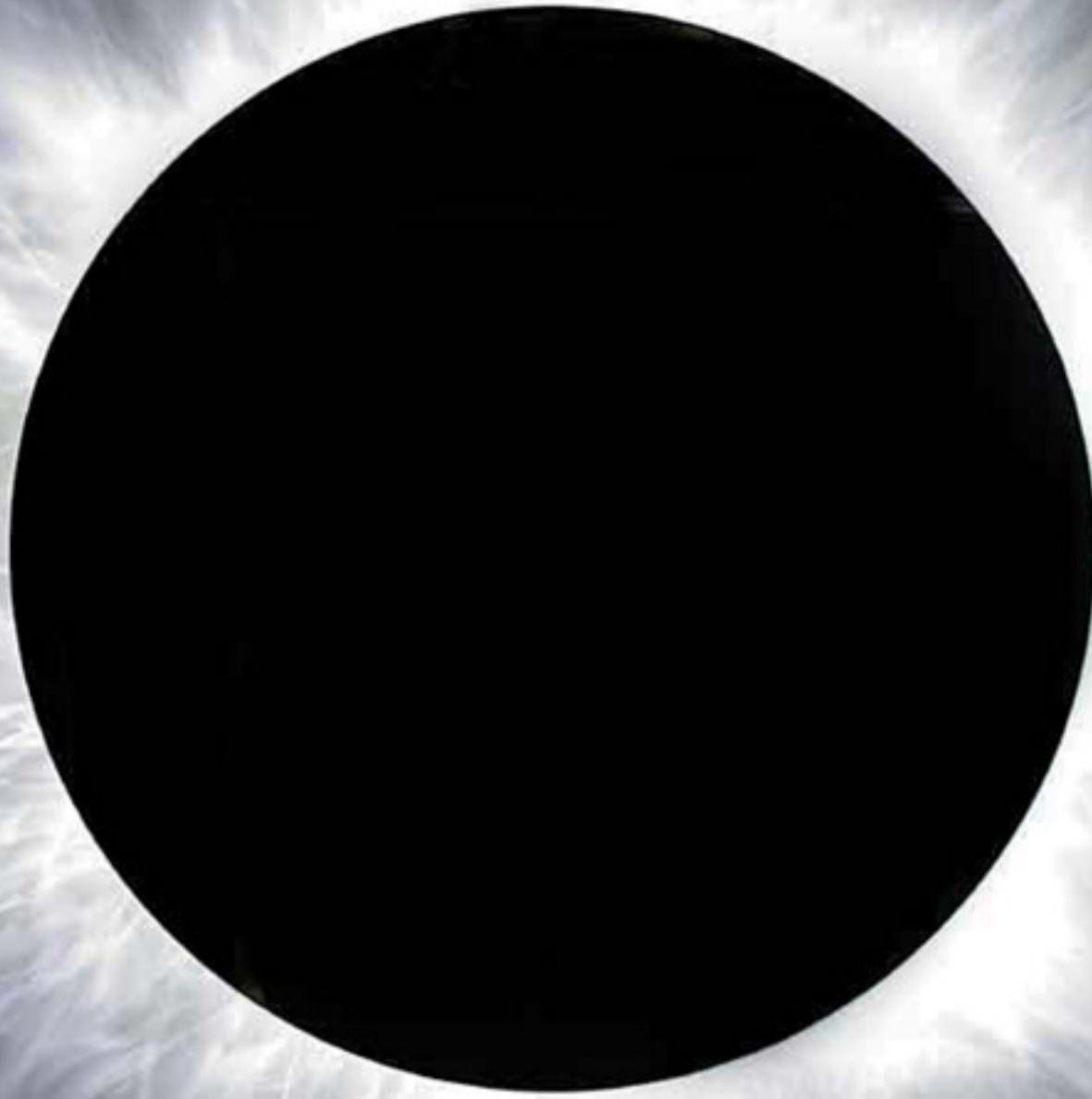


DAMN^o 38

A MAGAZINE ON CONTEMPORARY CULTURE

MAY / JUNE 2013



Beams of Light: *the file*

MAY/JUNE 2013 - OFFICE OF DISPOSAL 9000 GENT X - P500314

EUR 12 € UK 11 £

3 8



4 196764 312001

AXO LIGHT

Lorenzo Truant, Art Director

"We're always looking for the right balance between new cutting-edge style and familiar shapes. We have three lines: Axolight, the result of a collaboration with Karim Rashid; Lightecture, with Shatter, by Serge & Robert Cornelissen; and the new Mind LED, an LED-driven line for indoors and outdoors, with a technical core. We like to work with designers we have known for a long time, like Giovanni Barbato, a genius with a very pragmatic approach." This year's main changes are in regard to packaging, which is getting more and more weightless and eco-friendly. Besides technical fittings, much care is taken in choosing the right name for each lamp: "I like to think every lamp of ours belongs to a mythology or a multi-form universe that the customer can be part of." Shatter reminds one of the sound of something breaking into thousands of pieces and after that being rebuilt to illuminate the personal living space. Nafir, designed by Rashid, recalls a high-pitched trumpet used in North Africa. "The name reminds us that great projects have deep roots in the past, and the origin is the goal, even design-wise."

www.axolight.it

SHATTER, design: Serge & Robert Cornelissen

NAFIR, design: Karim Rashid



VIBIA

Pere Llonch, CEO

"Anyplace is good for design. What really matters is being surrounded by a good team of collaborators, wherever they are." This year, Vibia has developed projects with Nendo and Arik Levy, among others. "We sought to integrate the products with the spaces in which they are placed, both during the daytime and at night (for example, some outdoor products are camouflaged, blending into the landscape). We also tried to integrate the interaction between people and products (some of our products play with the confusion between light fitting and furniture). We have attempted to make technology invisible and to preserve a bond between our products and tradition."

Nuno, Nendo's first collection for Vibia, is an ethereal light fixture, combining oriental, minimalist, and abstract elements. It expresses the designer's passion for natural materials and levity and includes pendant lights, table models, and standing luminaires. It is composed of fabric layers, creating a great variety of shadows and colour gradients, while the shape has a richly heterogeneous surface, a particular softness. Wireflow, by Arik Levy, is a pendant light fitting that represents an authentic sculpture of light in space, a contemporary interpretation of classical hanging luminaires. The structure consists of thin rods of cable and high power LED terminals (3W), producing a visual continuity of lines and spheres of light. According to Levy: "Wireflow is presence and absence, transparency and luminosity, light and fluidity."

www.vibia.com / www.nendo.jp / www.ariklevy.fr

NUNO, design: Nendo

WIREFLOW, design: Arik Levy



SWAROVSKI

Nadja Swarovski, Member of Executive Board

"It's really important for a lighting company to create products that fulfil a need. Our crystal products are a democratic, affordable luxury, an everyday indulgence. We work with some of the world's most talented architects and designers. All of them are free to experiment, pushing their own creative boundaries and the limits of technology and craftsmanship. Tord Boontje is a visionary design talent. We first collaborated with him more than a decade ago, and have been waiting for the right moment to work together again. Tord's Blossom chandelier, shown at the Salone del Mobile in 2002, was the perfect fusion of art, design, and technology, and has become one of Swarovski Lighting's iconic designs. Like Garland, it is dramatically sculptural but also delicate and playful, inspired by nature. Stellar Doma, for our experimental platform, Swarovski Crystal Palace, evokes the same sense of wonder."

www.swarovski.com

TORD BOONTJE

Designer

Stellar Doma was inspired by the overwhelming beauty of the night sky. "Usually I look for inspiration by walking in the forest, drawing, visiting lots of factories, and sampling. This time, the idea came from natural domes, such as the stars in the sky and rocks with crystals inside." Stellar Doma has a domed silhouette and illuminated bursts of decorative crystal patterns. It has a seamlessly arching frame for a multitude of precision-cut, carefully hand-placed crystals: over 1000 crystals for the medium size Blossom and Stardust patterns, and over 2000 crystals for the large size. The LEDs are fully dimmable and the frame is made with a 100% recyclable material called Cristalplant (www.cristalplant.it).

tordboontje.com

STELLAR DOMA, design: Tord Boontje



MARSET

Xavier Mañosa, Designer

"Being in the right city doesn't mean designing better products. Experience and a good relationship with the company you work with is what perfects the products. I have been working together with Marset for two years now. Getting to know each other changes the results dramatically and brings new values to the artisanal work, which I like." Mañosa designed the hanging lamp Scotch Club together with Mashallah. It has 72 faces that reflect light from the interior in all directions, recalling an elegant disco ball. The name comes from the very first discotheque in the world, the Scotch Club, opened in 1959 in Aachen, Germany. Scotch Club is a ceramic light, developed from a digital projection of an artisanal process. The lamp is fired four times (using glazes specifically developed for Marset) and incorporates warm, high-quality materials, such as gold. Available in white, blue, terracotta, or black ceramic, with brilliant white or gold enamel interiors, the collection includes three sizes of pendant. "It's a great collaboration between the industrial and artisanal side of design."

www.marset.com / www.italier.com / www.mashallah.ru

SCOTCH CLUB, design: Mañosa + Mashallah

