

# "O"

Elemental

  
Artemide  
App  
Compatible





# ELEMENTAL



Victor Oddo

Juan Cerda

Diego Torres

Alejandro Aravena

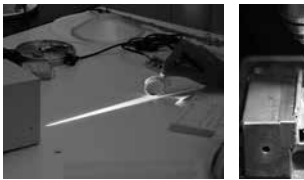
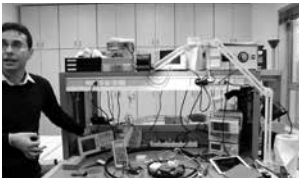
Gonzalo Arteaga



# WORKSHOP ELEMENTAL



# WORKSHOP ELEMENTAL



## WE'

The WE Artemide collaboration took place between May 2016 and November 2017. It started with a first encounter at the Giardini in Venice, followed some months later with a two-day workshop in Milan and the creative discussions in Elemental's office. This poster is a selection of pictures that capture the spirit of this collaboration.

### (1) Workshop ELEMENTAL

#### Elemental

Alejandro Aravena - Executive Director / Partner Architect  
Gonzalo Arteaga - Partner Architect  
Juan Ignacio Cenda - Partner Architect  
Victor Ochoa - Partner Architect  
Diego Torres - Partner Architect

#### Artemide Team of Experts

Ernesto Gismondi - Artemide President  
Carlotta de Bevilacqua - Artemide Vice President

#### Research & Innovation

Optoelectronics Technology  
Fabio Zanola - Head of Research & Innovation Department  
Andrea Gallucci - Head of Optics & Electronic Department  
Luca Porcaro - Research & Innovation Department  
Gabriele Gandini - Electronic Department  
Roberto Franzosi - Optic Department

#### Design & Engineering

Daniele Molteni - Head of Design & BeSpoke Department  
Paolo Leoni - Head of Technical Architectural Department  
Alessandro Bordini - Design Department  
Teresa Caserta - Architectural Department  
Laura Pessoni - Architectural Department

#### Production

Fabrizio Magistrali - Chief Operating Officer

Francesco Ciampini - Operations Director

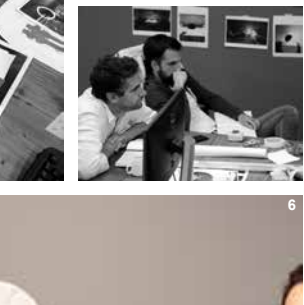
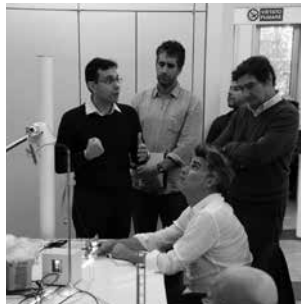
#### Marketing

Diego Martinelli - Marketing & Communication Department

Laura Salvati - Marketing & Communication Department

#### Photo Notes

- 1 - Meeting during the XV Venice Biennale: Carlotta, Ernesto and Alejandro
- 2 - From left to right: Gonzalo, Juan, Diego, Victor, Alejandro, Carlotta and Ernesto
- 3 - Workshop at Artemide headquarters, Preganziol, Milan
- 4 - WE participants
- 5 - Alejandro Aravena explaining the approach to "what informs the form of the project"
- 6 - Mock-up for the Tolomeo lamp by Michele De Lucchi during the WE
- 7 - Mock-up for the Wira at Elemental's office

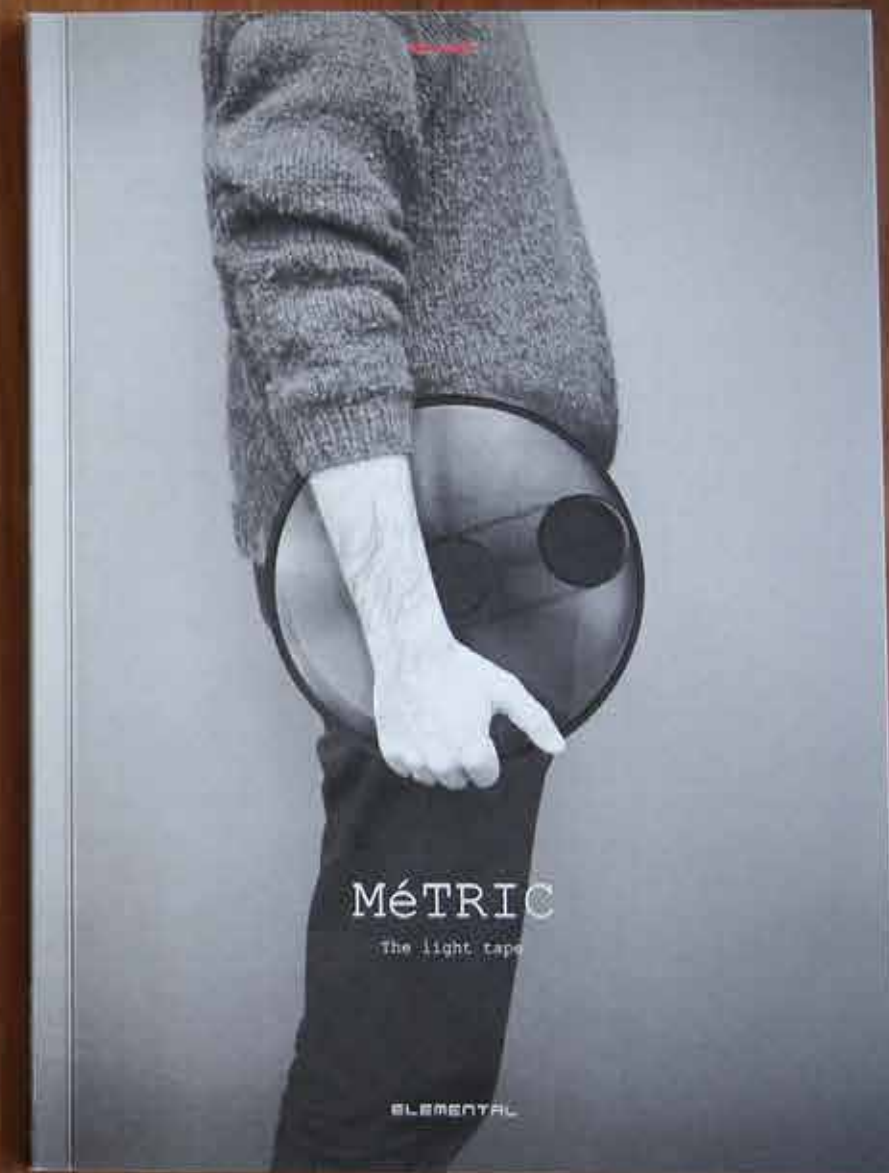
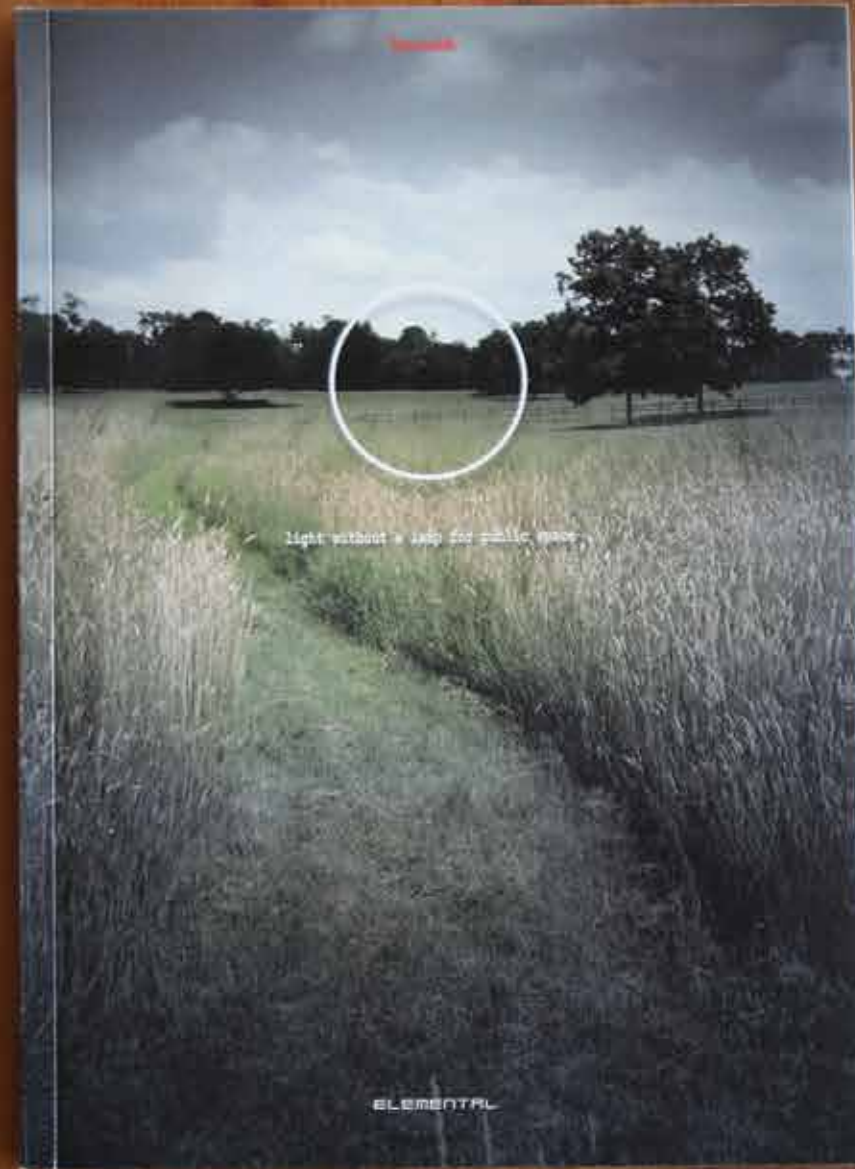
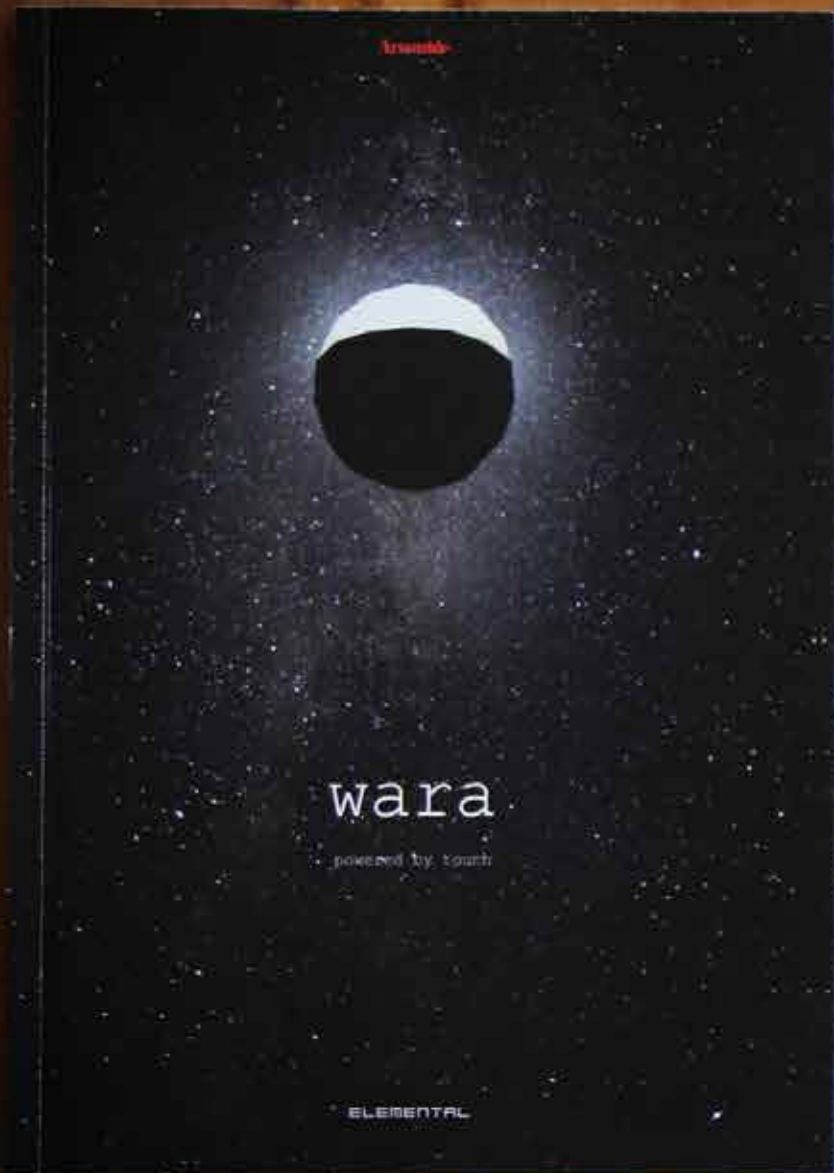




# WORKSHOP ELEMENTAL



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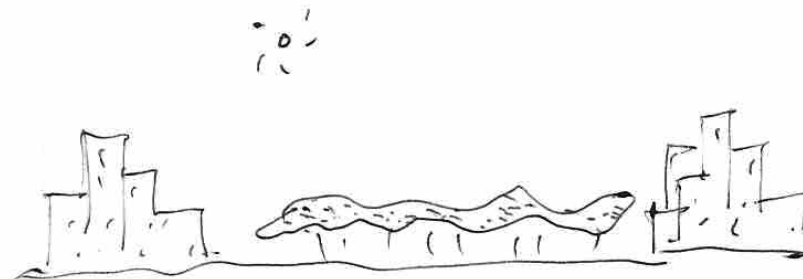
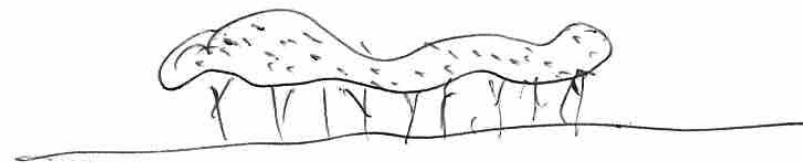
"O"



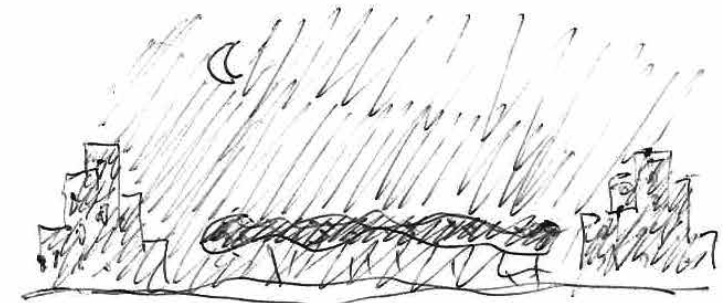
light without a lamp for public space



# "O"

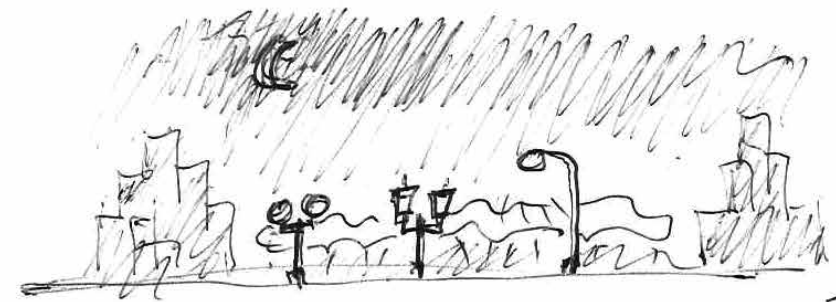


natural



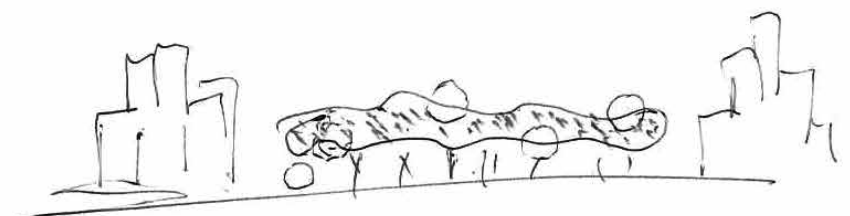
dark = insecure

2



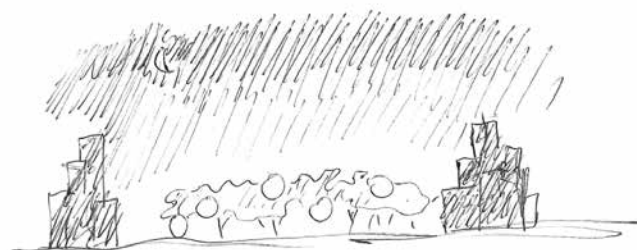
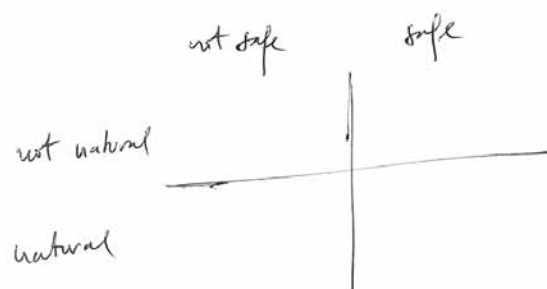
safe but unnatural

3



invisible when not in use

4



protect darkness  
illuminate only on demand!

5



**"O"**

**"O" is an attempt to reconcile the needs  
of the natural and the urban environment.  
Darkness and disappearance will be  
the contribution of "O" to nature  
and public spaces.**

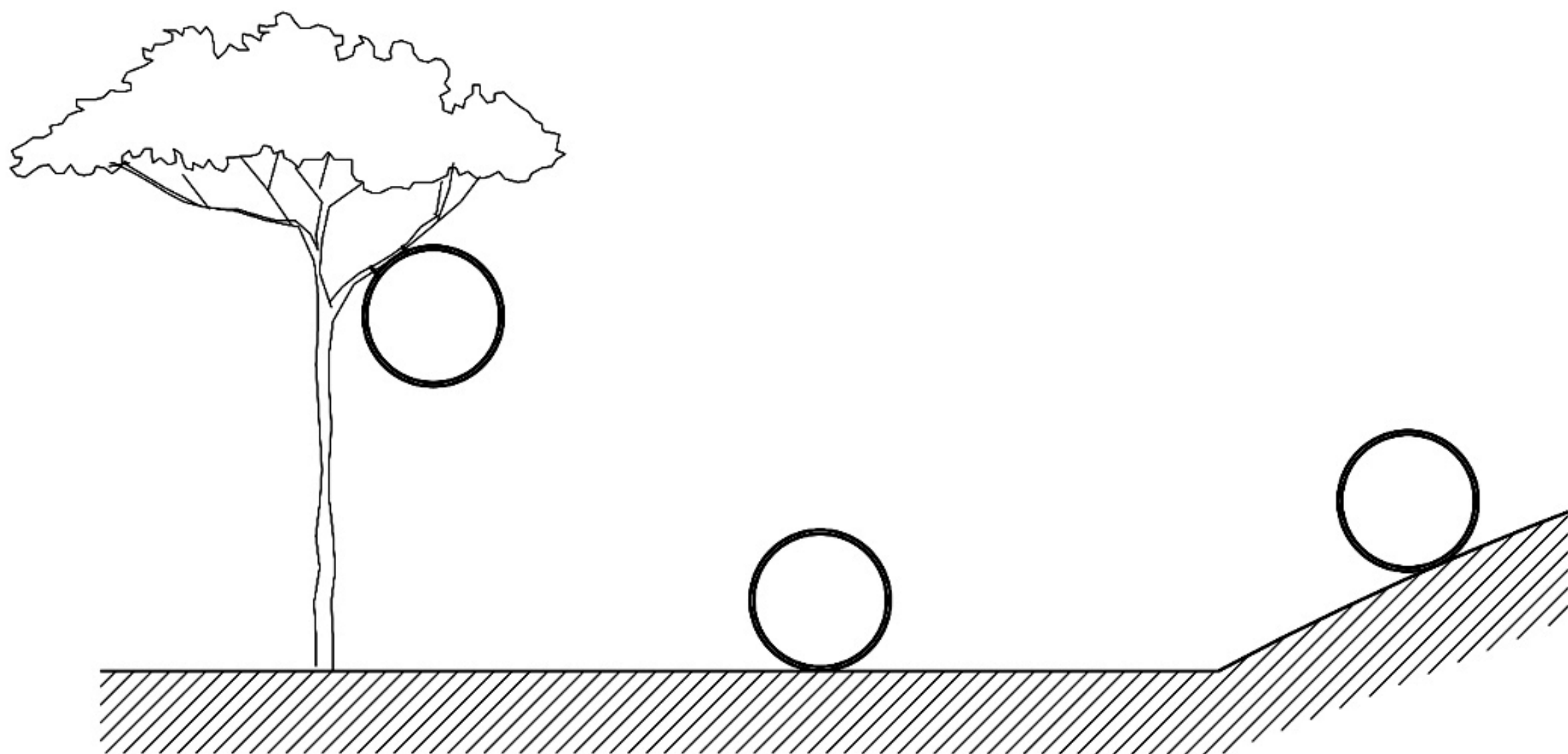


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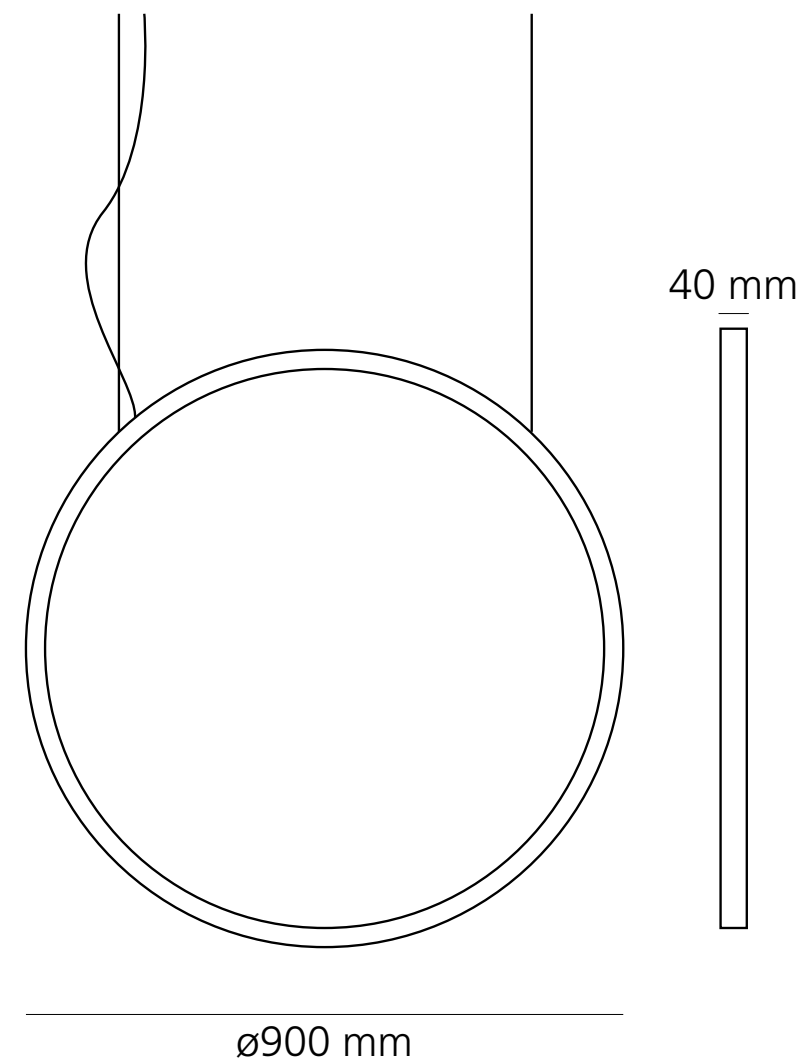
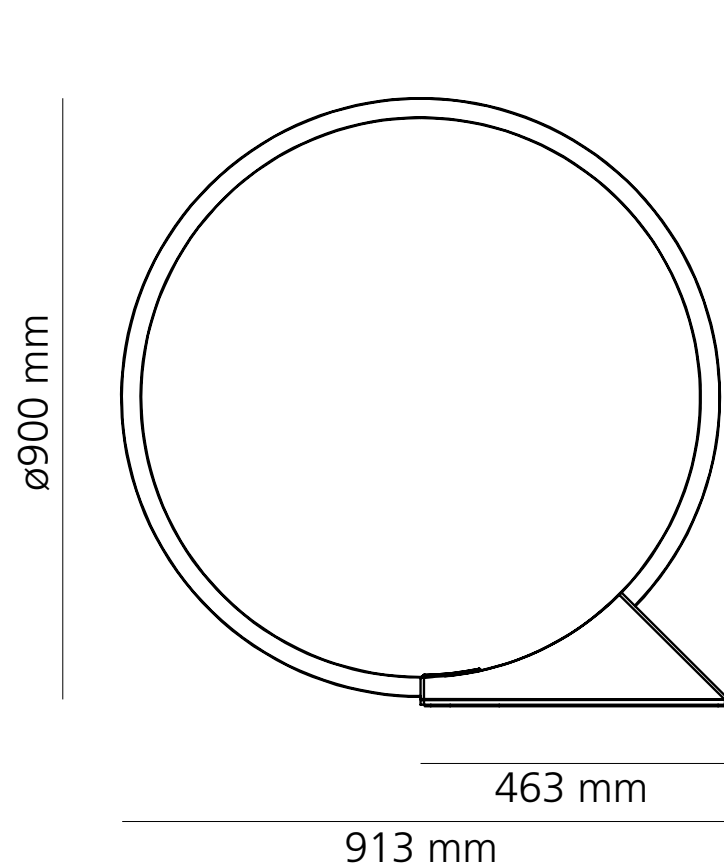


**"O"**





# "O"



**Materials:** extruded and calandered aluminium ring, silicone diffuser, die-cast aluminium base  
**Colours:** black painted  
**Total power:** 46W  
**Luminaire flux:** 1600lm

"O"





# "O" FLOOR





# "O" FLOOR





# "O" FLOOR



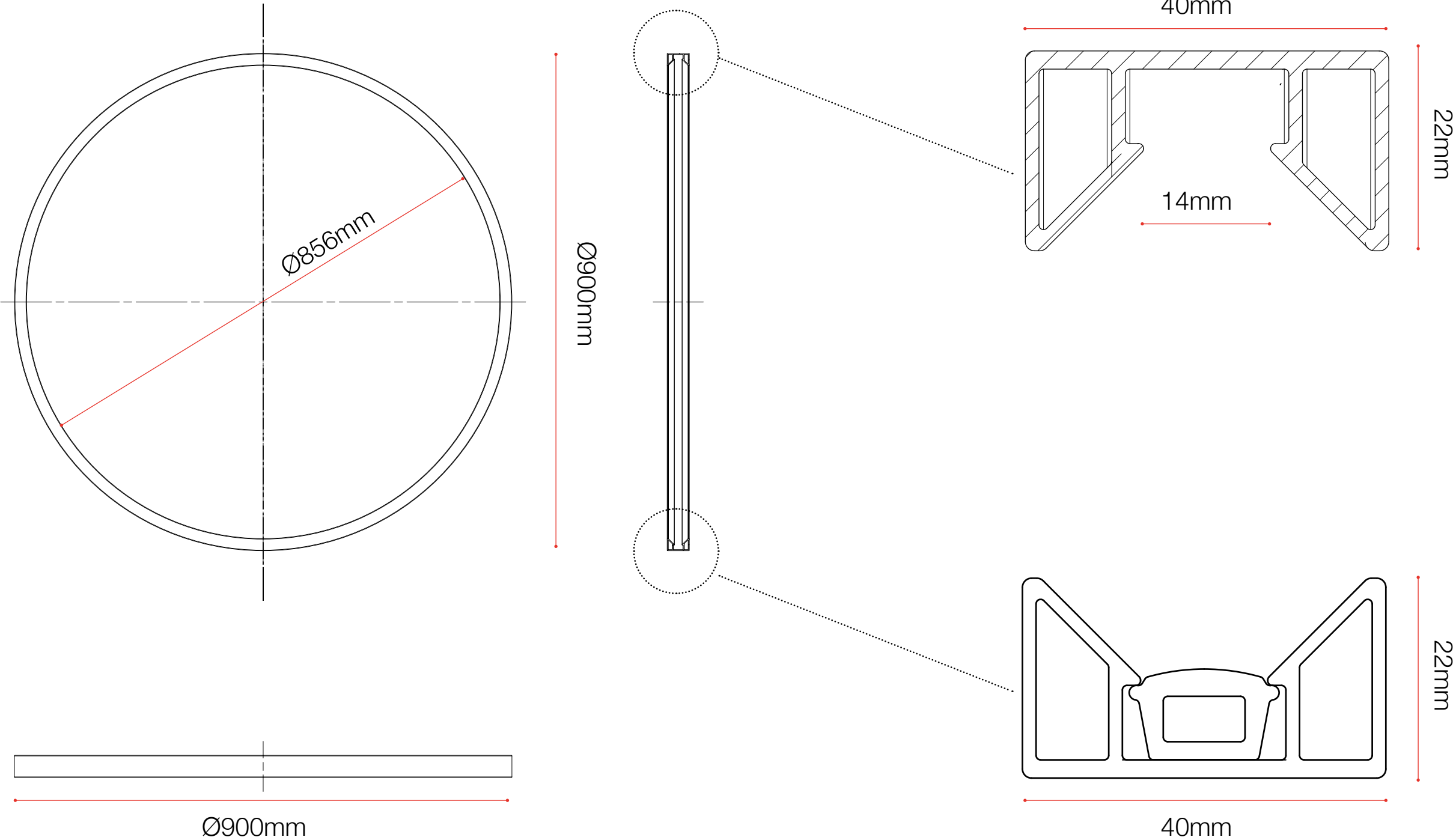


# "O" FLOOR





# "O" FLOOR





# "O" SUSPENSION





# "O" SUSPENSION





