

LODES

Lodes presents *Cono di Luce*
in collaboration with Ron Arad



Cono di Luce, design by Ron Arad - Ph. Mattia Balsamini

Lodes is launching its first collaboration with internationally renowned artist, architect, and designer Ron Arad. Known for his award-winning industrial designs, the icon has had his work exhibited in prestigious institutions across the globe.

As a notable figure whose work often melds art, architecture, and design, Lodes recognized a natural kinship. Arad's disruptive approach consistently yields new design realms in which an object is broken out of its typical typology. With this characteristic in mind, Lodes approached the collaboration with the aim to embrace boundary-breaking challenges as part of the design process necessary to create the end product.

Before embarking on the design phase, Lodes challenged Arad to use borosilicate glass. The designer subsequently opted for a slender, truncated cone shape as the archetype, with a light source placed on top, hence its name *Cono di Luce*, which translates to cone of light.

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A continuous dialogue and exchange of ideas generated a new lighting design path that encompasses an innovative use of PCB (Printed Circuit Board). The technology was harnessed to create aesthetically pleasing qualities and the mesmerizing pattern which Arad envisioned and which forms the lamp's graphic motif.

Lodes' technical capabilities — clearly demonstrated in the development process — enhance Arad's intuitive and deft response to the brief. The end result mirrors Arad's initial sketch. *Cono di Luce* exemplifies a technical feat brought to fruition — the design offers various functionalities.



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Ron Arad comments: *"When you look at it (Cono di Luce), you think you understand what you are looking at. There is a sheet locked in the glass cone and it is radiating light through the cone — which makes the sheet itself glow. Then the lines become more pronounced and it creates a moiré effect."*

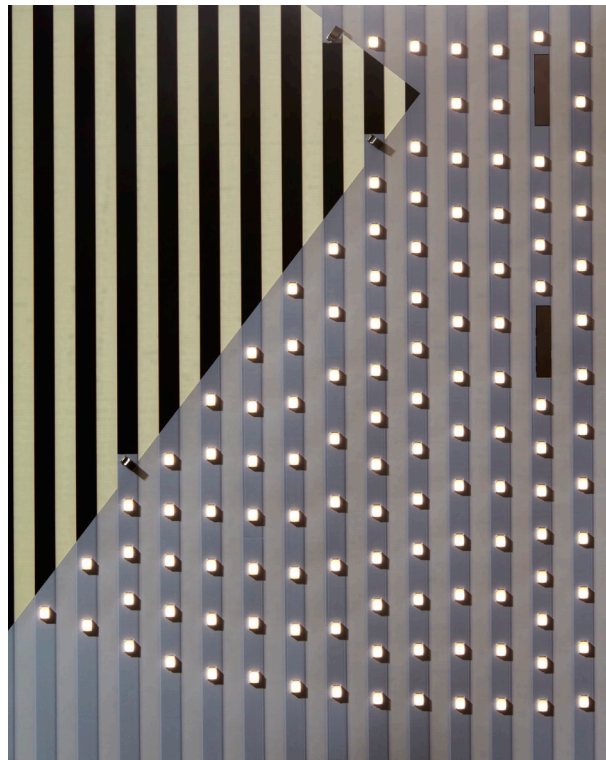
The designer adds, *"Sometimes you start with an idea and in the process, you lose something. In this case, I don't think we lost anything. If anything, we gained. I am very happy with the results as well as the interesting journey we had to arrive to this place. If you look at the sketches and at the end result, it's the same."*

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Synonymous with Italian design, Lodes' age-old expertise and its dedicated analytical approach yielded an innovative solution for a striking yet affordable product that offers luminosity and efficiency.

Cono di Luce is characterised by a transparent Pyrex cone that houses a printed circuit board (PCB) inside a frame – also made of PCB yet thicker so as to provide structural support for the lamp.

The PCB interior and frame are the result of a 33-step process that involves several layers of fiberglass and copper to house the LED chip electric circuits, which by nature have both translucent and opaque areas. A sheet of fiberglass – which is extremely thin, flexible, and insulating – laden with a copper path, acts as a conductor to the electrical polarity, which emits light when it reaches the LED.



Cono di Luce - detail, design by Ron Arad - Ph. Mattia Balsamini

Lodes' intuition led the brand to explore the decorative potential of the material in regards to its translucency which led to the striking stripe pattern on the design — which was based on the artist's drawing. The understanding of the material's degree of transparency allowed Arad to play with areas of light and dark bands and to create the moiré effect through the application of overlapping stripes. Lodes employed this alluring aesthetic to design an electrical circuit connecting more than 200 LED chips.

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The frame, also designed by Lodes, consists of a white rigid PCB that performs three functions: refracting light so that the luminous effect of the lamp can be uniform, connecting electric circuits that give power to the LEDs and finally, acting as a mechanical suspension to the product itself.

Another distinctive element of *Cono di Luce* is the customizable frame – it not only holds the sheet placed inside the cone, but also bears the product name. The frame also details both Arad's and Lodes' names. *Cono di Luce* is available in a pendant version and in three finishes: red, grey, and gold. In typical Lodes fashion, the lamp is versatile and suitable for application for a range of users and environments.

Arad prioritized the red version, offering an impactful statement piece that features the designer's signature on the outer flap. The grey version is more subtle, with the signature and product name positioned discreetly on the inside of the sheet, which also allows the product to adapt to various settings.

In continuity with CMF Lodes, there will also be a third version which will feature a grey finish on the interior and a gold finish on the exterior – a gorgeous feature obtained through the deposition of gold, giving the product a special appeal.

The result is a powerful lamp housed in a deceptively simple design. When turned on, the product reveals its full decorative capacity showcasing an optical item made of light, shadows, and superimpositions. The work is a collaboration between Arad's creative vision and Lodes' ability to master and manage technology.

-ENDS-

For any press enquiries, images and interview requests, please contact Alexandra Zwicky at Novità Communications (alexandra@novitapr.com), or email the company (press@lodes.com).

Notes to Editors

About Lodes:

Balancing innovative technical know-how and the essence of Italian design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

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Originating in the founder's passion for glass and informed by continuous technological research, the company has evolved into one of Europe's leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant lighting solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques. The company saw an increase of 17% in 2022 with a turnover of 22m€ the same year. 2023 is also expected to see a growth to profits with brand consolidation activities focused on France, the UK, Scandinavia, North America and Asia.

[Lodes.com](https://lodes.com)

About Ron Arad:

Born in Tel Aviv in 1951, educated at the Jerusalem Academy of Art and later at the Architectural Association in London, Ron Arad co-founded with Caroline Thorman the design and production studio One Off in 1981 and later, in 1989, Ron Arad Associates architecture and design practice. In 2008 Ron Arad Architects was established alongside Ron Arad Associates.

From 1994 to 1999 he established the Ron Arad Studio, design and production unit in Como, Italy.

He was professor of Design at the Hochschule in Vienna from 1994 to 1997, and later a Professor of Design Products at the Royal College of Art in London up until 2009, when he was made Professor Emeritus. In 2013 he was elected as a Royal Academician by the Royal Academy of Art in London.

Ron Arad's constant experimentation with the possibilities of materials such as steel, aluminium or polyamide and his radical re-conception of the form and structure of furniture has put him at the forefront of contemporary design.

Alongside his limited edition studio work, Arad designs for many leading international companies including Kartell, Vitra, Moroso, Fiam, Driade, Alessi, Cappellini, Cassina, WMF and Magis as well as many others. Ron Arad has designed a number of Public Art pieces, most recently the Vortex in Seoul, Korea, and the Kesher Sculpture at Tel Aviv University.

[Ronarad.co.uk/](https://ronarad.co.uk/)

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