warm shades of a large bronze **ATOLLO**.

***Established in 1945, Oluce is the oldest Italian design company still operating in the field of lighting. Through the decades, it has built up a varied collection, making some of the most iconic lamps of recent decades.***

***Over the years, contributions by Vico Magistretti, Joe Colombo and Tito Agnoli have been joined by partnerships with Gordon Guillaumier, Lutz Pankow, Nendo and Francesco Rota who, together with the recent products by Sam Hecht, Jörg Boner and Angeletti&Ruzza, define the company's visual grammar of lamps, which become sophisticated pieces of furniture.***

***Furthermore, with **BESPOKE TAILORING**, Oluce offers an extremely flexible product customisation service that can study and make lighting for the home and the contract sector.***

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Atollo 233 (1979)  
Spider 291 (1967)

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