

# FontanaArte

Milan, April 2017

**At this year's edition of Euroluce, FontanaArte will present a sophisticated lighting collection that expresses a return to the company's timeless values.**

**The preview runs from 4 to 9 April, at Euroluce and at the Flagship Store in Corso Monforte in Milan.**

The products from the 2017 collection draw upon the DNA of FontanaArte, which for 85 years has been producing timeless lighting objects that never go out of fashion, but soar unscathed above social transformations and constantly shifting tastes.

With this *raison d'être*, the venerable Milanese lighting firm, founded in 1932 by Gio Ponti and Pietro Chiesa, has developed a series of new products that reassert the values of a style that rejects transient trends and, through exceptional design, focuses exclusively on beauty. Drawing deeply from its own tradition of research and manufacturing know-how, FontanaArte rediscovers the splendor of glass and metal.

Emerging as if reborn from the extraordinary FontanaArte archive is the nobility of glass, the ordinary soul of a company that started out as the artistic division of a glass factory. Today, 85 years later, technology makes a wide variety of applications and techniques available, six in all: hand-blown and mold-blown, pressed and cased, sheet and thermoformed sheet glass. The metal elements are also exceptionally rich, with finishes in black chrome, gold, polished copper and a highly textured black that is poetic rather than 'industrial'.

All the new products have LED light sources.

The new collection bears the signatures of 7 designers: 4 Italian and 3 foreign. Some of them are making their debut with FontanaArte in the world of design.

**Setareh**, by **Francesco Librizzi**, a sophisticated Sicilian architect who works in Milan, is a family of table and pendant lamps declined in 15 different combinations, the delicacy of which constitutes a merging of light into space.

**Equatore**, by **Gabriele and Oscar Buratti**, in two colors pairings – pink/copper and smoky/gray – archetype of the classic *abat-jour*, features a glass shade illuminated by a central Led disc.

**Galerie**, by **Federico Peri**, is a sophisticated family of lighting elements in which a variety of precious materials harmoniously coexist: the classicism of marble, the profundity of glass and the sensuality of leather combine to create a unique and luxurious object that represents the transition between different generations.

**Kanji**, by **Denis Guidone**, features a shade in pleated glass, whose great tactility and distinctive lines are evident references to the Orient: an exploration along the Silk Road between ancient Venetian glassworks and the inimitable forms of Chinese vases.

From three foreign designers come three families of lamps that have found their optimal expression through Italian manufacturing.

**Optunia**, by **ClaessonKoivistoRune**, a family of table, floor, wall and pendant lamps characterized by the minimal design traditionally associated with Scandinavian style.

**Tripod**, by **Front Design**, a multi-functional floor lamp in the form of a tripod that supplies three different lamp typologies, for a light ranging from soft to concentrated. The composition is completed by elements in brushed brass.

**Heliacal**, by **Os & Oos**, an illuminated totem born in the art galleries and bearer of a great innovation: the light is filtered or completely obscured by the rotation of two discs of superfine glass which recreate one of nature's most fascinating phenomena: the heliacal rise, from which the lamp takes its name.

FontanaArte rediscovers its roots by revisiting some of the icons that earned it a place in the history of design and that have illuminated the spaces of our homes for decades. New editions of **Bilia** by **Gio Ponti** (1932), **Naska** (1933), **Fontana** by **Max Ingrand** (1954), **Uovo** (1972) and **Nobi** by **Metis Lighting** (1992) are now equipped with Led bulbs. **Naska** (now Led) has a new gold finish, **Luminator** (also Led) comes in two colors, **Giova** by **Gae Aulenti** has a new gold base and gray pulegoso glass. These are the ageless Italian stars of international lighting design, the glamorous and immortal divas (**LEDive**) of the last century and the new millennium.

A special mention goes to **Metafora**, the table lamp that architect **Umberto Riva** designed for FontanaArte at the height of the creative explosion of the early '80s, when Gae Aulenti became artistic director and wanted to set up a creative laboratory where established masters and young talents could freely reinterpret the company's timeless values. Forty years later, we are proud to affirm the success of that experiment by reissuing Riva's extraordinary lamp, built on a play of interlocking glass and structural elements. Metafora reflects the designer's compositional style, which is characterized by unexpected combinations of forms.

The elegance of Francesco Librizzi finds its full expression in the 600 m<sup>2</sup> stand that will host the new collection. The space is delimited by metal frames of different colors and heights which define the flow of the exhibition. The self-supporting structures are the most expressive aspect of Librizzi's project, and are a reference to the open, roofless spaces of an agorà, where light is both protagonist and guest, at once penetrating and withdrawing, perceptible from any angle one chooses to view it. Even for only a moment of meditation. Which you can also enjoy at the showroom in Corso Monforte 13 in Milan, destination for an international clientele.

The 2017 Light Collection is exhibited at:

**EuroLuce 2017 - Fiera Rho Milano Hall 9, Stand A15 B12**

**FontanaArte Flagship Store, Corso Monforte 13, Milan**

**4-8 April - from 10am to 8pm**

**9 April - from 10am to 6pm**

Thanks to:



## FontanaArte

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Founded in 1932 by Gio Ponti and Pietro Chiesa, FontanaArte was the first Italian company to make its mark in the interior design sector. Having always worked with leading international architects, the company has developed a sound design culture and a strong focus on technological innovation. For the past 85 years, FontanaArte has been designing and developing timeless lamps and furnishing elements with unmistakable personality for the most beautiful interiors in the world. In October 2016 FontanaArte was acquired by ItalianCreationGroup, founded by Giovanni Perissinotto and Stefano Core, respectively President and CEO, which operates in the field of home design. The Group includes other high-end brands such as Driade, Valcucine and Toscoquattro.