

ABOUT THE PRODUCT HIGH PROFILE BY MVRDV X DELTA LIGHT | PROJECT IN DEPTH CLOSET CASE | MEET THE DESIGNER DIEGO FORTUNATO



The shape of things to come Behind the scenes of sustainable design

Belgian lighting company Delta Light has a tradition of collaborating with architects on their projects. In the search for a designer for their latest collection, they looked to Dutch architects MVRDV. Together, they worked to create a bold, colourful and conceptual design that would fall in line with both Delta Light's catalogue and MVRDV's signature architectural style. The team of architects and interior specialists decided to make a feature of the difference between the way a luminaire is presented in a showroom and the less glamorous reality of how it is crafted and produced. A sustainable approach to the production of the new range was the starting point; the designers wanted to work with recycled materials where possible. The result is a design that takes a critical look at the manufacturing process, finding both opportunity and beauty in residual elements that would normally be cast aside.

MVRDV architects turned Delta Light's luminaires inside out and

produced the High Profile series, a range of luminaires inspired by leftover aluminium profiles. In the words of MVRDV founding partner Jacob van Rijs: "The amazing details of these profiles are usually hidden inside the wall or ceiling; we wanted to make their beauty visible as the main feature of the new design." Peter Ameloot, CEO of Delta Light, had this to say: "To see a product that is usually completely integrated and anonymous in architecture evolve to become such an eye-catcher was a very inspiring exercise for us."

Profile lighting is a key part of architecture, but offcuts are often a residual product. These leftover elements became the starting point of the uniquely reusable and eco-friendly design. Presenting a cube-shaped pendant luminaire, a wall fixture in the shape of an arch, and a freestanding model with profiles placed side by side, the High Profile collection took Milan Design Week by storm, giving the world a glimpse of the industry's sustainable future.

How to stand out by LS Design

Spotlight on a fashion brand

When Light Space Design were charged with the interior design for the new regional flagship store of renowned London-based men-and-womenswear retailer Closet Case, they rose to the challenge with a boldness that matched the brand's ethos. They were joined by QBO as the lighting brand, Lumiere Group UAE as supplier and Nadine Baalbaki as lighting designer. Located within the prestigious Fashion Avenue Promenade in The Dubai Mall, the store had to meet the mall's high standards for luxury retail while keeping true to Closet Case's "edgy" identity. Therefore, the interior took inspiration from both traditional and modern luxury elements to create a deluxe experience.

The store is designed as a continuous display space, maximizing the retail footprint for front of house. This large open space is broken up into four areas. To highlight the products all while keeping a dark and industrial mood and feel, the designers used Timy LED using 12-degree and 24-degree beam angles to focus the light on the products only. The luminaires are suspended at a height of 6.5m, to allow a high visual

comfort and avoid any glare. The tailored lighting also brings to life the olfactory shelf, which presents rare and high-quality cologne and perfume brands in a dramatic display invoking the image of a chemist or turn of the century pharmacy. Clients are encouraged to walk around the counter and explore the shelf's content directly.

The shop front is lit by the Ayer mini from the side, while the front desk is lit by linear lighting showering the desk with ambient light. A modified rolling cabinet offers incoming visitors an opportunity to search amongst the limited-edition products on open display for something that speaks to them. Here the lighting of the store is at its most uniform, reducing shadows to best display the items.

The same raw sheet steel has been used to make up the entire store's façade, giving the store a dramatic presence along the brightly lit white marble-clad mall promenade; a uniquely crafted experience for customers signed Lumiere Group UAE.







Vibia calls on Diego Fortunato

Reimagining the classics

When Vibia wanted bold new designs, they knew just who to call. Diego Fortunato began his career in 1995 when a manufacturer asked him to design a chair, for which he came up with a concept that was a best seller for over a decade. This led to many other successful designs for a wide range of clients.

Being self-taught has allowed him to approach design with great freedom and disregard for so-called rules. This freedom allows ideas to flow between different projects and often an idea for one such project will also find expression in another. His activities have ranged from commercial product design to art-world projects, such as creating sculptures, art installations, graphic design and branding.

The two series that came from Diego's collaboration with Vibia, Jazz and Mayfair, embody his original, organic approach. Jazz includes floor lamps, table lamps and hanging lamps, and set the standard for his uniquely creative partnership with Vibia. His latest creation, Mayfair, updates the design of the pendant lamps used to light library study desks, providing both a fresh and innovative approach. It features a variety of iterations.

The Mayfair Mini is designed to gently illuminate precious moments. Its defining feature is undoubtedly its rechargeable, long-life battery power.

Lasting up to 24 hours between charges and with no need for plugs or cables, the light can be moved and adjusted as desired, promising beautiful, ambient lighting on demand. The Mayfair Mini's compact design features an intriguing play of lean lines and curved contours in a range of vibrant and glossy finishes. It casts a contained pool of diffuse downlight that creates an atmosphere of warmth and wellbeing. A small opening at the top of the shade emits a glow, balancing the brightness below by lending a subtle radiance to the stem above.

When multiple models are used at once, the Mayfair Mini offers a unique source of primary exterior lighting. Bringing sparkle to a summer evening, the little fixtures can be placed strategically around a commercial space, such as a restaurant or hotel terrace, with no need for plugs or cables. Its sleek, tall and slender profile is unobtrusive, making it the ideal choice for temporary illumination of a dresser or hall table. It also functions effectively as a desk lamp for a home office.

The Mayfair table lamp, floor lights and pendant lights are a reimagining of the 19th Century aesthetic with an obviously innovative approach to technology through their use of LED light source and new materials. The modern components give users complete control over the intensity of the light, while preserving the charm of traditional lamps; the best of both worlds from a collaboration that brought quality and novelty together.

