



40 YEARS OF SONORA

6 October – 1 December

Understate Milano

Viale Francesco Crispi, 5, Milan

This year **Oluce** celebrates the birthday of one of the most emblematic products designed by **Vico Magistretti** over the course of his long collaboration with the company: the **Sonora** lamp. In 2016 this archetype of lighting celebrates **40 years** and **Oluce** has chosen to commemorate this event with an **exhibition** on display within the **Understate** spaces (a Milanese trend and style workshop renowned among design enthusiasts) and with a video created together with the **Fondazione Magistretti**.

Sonora's history is that of a pure geometric shape, pursued by **Magistretti** throughout his entire life. The creative journey that he took in his projects, as both architect and designer, is, in fact, quite unique: his constant travel companion and his inspiration was geometry, always and regardless, simplification. Conceived in 1976 and produced in numerous materials and sizes, **Sonora** is one of the emblems of this creative journey and has remained, for the past 40 years, one of the most well-loved lamps, not only by the general public but also by **Magistretti** himself.

From 6 October to 1 December the "hemisphere" will be the focus of an **exhibit** on display in the **Understate** spaces, an installation which will include **Vico Magistretti's** original sketches and designs, as well as all of the various versions of the lamp that have been produced through the years, creating a sort of *time-line* of images: a concept that becomes a design, a product, and finally an icon. Thus the space's two levels will act as a showcase for the **most well-known Sonora models**, like the majestic model 493 measuring 130cm in diameter, as well as the **latest versions included in the catalogue**, with a gold or black finish and measuring 38cm and 50cm in diameter.

Several **ad hoc models with all-new finishes** have been created specifically for the exhibit, demonstrating how, even after 40 years, an icon still has the power to captivate people. In fact, **Oluce** has revisited the body of the lamp, now making it available in two *bespoke* finishes, the first one bronze and the second one a sophisticated craquelé ice finish.

The two all-new Sonora models highlight the potential and the possibilities offered by **Bespoke Tailoring**, a special "product personalization" section dedicated to *contracting*. In fact, in addition to the products available in the catalogue, **Oluce** also offers the possibility of creating tailor-made lamps for specific needs or of producing modular variations of products from pre-existing collections, as in the specific case of **Sonora**.

Furthermore, **Sonora's** story is also the focus of a video created by **Oluce** in collaboration with the **Fondazione Magistretti** entitled **#40annidisonora** [40yearsofsonora], a short 10-minute film that explores the inspiration, little known facts, and background that brought **Sonora** to life. Narrated by **Margherita Pellino** – Magistretti's grand-daughter and curator of the foundation's archives – and with a series of archived interviews with **Magistretti** himself, the video seamlessly combines past and present, discussing **Sonora**, **Magistretti's** style, and his relationship with the company.

Starting in the 1970s the designer and architect became involved with **Oluce** in a friendship and collaboration that spanned over twenty years, designing some of its most recognized and well-loved lamps and acting as the company's Art Director. Both the full and abridged versions of the video are available on the **Oluce** website (www.oluce.com).

Sonora: all the faces of a design icon

Sonora was originally produced with a lathed aluminium reflector and painted white. There were three sizes: model 410 – 100cm in diameter and 50cm in height (used two 150W Globolux light bulbs); model 409 – 70cm in diameter and 35cm in height (used two 100W Globolux light bulbs); and model 408 – 50cm in diameter and 25cm in height (used one 150W Globolux light bulb). It was suspended by a black electrical wire with a white, hemispherical PVC dish.

In 1990 the blown glass version was created using acid-etched opal Murano glass with a diameter of 50cm (model 411) and in 1999 the version measuring 38cm in diameter (model 438) was added. In 2003 a version measuring 90cm in diameter became available in opaline methacrylate, opaque white, transparent black, and transparent coloured (model 490). In 2006 the methacrylate model was produced with the impressive diameter of 133cm in the opaline and opaque white versions (model 493). In 2009 an opaque methacrylate version was offered with a 90cm diameter, but with the inside decorated with gold leaf (model 490/OR).

Lastly, the latest edition of the Oluce catalogue saw the addition of 4 new models, confirming Sonora's incredible success over the course of its 40 years: new versions in black metal and measuring 50cm in diameter (model 408) and 38cm in diameter (model 437) and in gold metal measuring 50cm in diameter (model 408/oro) and 38cm in diameter (model 437/oro).

Oluce

Founded in 1945, Oluce is the oldest Italian design company still active in the lighting sector. Over the years it has built an articulated collection, creating some of the most iconic lamps of the past few decades.

Over the years the contributions of Vico Magistretti, Joe Colombo, and Tito Agnoli have been complimented by collaborations with Gordon Guillaumier, Lutz Pankow, Nendo, Francesco Rota, Sam Hecht, Jörg Boner, and Angeletti Ruzza who, together with the recent products designed by Giopato&Coombes, Victor Vasilev, Nicola Gallizia, and Mist-O, define the company's visual language, creating lamps that are sophisticated design elements.

Furthermore, the company's technical experience and its relationship with the design world recently led to the creation of *Bespoke Tailoring*, a special section dedicated to contracting. In addition to the products available in the catalogue, the company offers the possibility of creating tailor-made lamps for specific needs or of producing modular variations of products from pre-existing collections. The service is geared towards architects and designers and makes it possible to satisfy the most specific requirements in a personalized and flexible way.

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Understate

Understate, the famous exhibition space and trend and style workshop, is also a LAB, a creative laboratory which expresses the true concept of Tailor Made: avant garde and sartorial personalization.

LAB PROJECT is a dedicated space in which designers and clients find an ample and well thought out spectrum of sophisticated design and finish solutions, from precious woods, to exclusive stones and refined fabrics: stylistic details that define the distinctive character of each project, tailor-made and unique each time.

Understate is a trend and style workshop; a stage which continuously inspires new emotions. It feeds the creativity of designers and amplifies the horizons of our private clients. In both cases it is the exclusive common denominator of our concepts, which rhythmically encourage our creativity.

Understate is style. Every artistic choice is realized through a unique journey defined by a "total look" that is capable of exciting emotions and ambitions. Colours, materials, finishes... the only requirement is that it is unconventional.

Understate is tradition. Those who value a company don't merely purchase its exclusive products, but also embrace, whether consciously or not, its way of life, its vision of the world. The fine line between imagination and reality dictates both our product and the way we view history, an inexhaustible source of inspiration.

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