



Euroluce 2017
HALL 13 - STAND C01-C05

Bespoke Light, Time, Space

"All the variety, all the charm, all the beauty of life is made up of light and shadow."
(Lev Tolstoj)

Incisive design aesthetic and an authoritative yet graceful presence as elements of furniture, **Oluce's** products have the remarkable ability to create a dialogue across styles and generations, becoming an integral part of the environments they inhabit. On the occasion of **Euroluce 2017**, the company will portray itself and its new collection by orchestrating an elegant, intimate and cosy *mise-en-scène* on one hand, and a genuine narrative of style and time on the other.

In its new position in Pavilion 13, **Oluce** introduces itself in a more prominent space with a particularly striking exhibition. Inside the stand area, the company exhibits not just products and collections but an actual **world of reference**, featuring the amazing lights themselves as protagonists, with their powerful aesthetic impact and design language.

The creator of the exhibition space, **Ferruccio Laviani**, traces out a universe made up of different ambiances and precious details, confirming the strong affinity he has with the company, which was first tested at Euroluce 2015. The stand becomes an example of micro-architecture, where large surfaces are contrasted with cosier, more intimate environments and where furnishings and ambiances enter into dialogue with the lighting, revealing its potential both aesthetically and technologically.

This year the dominant colour is blue, chosen for the walls and flooring, and matched with an elegant beige for the dividing partitions. The perimeter of the exhibition stand alternates closed sections with semi-open sections, with tall vertical wooden battens assembled to create a series of brise-soleil facades, producing an architectural visible/invisible screening effect. Inside the stand, the products and collections define an elegant style of living, made up of sophisticated proposals, welcoming atmospheres and contemporary lines. To complete the exhibition area is a display zone dedicated to the 2017 collection and Oluce's **Bespoke Tailoring**, an ultra-flexible product customization service designed to meet the requirements of the **contract furnishing sector**.

Indisputable stars of the exhibition stand, the **Oluce** lights this year present **an aesthetic and chronological story** that develops as a **temporal narrative, seamlessly linking past, present and future**. Objects designed by different hands, expressions of different cultures and eras, are all linked by an unmistakable company style that provides the leitmotif between the past, present and future for the entire collection.

The company's present, the starting point for this story, is represented by the new collections and innovative products designed by well-known names in contemporary design, this year represented by **Christophe Pillet** and **Angeletti & Ruzza**.

French designer Christophe Pillet has designed **Plume**, a family of table and floor lamps: two types of object that share lines and proportions, but differ in dimensions. The concept for the project initiates from a collection that **Pillet devised for the Sezz Hotel in Saint-Tropez**, created specifically for the hotel using Oluce's **Bespoke Tailoring** service, revisited for **Plume** in a more ornamental format.

In a perfect blend, **Plume** combines a light, long-limbed, minimalist approach with a series of expressions that evoke the classic lighting of the 1950s, and with the use of metal and the latest LED technologies, emerging as a collection with a classic, luxurious character that is also strikingly contemporary.

Both models feature a rectangular base supporting a slender stem that draws a curve in the air, terminating in the lampshade. The shade consists of a slim metal surface, bent slightly in the centre to form a symbolical feather shape. The finishings chosen for the **Pillet** collection - matt black for the base and stem, brushed gold for the shade - help to confer both its decorative quality and the 1950s references.

Christophe Pillet also designed **Berlin**, an object that calls into question the common understanding of the ceiling light, turning its traditional discreet character upside down to transform it into an elegant and decorative feature.

Available in the ø40 ceiling version or the ø30 version for use either as a ceiling light or wall light, **Berlin** takes the form of a thick metal ring with a slender profile enclosing a disc of wire mesh glass inside it. It comes with an elegant and sophisticated grey finish, but there is also a more luxurious version of the **Berlin** in gold, with echoes of Art Deco given a contemporary update in the shapes, and in the use of LED as the light source.

In confirmation of the deep understanding between the designer and the company, **Oluce** is also presenting **Niwa** this year, an outdoor light and the third product created in collaboration with **Christophe Pillet**. The design evokes the old-style deck lamps, reinterpreted with a contemporary slant with cleaner shapes and more elegant finishing. The light bulb is protected by a glass bell jar and both are fixed to a metal cone that serves as both the housing and the handle of the object. Fascinating and elegant, with two available colours, dark grey and military green, **Niwa** preserves a nomadic spirit, lending itself to a wide range of uses. So it may be found from time to time hanging from the roof of a gazebo or attached to the branch of a tree, or nestling unattached in the green grass of an English lawn.

The journey through new designs that is emblematic of the contemporary face of **Oluce** continues with **Angeletti & Ruzza**.

This year, the duo are presenting **Cylinda**, a table lamp formed from two cylinders of different dimensions and thicknesses. The first, which is slimmer and taller, becomes the base supporting the second unit, a large, slender disc that forms the light-shade, with an LED light source shining beneath it. In the words of the designers, the essential forms of this design aim: *"To eliminate, not to add anything that is not absolutely necessary: this was the mantra guiding the design of the lamp; with its quiet presence, it succeeds in creating a positive atmosphere that can transform everyday routine into everyday poetics."*

Cylinda captures the attention with its strong, poetic presence, maintaining a minimalist sophistication with its clean outlines and use of geometric shapes, fully reflecting the **Oluce** DNA.

In the monochrome anthracite version, **Cylinda** confirms its refined quality, highlighting the elegance of the lines, while in the two-colour version, a brushed gold disc is supported on the anthracite base, a decorative touch that succeeds in discreetly embellishing the object.

Oluce continues its story looking to the future: in fact, **Euroluce 2017** is the stage for a series of **new products designed by two students from the Rome campus of the IED - the European Institute of Design**. In their first experience as designers, in the lighting they have created with **Oluce** the **young designers** reveal a **surprising ability to use their creativity to renew traditional forms**, transforming them into totally new creations.

The collaboration between **Oluce** and the **IED** in **Rome** started as an educational experience, in which the company gave a series of lessons in lighting technology to a class of students in the three-year course in Product Design. At the end of this workshop, many of the students decided to develop their degree theses with the company. So **Oluce** gave the students a brief, telling them about their history, their characteristics, the materials they use and their distinctive shapes, asking the students to design a series of products and families that would reflect the company's world. The initial brief resulted in 18 degree theses, all of them innovative designs demonstrating a powerfully fresh creativity. **Oluce** grasped the great

potential of these ideas and decided to select a shortlist of products, beginning by testing their feasibility, and working on the creation of an initial prototype. At the end of this stage, the theses of **Mariana Pellegrino Soto** and **Francesca Borelli** were put into production and have taken their place in the **new collection to be presented at Euro luce 2017**.

Venezuelan **Mariana Pellegrino Soto** is presenting two collections with **Oluce: Alba** and **Recuerdo**.

Alba is one of the most important designs the company is presenting at Euro luce 2017: the family is a collection of various versions and models, demonstrating **Oluce's** desire to take a gamble and invest in these new collaborations.

The concept of **Alba** starts with a very simple element: the designer's imagination was inspired by a drop of water - which she puts to use in different ways, depending on the model. References to the world of nature, with soft shapes contrasted with square lines, together with the use of a gold finish, combine to create **Alba**, a family with a strong visual impact.

In the **table lamp version**, the drop rests delicately on a gold rectangular-section profile in the shape of a double asymmetrical 'L', serving as the base and ornamentation of the light.

Suspension Alba on the other hand consists of two models: the single one, gracefully suspended by a cable, and the double one, where the cable supports a metal structure with a gold finish, with two offset arms, under which light shines from the opaline drops.

In the **wall model**, the solid is lightly attached to a square-section tubular support that fixes it to the ceiling rose.

Two floor-standing versions complete the project: in both versions, a large rectangular-section stem with a gold finish arises from an anthracite base. In the first version, an arm branches off from the top, with a sphere suspended underneath it, while in the second, two arms of different heights, on each side, support the luminous drops, one from above and the other from below.

Recuerdo, the second design by **Mariana Pellegrino Soto**, is part of a round solid in transparent glass, with an elegant crystal matelassé or quilted effect, inside which the LED light source is protected by a frosted glass cylinder, creating plays of light and reflections inside the space. **Recuerdo** includes a single suspension lamp version and a table lamp, where the sphere is replaced by a chrome metal disc.

Francesca Borelli, born in 1993 in Rome, where she also completed her education, has designed a product for **Oluce** that originates from and builds on the intimate contact between light, shape and movement.

Eva is a metal table lamp that investigates opposites, hollow and solid, light and dark, taking them from theory into practice. The interaction between humans and objects takes on a fundamental significance, adding a playful and continually surprising element to the light.

The body of the object is a ball containing the LED light source; it is open on one side and stands on a slim cylindrical base. The inside of the ball is concealed by a surface that almost perfectly completes it, closing it like a sphere that recomposes itself, with the exception of a circle, a luminous light spiral that recalls the phenomenon of an eclipse. As this circular surface moves towards the interior or exterior of the ball, it allows different amounts of light to pass through, creating intimate, suffuse atmospheres, and revealing glimpses of the fine gold leaf walls inside the **Eva lamp** with varying degrees of clarity. The design is available in two versions: white or black, timeless colours that recall the moon and the astronomical phenomena that conceal it.

To round off the shortlist of new products, **Oluce** is also presenting a historic reproduction of the **Lyndon** suspension lamp, an object that creates a bridge in the Euro luce 2017 narrative between the present day and the company's historical roots, simultaneously celebrating 40 years from the creation of this project by Magistretti.

Lyndon is a design by **Vico Magistretti** created in 1977 and developed over the years into a vast collection including multiple versions for indoors and outdoors.

In the suspension version, **Lyndon** draws on the stylistic features of the collection, creating a light dedicated to the finest and most elegant spaces. The candelabra structure in chrome finish, typical of the family conceived by **Magistretti**, is turned upside down, making the ceiling its base. The four arms branch out from the main metal body, each of them extending to encircle a transparent glass sphere containing a light bulb.

The architect and designer Magistretti's love for simple, geometric shapes returns with masterly skill in this project, bringing lost eras and the atmospheres of the great *fin de siècle* European capitals into the present day, with an object that is amazingly contemporary.

Some of the **Oluce icons**, designed by great names from the history of design, are guaranteed to be present this year, representing a sort of departure point for the company narrative. In particular, the **Atollo light by Vico Magistretti is celebrating its 40th anniversary in 2017** and the **Coupé family by Joe Colombo its 50th**, confirming yet again their status as timeless classics.

Conceived by **Vico Magistretti** in 1977, **Atollo** has become the archetypal table lamp over the years, winning the **Compasso d'Oro award** in 1979, and completely revolutionizing our conceptions of the classic table lamp with shade. The geometric shapes of which it is composed - the cylinder, cone and semi-sphere – have created a product that is decorative and essential at the same time, one that is not tied to a historical period or current trends, and that has now claimed its place among the true icons of Italian design. Today, 40 years after its creation, Oluce is celebrating and paying homage to an object of great importance for the company. In fact, **Atollo** symbolizes and expresses through its shape, the company's winning traits and the features that set it apart and make it unmistakable: clean, geometric shapes, the quality of being both discreet and decorative at the same time, timeless elegance and the fineness of the finishings.

Coupé originated in 1967 from the creative intuition of **Joe Colombo**, who initially designed it as a variation of the Spider lamp, with the same base and stem. Starting with these graphic and essential features - the base, the stem and the adjustable cover serving as a shade – the designer created one of the best-known of **Oluce's** families. Indeed, in the year after it was created **Coupé** won the prestigious "**International Design Award**" from the American Institute of Interior Designers in Chicago and it was later to become part of the permanent collection at MoMA in New York and at the "Neue Sammlung" Museum in Munich.

In 2017, **Oluce** is celebrating the **50th anniversary** of this collection: produced in different versions and finishes over the years - with a semi-cylindrical shade in the floor, table and arched wall versions and with a semi-spherical shade in the arched floor and wall version - the **Coupé** continues to preserve its unmistakable outline and decisive character unaltered over time, remaining an object that is extraordinarily contemporary.

Our thanks go to **LEMA** for the furnishings, **Frag** for the seating and **Moroso** for the rugs.

OLUCE AT SALONE DEL MOBILE 2017

The Oluce creations are present in the following exhibition stands:

Arflex – Hall 5 – Stand B07

Frag – Hall 20 – Stand C08/C10 - (Oluce is the exclusive lighting sponsor)

Lema – Hall 7 - Stand B15/C24

Minotti – Hall 7 Stand E27

MisuraEmme – Hall 5 Stand F07/G06

Molteni&C – Hall 20 – Stand A01/B02/C02

Potocco – Hall 7 – Stand L19/M20 - (Oluce is the exclusive lighting sponsor)

Rimadesio – Hall 5 – Stand D11/E16

Founded in 1945, Oluce is the oldest Italian design company still active in the lighting sector and over the years the company has succeeded in building a coordinated collection, creating some of the most iconic lights of recent decades. Unusual materials, innovative shapes and new light sources have led over time to revolutionary designs by Tito Agnoli, Joe Colombo, Marco Zanuso and Vico Magistretti, who have rewritten the history of lighting since the 1950s. The most recent collections confirm the designer planning and decorative spirit that inspires Oluce products. The company has continued to collaborate with designers of international fame year after year, such as Laudani&Romanelli, Sam Hecht, AngelettiRuzza, Gordon Guillaumier, Carlo Colombo, Francesco Rota, Astori/De Ponti, Nendo, Victor Vasilev, Nicola Gallizia and Mist-o.

Furthermore, with its **BESPOKE TAILORING** service, Oluce offers an extremely flexible personalized product service, able to design and create lighting for the home and for the contract furnishing sector. In addition to the range available in the catalogue, the company also offers the opportunity to create custom-made lights for special requirements or to produce adaptable versions of products that already exist in the collection.

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oluce



Atollo 233 (1979)
Spider 291 (1967)

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