

ABOUT THE PRODUCT FORMATION BY B&W | PROJECT IN DEPTH MEA GREEN BUILDING | MEET THE DESIGNER MARCO ACERBIS



Putting the sound in surround

Forming a new experience with Bowers & Wilkins

Formation is the latest iconic range from an iconic brand. Famous for their exceptional quality, Bowers & Wilkins products have become a household name for sound aficionados. Formation brings the brand's signature superior performance thanks to a line-up of interconnected and complementary devices.

The incredible diversity of the Formation range caters to a wide variety of layouts, requirements and equipment. Each device is designed to embody a specific approach to music and sound experience.

Duo is the classical twin stereo speakers deployed to deliver high-resolution sound wirelessly and without compromise.

Wedge fills the room with exceptional sound quality from a single source. Its distinctive shape is carved in a unique pattern that evokes a sound wave while offering optimal performance in any indoor space.

Bar is a slim, elegant and sonically potent sound bar able to deliver expansive, immersive multi-channel audio soundtracks. Its streamlined shape repeats the distinctive pattern but in a more focused, linear way. Bass offers all the depth and power required to bring movies and music to life. It features all the control of a subwoofer with the shape to match, all expertly designed to provide a visceral experience.

Audio is perfectly adapted to turn existing systems into a full-on 24bit/96Hz wireless streaming system, even with legacy equipment such as turntables.

Flex can be used alone, as a stereo pair or as part of a home theatre surround sound system. Whatever its purpose, it boasts the performance to match its exceptional adaptability.

Together, the individual devices that make up Formation redefine the world of audio to meet every individual need.

Planting new seeds

Joe Farah's homage to the cedar

MEA has just inaugurated a brand-new green building designed in honor of Lebanon's national symbol and the company's emblem; the cedar.

The architectural firm in charge of the project, Khatib and Alami, took inspiration from the evergreen tree in every facet of their creation. The building's façade has been designed with a repeating pattern that evokes the cedar's foliage layers, while the entire architectural philosophy has been conceived around being green, just as the building itself boasts the signature airplane tail with the MEA logo as a centerpiece.

Interior architect Joe Farah followed suit with spacious and sleek indoor spaces that reflect the modern, progressive spirit that drove the project. The elegant, reflective materials combined with the open layout to optimize both form and function in a way that reduces the building's carbon footprint and makes the workflow easier.

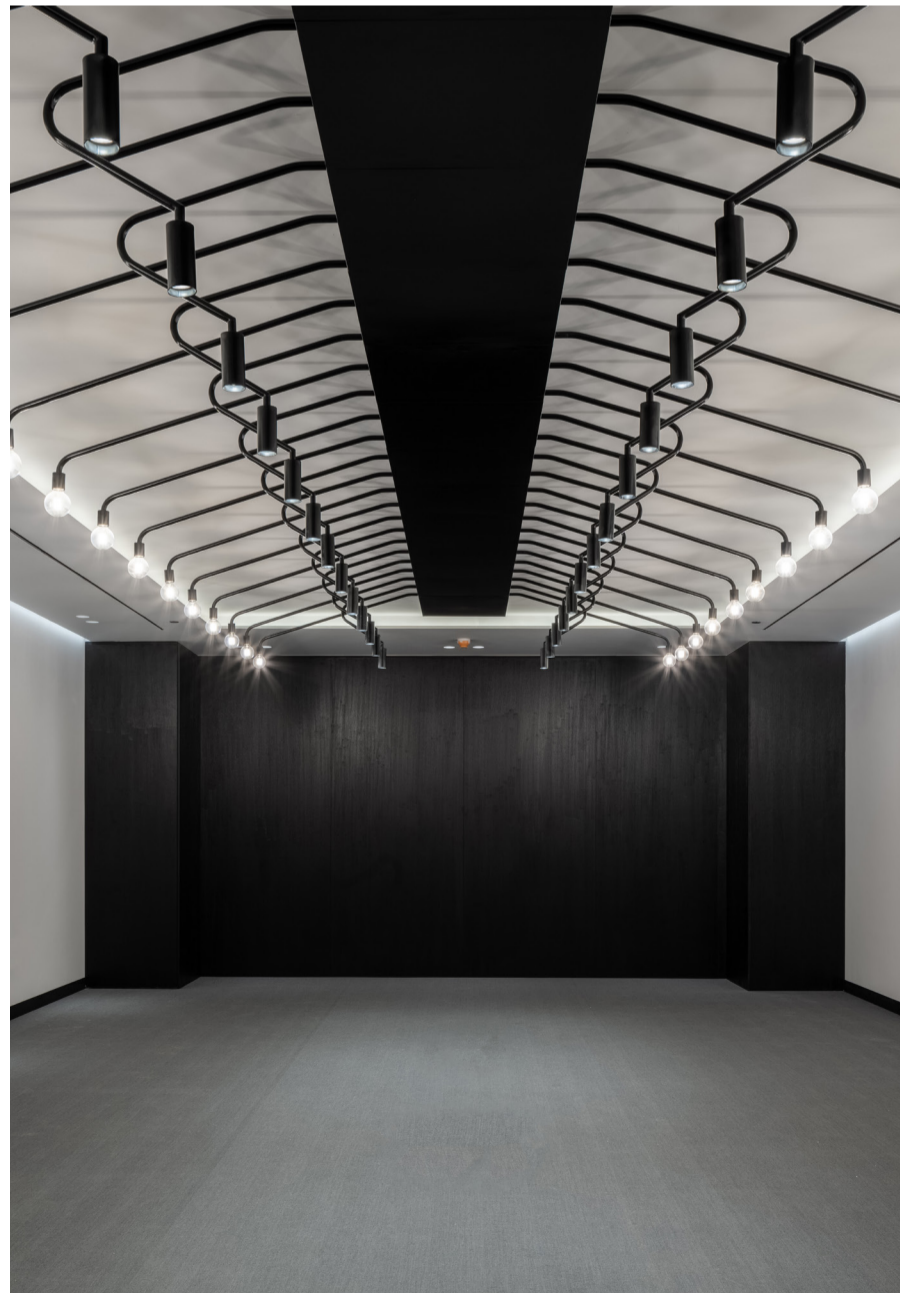
Supplied by Lumiere Group, lighting designer Hilights bring the whole building to life with strategically placed luminaires and efficient

ambiance lighting to create a welcoming yet intuitive workspace. Original patterns, designs and pieces create an interplay of light and shadow, black and white that creates a stark contrast and brings a visual dynamic to each space.

Among the highlights of the lighting are high quality products from leading brands in the business. This includes the Supernova ceiling lights from Delta Light, uplights by Luce and Light, 9x8 profiles by QBO, the cloud-like Nuage suspended lights by Wout Wessemius, and custom-made ceiling cylinders created by Hilights to add to the contrasting patterns of the interior.

The MEA green building is the embodiment of the company's bold new direction as well as a case study in creative cooperation between complementary disciplines that can build on each other and inspire each other to serve a meaningful unifying theme. What better way to bring passionate people together than around a national symbol?







Platek's rising star

A closer look at Marco Acerbis

Marco Acerbis has been a longstanding collaborator of Platek, helping them create unforgettable designs that have stood as a testament to his unique imagination. His outstanding pedigree as a designer makes him a match for Platek's constant drive to push the envelope.

Born in 1973, Marco Acerbis graduated in architecture from the Milan Polytechnic school in 1998. From 1997 to 2004 he lived in London where he worked with Lord Norman Foster's Studio. He set up his own practice in Italy in 2004. Fascinated by designing at very different scales he quickly moved on to explore all sorts of subjects to achieve a globally designed space with a constant crossover of skills, ideas, tools and technologies. Many of his creations have received high acclaim, such as the Vertigo floor lamp, designed for Fontana Arte in 2004, which is now included in the Vitra Design Museum permanent collection.

All the awards and acknowledgements he has received have not made Marco rest on his laurels. Together with Platek, he has crafted exceptional items that have become a staple of the brand's many collections.

Among these is Blend, a family of bollards characterized by the balance between sculptural form and lighting technology. The collection is very wide, with different lighting options. Besides lighting the surrounding environment, the light plays with the lamp by revealing and enhancing the volumes.

Another is Font, a family of 7 outdoor bollards and poles. Essential

volumes, vintage lines and timeless elegance are the main features of a versatile product that is extremely adaptable to its context of use, both as a single and repeated element. The optical systems have been fully engineered by Platek and are available in street light, asymmetrical and diffused emission.

Yet another is Mesh, a contemporary revisiting of the classic model of a bedside lamp, where the lampshade is made in turned aluminum, painted and resistant to corrosion. Mesh thus becomes a suitable product for outdoor, resistant against water and weather. The light is diffused through small holes on the surface of the lampshade, creating a cozy atmosphere and soft light.

As for Team, it is a wall mounted step marker with great elegance and ability to play with the environment light when switched off, due to the side winglets that draw the profile. Team can be powered by a cable from the wall or can be composed in series by connecting elements with an external line.

Finally, Target lives up to its name: Engineered with LED technology, Target represents a harmonious combination of simple use and elegant design, a sculptural and flexible complement of versatile lighting, a solution for projects of architectural light that underline shapes, volumes and colors. Platek has found in Marco Acerbis a unique voice that is able to cast a distinctive creative light on the future of lighting design.

