

LUNARIAIA

WWW.LUNARIA.US

A Home Fittings Store Where Materials
Meet Witty Reinvention



Feathers, Fringe & Bondage

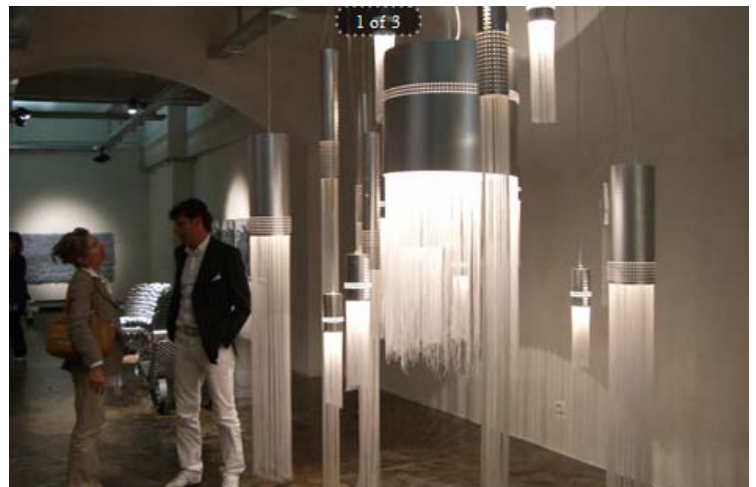
Euroluce 2007, Milan Italy
Design Trend Report by Alia Meyer

Fashion trends met up with lighting design at Euroluce this year in Milan. Innovation of materials and interpretations of the old guard filled the halls with excitement. Light fixtures accentuated by exaggerated fringe, lampshades made of feathers and stitch work reminiscent of couture lingerie filled the enormous exhibition halls.

Creative use of color also held a starring roll with Gold at the head of the line; big, bold and glamorous designers were all about gold, bling and more bling.

Terzani took on the theme of "Light as the Queen". Walking into their booth, festooned in an aura of gold, was like walking into a glittering jewelry store, a feeling of complete opulence.

Their new collection of 10 or so pieces was on display as well as some of their lights released in last year's debut. From their new collection I really enjoyed the "Reef" especially in gold. An interesting pick for me with it's subtle 21century design, I can see this fixture being a huge success. For me the "Danae" (above left) pendant stole the show, designed by brilliant fashion designer turned lighting master Maurizio Galante. An additional point of interest with the "Danae" is the stitch work detail at the top. The fixture just reeked of the sexiest of fashion, pushing the limits of our vision of lighting.



1108 Magnolia Avenue - Larkspur, CA 94939

Phone: 415-461-0588 Fax: 415-461-0688 www.lunaria.us - info@lunaria.us



Continuing on with idea of stitch-work was Brand Van Egmond's "Lola" pendant. Shown in black, it sold also in silver (as pictured to the left). Between the mesh material are zippers and open stitches created with black ribbon. I felt a little naughty even looking at this fixture. Their booth was a riot, the door was guarded by a bouncer and security was so tight one felt relief just clearing the door. I wanted to stay inside for a little longer just to look at the masses gazing wistfully inside. Their over the top collection also included a rose chandelier named "Love You, Love You Not". The roses, realistic in design, felt like that had been freshly dipped in black lacquer paint.

Feathers decorated the tops of lampshades like old French hats adding whimsy and play to what might otherwise simply be serious. Note this floor lamp by Eurofase, the Feathers also became the lampshade on several occasions. While the names of the individual light vendors did not register in my mind, the imagery of feathers floating ethereally in the air stayed with me. The light, magical and heavenly left an impression hard to capture into one specific thought. Unfortunately for us many of the light companies that showed at EuroLuce 2007 are still unavailable in the states. UL listing and fear of legal action limit our choices especially in this regard. A notable company "Ango Lighting" plays with many innovative materials from what looks like cotton balls to very fine straw reminiscent of a birds nest. "Innermost Lighting's" Kapow is comprised of cylindrical foam-like gauze made of unknown material. This fixture designed by Tina Leung, clearly a designer to keep your eye on.



Standing in for the "Bling Effect" was "Italamp", their new fixture the "Flut" is literally a clump of crystal and glass. I found myself pulled into their booth even before I knew where I was going. Styled after an earring this fixture took bling to another level. Also of note in their booth was the trend of playing with scale. Their standing lamp the "Dada" plays on this idea of a larger than normal scale lampshade, a swooping stance and what felt like miles of red cord designed to wrap around brackets for extra zing. This fixture also features a mosaic insert at the base in a metallic finish which shines brightly on the bottom taking the "Dada" floorlamp completely over the top.

Beyond all the great light fixtures there was another interesting element to the show. A Hierarchy of status within the Italian Lighting industry gave vendors better locations and larger booth sizes. "Baga srl" who we in the US consider pretty innovative was relegated to the second floor with the other traditional lighting lines. "Fios" on the other hand stood center stage with a booth larger than any other, showing only a few new products. The goal was not only to show your new collection with a

1108 Magnolia Avenue - Larkspur, CA 94939

Phone: 415-461-0588 Fax: 415-461-0688 www.lunaria.us - info@lunaria.us

beautiful booth but to captivate the audience creating a comprehensive experience that completely controlled all of your senses as a visitor, allowing for time to lapse and true introspection and artistic appreciation to happen.

Some might say that a first time visitor to EuroLuce would go into a heavy state of overwhelm, with so much to see it was easy to lose sight of the breathtaking by the sheer number of installations and the volume of people. EuroLuce was just a small part of this year's exhibition in Milan as it was incorporated into the larger Solani Milano, with total show attendance above 200,000. This inclusion brought about a higher level of energy and excitement. This was the year to make a statement with light, a performance akin to American Idol's season finale.



S. Alia

S. Alia Meyer

LUNARIA 

WWW.LUNARIA.US

1108 Magnolia Avenue

Larkspur, CA 94939

Phone: 415-461-0588 Fax: 415-461-0688

www.lunaria.us - info@lunaria.us

May 2007

1108 Magnolia Avenue Larkspur, CA 94939

Phone: 415-461-0588 Fax: 415-461-0688 www.lunaria.us - info@lunaria.us