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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 Ron Arad, the internationally renowned artist, architect and designer, known for his iconic industrial pieces that have won multiple awards and been exhibited in the world's most prestigious institutions. The result is *Cono di Luce* - a lamp that marries Lodes' technical know-how with Arad's artistic flair.

The company saw in Ron Arad a figure who blends art, architecture and design. With his disruptive approach, Arad is able to uncover new realms in which objects break out of their typical typologies. With this in mind, Lodes aimed to not only overcome challenges, but to embrace them as part of the design process to create the end product.

Before embarking on the design phase, Lodes set the designer a challenge: to use borosilicate glass to design an iconic object. Arad consequently opted for a slender, truncated cone shape as the archetype, with a light source placed on top, hence its name *Cono di Luce*, meaning cone of light.

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A continuous exchange between the company and the designer enabled a new design path to be found. Lodes met Arad's with an innovative use of PCB technology. Together, they harnessed this technology to translate its aesthetic and expressive qualities, creating a pattern that became the lamp's graphic motif.

Lodes' technical capabilities are clearly demonstrated in the development process. Lodes was able to transfer Arad's intuitive response to the brief, as shown in his initial sketch, into a real lamp – finding a technical solution that solved critical issues while simultaneously fulfilling several functions.



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Ron Arad comments: *"When you look at it (Cono di Luce), first of all, I'm very happy that it's legible. You can look at it and think you understand, you know, what you're looking at. There's a page locked in the glass cone. However, this page is providing light through the cone and becomes sort of glowing in itself. There are lines which create a moiré".*

Furthermore, the designer adds: *"Sometimes you start with an idea and in the process of making it, you lose something. In this case, I don't think we lost anything. If anything, we gained something. I am very happy to see this and I am very happy that through the interesting journey that we had getting here,*

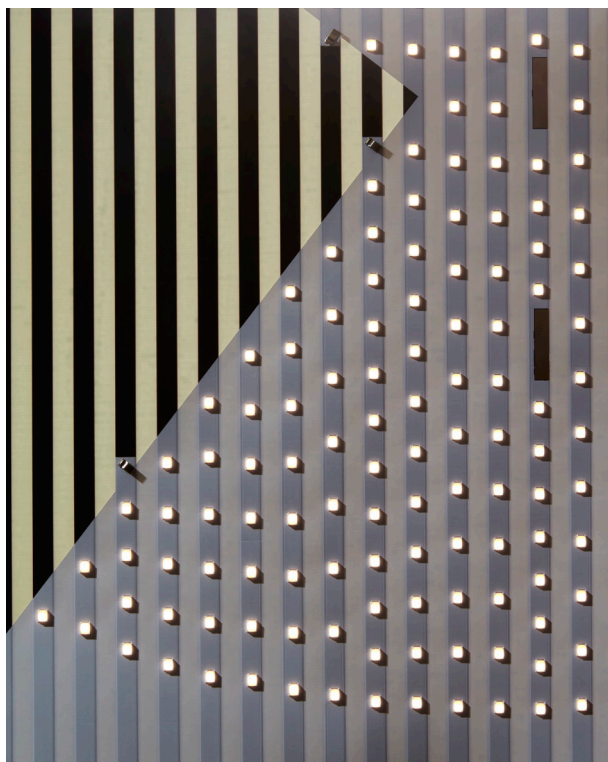
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you can still look at the original sketches and compare it with the end product and think that it's the same".

Thanks to Lodes' expertise and wider problem solving skills so synonymous with Italian design thinking, the company was able to find an innovative solution that offers an affordable product with high luminous efficiency.

Cono di Luce is a lamp characterised by a transparent Pyrex cone that houses a printed circuit board (PCB) inside and a frame, also made of PCB, but with a greater thickness to provide structural support for the lamp.

The PCB is the result of a process that includes 33 steps and several layers composed of fiberglass and copper for 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, on which a copper path is smeared, acts as a conductor of the electrical polarity, which on reaching the LED allows them to emit light.



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

Lodes' intuition was to understand the possibility of exploiting the decorative potential of the material's degree of translucency, to arrive at the design characterised by stripes, based on the artist's drawing. This allowed

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Arad to play with areas of dark and light bands, and with the moiré effect given by the overlapping of the stripes. Lodes was able to employ this aesthetic to design an electrical circuit connecting more than 200 LED chips.

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 of the product itself.

Another distinctive element of *Cono di Luce* is the customisable frame that holds the sheet placed inside the cone, and which bears the name of the product. The frame details both Arad's and Lodes' names. *Cono di luce* is available in a pendant version and in three finishes: red, grey and gold, the lamp is versatile for a range of users and environments, in typical Lodes fashion.

Arad prioritised the red version to offer an impactful statement piece, featuring Arad'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, allowing the product to adapt to various settings.

In continuity with the CMF Lodes, there will also be a third version which features a grey finish on the inside and a gold finish on the outside, obtained through the deposition of gold, to give the product its preciousness.

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

-ENDS-

For press requests and high-resolution imagery, please contact Gabi Martorana at Caro Communications (gabi@carocommunications.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 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 Keshar Sculpture at Tel Aviv University.

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

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