

BRAZILIAN LIGHT

Six companies in the lighting sector present a mix of high-tech products, original materials and design inspired by nature at the Brazil: Essentially Diverse exhibition

A lamp you can take anywhere, which provides health benefits and is controlled by an app; Lighting systems made with ceramics, marble, ropes and even using glass-blowing techniques; piece of furniture that simulates the movements of birds; another inspired by plants; even a lamp equipped with a system that memorizes light intensity, which received important prizes such as the Casa Vogue Brasil Award and the IF Design Awards 2019: this is how the "Made in Brazil" lighting sector demonstrates its excellence, influences, and origins, and in particular its technological evolution, at the **exhibition Brazil: Essentially Diverse, an event organized by Apex-Brasil** - The Brazilian Trade and Investment Promotion Agency – in partnership with **the Brazilian Consulate-General in Milan**, at the **FuoriSalone, from 8 to 14 April**. The sector will also be present at the Salone del Mobile, at the Fiera, with the Accord brand at the **International Lighting Exhibition, Euroluce**.

The **Exhibition** will be housed in the elegant neoclassical building of the **Museo della Permanente (Via Filippo Turati, 34)**. Through aromas, sounds, and images, the best of Brazilian design will be revealed, in the most diverse sectors, along a path divided into four environments.

The "**Essentially innovative**" space, curated by Joice Joppert Leal, of Objeto Brasil, is where the tradition and innovation of six Brazilian companies, leaders in the lighting sector, emerge on the international scene. **Accord, Geo Luz & Cerâmica, La Lampe, Lumini, Luxion, and Munclair** present **20 pieces** created by renowned Brazilian designers who demonstrate the potential of the sector in the production of contemporary lamps. The participation of the companies in the **Brazil: Essentially Diverse** exhibition is supported by **Projeto Lux Brasil**, which is under the aegis of **Abilux (the Brazilian Lighting Industry Association)** in partnership with **Apex Brasil**.

The Brazilian lighting sector has **600 companies and has created more than 37,000 jobs** (including the lamp, reactor and light bulb production chain). The sale of lamps as pieces of furniture is responsible for 61% of the sector's revenues, according to data from Abilux. "It is a great opportunity for us to show that the country has products in the lighting sector of excellent design and with top quality technology", says Daniela Dias Felipe, manager of Projeto Lux Brasil, from Abilux.

LUXION

Nômade

On the table, on the ceiling, on the floor. The lamp Nômade, designed by Roque Frizzo, can follow you anywhere and be controlled through an app. It also provides health benefits. With a patent-pending design by Luxion, in Brazil, the **lighting system (Cycluz) offers programs that simulate different circadian rhythms** - the 24-hour cycle in the physiological processes of living beings - and determine the color temperature and intensity of the light. It **helps to balance the metabolism, improves your sleep and immune system and reduces stress**. The benefits of the system were studied by the Chronobiology Laboratory of the Hospital de Clínicas of Porto Alegre, in the south of Brazil. Made of steel, with rubberized paint and a diffuser in milky white glass, it can be adapted to any environment, from residences to hospitals, and from schools to offices.

Macramei

Inspired by fishing floats wrapped in nets, Macramei values hand-crafted work. Executed by artisans, this network involves braided using a Macramê technique and involves a sphere of light, in milky blown glass. The lighting is LED and the finish of the base is in wood. The name Macramei is a play on the words Macramê, a technique of braided cords, and Amei (“loved it” in Portuguese) because we meant that the consumer will love it.

Vela

Vela Collection is a family of **table, floor, wall and ceiling lamps**. In addition to the LED lighting and the compact design in all its parts, the floor lamp has a movable shelf that functions as a side support on a sofa or bed. One of its great attributes is the small body in aluminum, which makes it easy to use in restricted spaces and increases its durability. The presence of metal and wood emphasizes the balance between textures for applications in different environments.

Noventa

The NOVENTA Collection was developed to create a warm and differentiated lighting experience for spaces. Rather than simply show the light, it is intended to reveal new forms and shapes through the projection of shadows. It creates a texture for space, generating a more dramatic scene. The shadow materializes the light through the texture of the environment. The Collection features table, floor and pendant models and with micro-perforated steel body in black or white painted and steel base, expressing contemporary design.

GEO LUZ & CERÂMICA

This Brazilian brand has been crafting beautiful pieces in ceramic and is constantly innovating in their products. The brand has a strong, prominent presence in the decorative indoor and outdoor market with its differentiated products. All the pieces were designed and signed by the prize-winning Brazilian designer Maurício D’Avila.

Nisha

The elegance of the curves adds the touch of the differentiated design of the Nisha pendant (hanging) lamp, the protagonist of the brand new collection. It is said that the eye is the window of the soul and the creative process was rightly inspired by the look. The lamp structure is a ceramic eye-shaped sculpture. Its main features are the unique and intriguing lighting effect and the delicate curves that allow us to see through it.

Don

The main inspiration of this piece is the geometric shapes and the possibility of joining them in a playful way, a reference to childhood building blocks. Hand-worked ceramic, brass and blown glass have been used in an unusual composition, results in a comfortable, versatile lighting object that furnishes the most diverse environments.

LA LAMPE

La Lampe arrives in the interior designer market with the visionary idea of not only offering lamps but also integrating lighting and architecture, with complete solutions. Design and architecture must go hand in hand according to the brand, which has always been committed to encouraging Brazilian designers. La Lampe has supported genuinely national creations and invested in actions that value local cultures.

Broto

Broto collection - **table, suspension, and chandelier lamp**. Brazilian flora provides the inspiration for the five lamps designed by André Bastos and Guilherme Leite Ribeiro, of the studio Nada Se Leva. The designers took their inspiration from plants when they begin to sprout. The structure of the lamps are like leaves and the point of light represents the birth of the plant. The collection is produced in aluminum, brass, glass and LED and is available in orange, dark green, deep blue, black and white colors. "We seek lightness and poetry in shape. A diffused and rich light folded in the leaf-shaped reflector," explains the designer Guilherme Leite.

LUMINI

This Brazilian lighting company was born and grew up using the vocabulary of architects and lighting designers. The award-winning pieces of contemporary design are designed by Fernando Prado, creative director of the brand, and have become objects of desire, exported to over 30 countries.

Nord

The designer Fernando Prado selected a Brazilian solid wood and roughly-textured fabric to create the Nord table lamp. Inspired by Nordic design, the piece brings lightness and warmth to spaces such as bedrooms and living rooms. "We also use an LED module with an intelligent dimmer system, which memorizes the last light intensity", explains Brazilian designer Prado.

MUNCLAIR

Design and quality: this is the philosophy of Munclair. The company has been in the lighting market for 53 years and is participating in the FuoriSalone in Milan for the sixth consecutive year. The brand is recognized for its elegant and stylish lamps created by renowned Brazilian designers, interested in environmental sustainability in the development of their products.

Asa

Mobility and versatility. The Asa ceiling lamp (“asa” means “wing”, in Portuguese) was designed by Erlon Tessari exclusively for Munclair. The designer was inspired by the movements of birds' wings. The vertical rod is fixed and the horizontal guide moves easily both back and forth and up and down. Made entirely of aluminum, the lamp has different finishing options, including yarn covered with fabric of different colors.

ACCORD ILUMINAÇÃO

Accord arrives in Milan at Be Brasil Exhibition and for the first time at Euroluce, the International Lighting **Exhibition**. The company will present **four products** from **the Fuchsia line at Brazil: Essentially Diverse** and will participate with an exclusive stand of 40 m² - Pavilion 13 - N 21 - at **Euroluce, in Rho Fiera**. Using wood as the main raw material, the products of the Brazilian brand are the result of a careful production process that combines technology with indispensable manual finishing, involving the meticulous labor of at least 30 employees in the production of a single piece.

Accord Iluminação at Brazil: Essentially Diverse

Fuchsia

Celebrating Brazilian native flora, the Fuchsia line - **pendants, table lamps, and floor lamps** - was inspired by the flower symbol of the Brazilian state of Rio Grande Do Sul. Popularly known as brinco-de-princesa, the Fuchsia was discovered by Leonhart Fuchs, from whom it derives its name. Like the source of its inspiration, each of the lamp's wooden petals is composed of delicate lines and curves, resulting in unpretentious forms that create an impact on the viewer through their proportions and composition.

Accord Iluminação - Euroluce (Pavillon 13 - Stand N21)

The lighting company makes its debut at Euroluce with a range of products that enhance the use of wood and innovative technologies while maintaining the indispensable manual finish.

Cappadocia

The Brazilian architect and designer Sara Bevilaqua was inspired by the beautiful Turkish city of Cappadocia in the design of this line of lamps (**pendants, table lamp and floor lamp**) which are also named after the metropolis. Through the profile of the balloons that embellish the landscape of mountains and blue sky, the design of the wood profile was created by repeating the motif formed by the luminaire shape. The softness of the curved tracery, the composition of the wood and the unique crystal combine to make the whole line an exuberant memory of Cappadocia.

Facetada

The lighting pieces of the Facetada Line (**pendants, table lamps, and floor lamps**) are derived from elementary geometric shapes, resulting in arresting and eye-catching pieces. The simplicity and regularity with which the faces are arranged inform the minimalist and contemporary design that lends subtly distinct perspectives to every angle from which the pieces are observed.

KS

The inspiration for this lamp came from the curves of the designs of the Japanese architect Kazuyo Sejima, who was inspired by the formal freedom of the Finnish architect Alvar Alto. The lamp is named KS, named after Kazuyo Sejima himself. It was one of the first organic-shaped designs developed in wood by ACCORD, paving the way for a special collection in the Organic line, with lights of various shapes and sizes.

Physalis by Asa Design Studio

The physalis is a plant characterized by delicate calyces in the form of a balloon which open into geometric buds revealing a small orange fruit; a perfect example of how truly amazing nature can be. This is the inspiration that resulted in the Physalis line of lights (**pendants, ceiling lamp, table lamp, and floor lamps**), demonstrating how nature-inspired geometry can create organic and original shapes.

Spin

The Spin line lighting pieces (**table lamps and floor lamps**) are the manifestation of the twisting motion applied to the basic geometric shapes they derive from. Their faces have distinctive formal patterns that allow unique perceptions for each angle from which the pieces are observed, bringing dynamism to the linear forms of wood.

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Projeto Lux Brasil - Abilux – exhibition Brazil: Essentially Diverse - Fuori Salone – Milan

Dates: April 8 to 14

Address: Museo della Permanente - Via Filippo Turati 34.

Opening hours: April 08 - Monday – 5pm to 10pm

April 09 to 12 - Tuesday to Friday – 11am to 10pm

April 13 and 14 - Saturday and Sunday – 11am to 7pm

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