



LODES and DIESEL present the latest novelties

On the occasion of Milan Design Week, the Diesel Living with Lodes line has been expanded to include an addition to the Spring collection, as well as three new items: Magic Mushroom, Reglobe and U.F.O..

The historic Italian lighting company, Lodes, and the international brand, DIESEL, owned by the OTB Group, continues the partnership in 2023 with a collection of new, versatile lamps suitable for homes and public spaces.



Spring from the Diesel Living with Lodes collection © Lodes

Spring has been extended to include a floor lamp version, following the arm and ceiling models presented last year.

The lamp is characterised by the tubular element of the metal rod that bends back on itself from the base, thus creating a circle reminiscent of a spring. The workmanship recalls a safety pin, making its line minimal and elegant, a distinctive look that references the world of fashion.

This new version, with its minimalist character, is equipped with an LED strip that projects light linearly onto the wall next to which it is placed. Spring works in a variety of settings – at the base of the lamp there are three adjustable feet that allow users to adjust the height of the base



and set the light accordingly against the wall, even where the flooring is uneven.

Available in a height of 180 centimetres and in a deep matt black finish, Spring is extremely adaptable thanks to its base that can be directed in two directions during assembly: this allows the user to position the cable outwards towards the wall or 180° in the opposite direction. As far as the LED strip is concerned, it will be available in a 2700K version.

Spring is fitted with a power cable positioned at the base of the lamp, as well as a foot dimmer to adjust the intensity of the light emission.

Spring's versatility makes it an ideal solution in residential contexts such as a living environment, but also in hybrid spaces such as home-office areas. Spring also lends itself to applications in public spaces such as offices, co-working situations or educational centres.



Magic Mushroom from the Diesel Living with Lodes collection © Lodes

Magic Mushroom is a table lamp whose mushroom-inspired shape is reminiscent of retro 1960s 'psychedelic' style. The distinctive piece has been made contemporary through its blown glass diffuser which gently glows, offering a calming yet optical feel.

Magic Mushroom consists of a black steel base that houses an Aqua blown glass shade, emphasising the collection's artisanal touch. The power cord is also black, and the dimmer can be adjusted by the switch. The Aqua coloured glass is transparent and has a fluid, liquid character.



The shade filters and projects light in a similar way to the reflection of water on a surface or wall. The object does not only illuminate the surrounding space, but it also casts a particular mood, thanks to its unique material.

The lamp is available in one size measuring 38 cm.

Magic Mushroom is a lamp whose style and texture finds its destination of use in the domestic sphere. Thanks to its duo design, it becomes an elegant object perfect next to a sofa in a living space rather than on a sideboard.



Reglobe from the Diesel Living with Lodes collection © Lodes

Reglobe is a pendant lamp that is reminiscent of certain styles seen in the 1960s, due to its unique industrial process.

The process uses rotational moulding to assemble plastic grains of different colours, creating a terrazzo effect. The end result is a large, spherical object with a light volume, featuring a white background with brightly coloured, speckled accents.

During production, pieces of melted plastic (recycled from production waste) from various shades are deposited onto the specimen in a different way. Thus, each lamp is unique with colour tones that vary depending on how they are mixed throughout production – resulting in a 'Random Terrazzo' finish.



The lamp's opaque sphere houses a white conical metal diffuser at the bottom, which prevents light from filtering through. The light source contains the connection for an E27 bulb that diffuses light downwards.

Reglobe is available in three sizes with a diameter of 45, 55 or 65 centimetres.

Each lamp's individuality make Reglobe ideal for use on its own or in compositions to demonstrate the various colours. The three size options lets users play with scale, allowing Reglobe to be inserted in large public spaces, such as in a hotel lobby, while retaining its light feel.



U.F.O. from the Diesel Living with Lodes collection © Lodes

U.F.O. is a suspension lamp that takes its name from the collective imagination linked to unidentified flying objects.

Its shape recalls a certain minimalism of the 1990s/2000s. The lamp is characterised by a wide and almost flat, slim metal diffuser. The LED light source is slightly pointed, diffusing the light downwards, making an ideal placement above a table.

The lower part of the lamp, thanks to its semi-conical shape, sits harmoniously with the conical shaped diffuser. While it can illuminate a large portion of the space below, it also emits a gentle glow upwards, giving the lamp an overall light appearance, making it seem almost suspended in the air.



U.F.O. is available in two sizes, 35 or 60 centimetres in diameter, and in three finishes: Black, Rust or Sand. As for the light source, it will be available in the 2700K version.

U.F.O. is highly flexible and can be used in both residential and hospitality or public spaces. The 'unidentified flying object' can be placed over a table, and which, thanks to its minimalist design, can stand alone or be combined with several lamps in a row, for example in a restaurant, to illuminate a long table.

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Notes to editors

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.

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



DIESEL

Founded by Renzo Rosso in 1978, Diesel is an international lifestyle company famous for revolutionising the world of denim. The brand has evolved to become a leader in premium fashion, representing a true alternative to the world of luxury.

Diesel's collections include clothing, accessories and a wide range of collaborations: from perfumes, watches and jewellery to interior design projects and luxury real estate with Diesel Living.

Discovering, supporting and promoting creativity is part of the DNA of Diesel and the OTB Group, the international fashion and luxury group of which it is a part, which includes iconic global brands and companies.

The Diesel Living collection is a clear interpretation of the brand's lifestyle and design approach. First launched in 2008 as a selection of fabrics, in an organic evolution from Diesel's experience in fashion the home collection has continued to grow year after year, forming important partnerships with key players in the interior design industry.

Overall, the collection is a perfect combination of Diesel's style and character with the industrial know-how and top-quality design of each specialized partner.

uk.diesel.com/en/living/