

Salone Internazionale del Mobile di Milano  
14-19 April 2015

## **Technology and poetry in the new Luceplan offerings**

### **EUROLUCE Pad. 13 Stand C18**

To design light, shape visions, stimulate interaction, the game of balance between desire to control and unexpected revelations, possibilities not yet explored. To guide new, futuristic scenarios: these are the impulses behind the work on new products and projects, presented by Luceplan at EuroLuce 2015.

Behind the new creations there are intense, vibrant inspirations, the result of an effective fusion of intentions and visions between the company and some of the most outstanding designers on the international scene. Striking proposals capable of astonishing with the charm of their brilliant intuitions that become concrete materialization. The idea is transformed into something that can be shared and used by all, thanks to the fundamental contribution of technology.

**Luceplan** makes a constant commitment to experimentation that becomes, today as in the past, the key variable through which to pursue otherwise unreachable goals.

Technology at the service of poetry.

So it can happen, for example, that in a magical luminous scenario light can dematerialize into many independent entities, interconnected by a logic borrowed from nature, individually controlled thanks to an innovative technology of spatial distribution of light.

Or it can happen that the possibility of interaction with light extends to creative personalization of one's own cluster of very light reflecting spheres, always in unique, unrepeatable configurations.

The new creations presented by **Luceplan** for EuroLuce 2015 are original high-performance lighting solutions generated by exploration of the application possibilities offered by LED technology and the use of innovative materials. Invented to bring lighting comfort while combining quality, function and efficiency, they are decorative and poetic projects with new, surprising forms, versatile and adaptable fixtures, perfect for the home or contract applications.

### **The new products**

Not just functional quality, but also aesthetic and decorative refinement for **Stochastic** by Daniel Rybakken, a lighting project with an evocative character that thanks to the dematerialization of the support elements and its volumetric breakdown, gives rise to a product with a theatrical, poetic nature. Assembled by the user, the lamp has no pre-set form, but permits multiple combinations, never identical to the others. The LED light source is placed at the center of the cloud, creating a contrast with the very light glass spheres. The light source is concealed, so the light itself, reflected and refracted, becomes the protagonist of the composition.

Based on experimentation with the potential of LEDs, a technology that permits separation into very small units, **Mesh** by Francisco Gomez Paz is a dramatic and highly innovative project that permits different lighting scenarios thanks to the control and regulation of luminance. The light, almost transparent structure composed of a network of metal cables with the LED positioned at their intersections conceals the complexity of the product, dematerializing it to leave space only for light, the true protagonist of the lamp.

**Cappuccina** by Inga Sempé is a fixture composed of a slender base and a spherical luminous body in opaline glass, containing an LED module, on which the fabric shade simply rests, without attachment: this configuration makes it possible to move the shade and orient the light to meet different needs. It is also a highly decorative design, since the fabrics have been created by the designer herself, applying a very evocative dégradé pattern. The lamp is ideal for the contract sector, thanks to the possibility of customizing the fabrics.

Technological and futuristic, **Soleil Noir** by Odile Decq is a suspension lamp with an organic form in molded polyurethane foam, whose LED light source is hidden inside a disk that generates homogeneous diffused, indirect lighting. Supported by a single asymmetrical cable, it keeps its balance thanks to the thicknesses of the body, ranging from 8 to 25 mm, functioning as a slim, aerial lighting element that conveys brightness with discretion and elegance. An object that defies the laws of physics, thanks to technology that permits a design bordering on the impossible.

## Upgrades

A new floor version for the essential **Counterbalance** LED lamp by Daniel Rybakken, winner of the prestigious Compasso d'Oro ADI 2014. After the great success among critics and the public, the innovative family of lamps by the Norwegian designer now expands, as this floor model joins the wall and spotlight versions, conserving the characteristic adjustable reflector in aluminium.

Based on a concept by Consuline, the **Fly-too** wall lamp is an ultraflat luminous disk, adjustable by 360° in space, to be placed in infinite positions. Equipped with LED technology and a particular avant-garde optical system, this luminous body generates perfect bi-directional floodlighting that spreads into the space with elegance and discretion. Available in the three finishes white, pink and black, its character is not only functional, but also decorative.

## The limited editions

The latest LED technology brings back a brilliant historic Luceplan project: the **Tibibi** lamp by Alberto Meda, created in 1993, has now been reissued with a very high-efficiency LED, providing an extraordinary quantity of indirect light with low energy consumption. The lamp will be produced in a limited numbered edition of 500 pieces, signed by the designer, reprising the original tones updated in a contemporary way.

## Acoustic comfort

Luceplan pays close attention to **acoustic comfort**, an issue of great importance for psychophysical wellbeing in the workplace, successfully addressed by making use of sound-absorbing materials in fixtures designed to guarantee optimal lighting and high acoustic performance. Good examples include the **Silenzio** model by Monica Armani and **Pétale** by Odile Decq, now the protagonists of two video teasers that will be featured at the booth, focusing on the theme of acoustic comfort in hospitality and business facilities. A web campaign entirely devoted to acoustic comfort that includes these films, plus a special mini-site to assist designers and architects to locate and specify the lighting products best suited to the constructed environment, during the implementation phase. An important project that makes Luceplan a pioneer of the future of lighting, where alongside technical and functional performance, the accent is increasingly on improving the quality of life of human beings.

## **Costanza with Philips Hue**

Always in the avant-garde of research and technological innovation, Luceplan presents its most iconic lamp, **Costanza** by Paolo Rizzatto, now equipped with **Philips Hue**. Complementing with Philips Hue, means that it is possible to reproduce all the tones of white light and the full color spectrum, allowing for “customized” lighting depending on a user’s needs or mood. As a revolutionary system, Philips Hue personal wireless lighting combines LED RGB and wireless technologies, offering infinite possibilities for the personalization of light now and into the future through its unique management via a simple, intuitive app. All Philips Hue products work seamlessly together easily integrating into an existing network, and can interact with more than 230 third-party apps.

It is now possible to change the colors, adjust the intensity and manage the various functions of the two products. Thus making Costanza the “spokesman” for Luceplan’s vision of a not-so-distant future in which lighting will be personalized and central to the life of human beings, contributing to wellness thanks to the most advanced technological research.

## **The Stand project: LIGHTING PROMENADE**

*The display space designed by Migliore + Servetto Architects for Luceplan at the EuroLuce 2015 has been conceived as a sort of promenade of discovery amidst new products. From the outside, high veils define the space along its edges, with effects of transparency, shadow and passages of light. Inside, the raised stage of the client services area forms a backdrop for the perspective that crosses the space.*

*Along the promenade, below the inclined planes of the internal veils, areas open up for the discovery of new projects, the result of the company’s constant research on design and technological innovation. Each new item is presented inside a dedicated space for an in-depth, direct “close encounter.”*

*A place in which to appreciate and assess technological lighting efficacy and the design of the object, in a path of direct experience.*

## **La Passeggiata @ Workplace 3.0**

In parallel with the presence at EuroLuce, Luceplan takes part in the exhibition “La Passeggiata” inside pavilions 22-24 of Workplace 3.0/SaloneUfficio, a major installation on the workplace created by Arch. Michele De Lucchi as an area in which to present design proposals and ideas regarding contemporary spaces for working.

Luceplan has been selected by De Lucchi as the sole technical lighting partner for the area “Free Men.” Equipped with the latest, most innovative LED technologies, the Compendium, Ascent, Nothing and Archetype lamps respond perfectly to the technical lighting needs of the workplace, offering directional and diffused lighting, in floor, table and suspension models, adaptable and adjustable for different needs and moods, to improve wellbeing and the quality of everyday life.

## FUORISALONE

### The showroom

The fulcrum of the FuoriSalone of **Luceplan** is the very central showroom in Milan at Corso Monforte 7, updated for the occasion by the studio Migliore+Servetto Architects, with an installation that focuses on the design and quality of light of the products on display, making them the only actors on the stage. The new lamps find space in the streetfront windows, while inside a “path of light” winds through the great classics and new creations in a very theatrical presentation, like frames captured by the action of the light.

### The project: LUMINOUS LIBRARY

*The new Luceplan showroom in Milan has been designed by Ico Migliore and Mara Servetto as a large “Luminous Library.” An open, fluid space, in direct contact with the shop windows on Corso Monforte.*

*Boxes of different sizes emerge from the perimeter walls, as if extracted from the wood paneling behind them, forming display spaces for individual products, underlined by the presence of a frontal frame in white metal.*

*The narrative flows, caroming of the various sides of the central space and invading the horizontal plane of the ceiling, where the white metal frame sets off spaces for the display of suspension lamps, highlighted by a graphic corner veil.*

*The rhythmical story continues along the corridor leading to the final space. Here, amidst the continuous steps of a small, welcoming plaza for encounters and display, a graphic multimedia wall stands out. An instrument to explore the rich offerings in the catalogue, and all their versions. A window of in-depth reference to take the visitor into the many memorable international projects in which Luceplan products are the protagonists.*

Part of the location will be set aside to display new creative lamp concepts recently developed in collaboration with the students of **ECAL, University of Art and Design Lausanne**.

### Collaboration with ECAL

The collaboration between **Luceplan** and **ECAL/University of Art and Design Lausanne**, one of the world’s ten best universities of art and design, began more than a year ago with the aim of encouraging the talent and creativity of young students, producing ideas inspired by the philosophy and the approach of the company. This collaboration has allowed us to come into contact with a large number of young students whose project approach – free of the influences of years of design experience and the dynamics of the market – can lead to particularly innovative ideas and products.

This journey has been completed with excellent results, generating product concepts that reflect the brand’s vision while standing out for a free and extremely contemporary interpretation of lighting.

Guided by Alexis Georgacopoulos, ECAL Director, Patrizia Vicenzi, CEO of Luceplan, and Swiss designer Michel Charlot, five students selected from the twenty-five participants of the Bachelor Industrial Design introduce themselves to the public with their own language and creative interpretation of Luceplan.

All the proposals share the ultimate goal of pursuing the comfort of light, the idea that lies behind every Luceplan creation. Another characteristic shared by these concepts, also evident in the company's latest collections, is the idea of multifunctional versatility; light sources that are able to adapt to multiple needs and situations of everyday life, with practical and functional results. Each project, keeping all this in mind, adapts to the space in which it will be used, and the objects that will surround it. Forecasting habits and needs therefore becomes fundamental to generate a winning idea and to stay in step with constantly evolving requirements and behaviors.

Sometimes sinuous, sometimes more geometric, the slender floor lamps can be oriented and regulated, at times changing their appearance, to respond to different desires for lighting in the environment, always with the precise aim of making light the true protagonist.

The projects that have come out of this collaboration will be displayed at the Luceplan showroom in a special space, during the whole period of Design Week in Milan.