

DQ design quarterly

Celebrating 30 issues –
DQ gets FLIRTY in the “un-sealed” section

Milan turned up the heat and the Aussies SIZZLED

ARTEMIDE lights the way

Spanish design duo BRUT DELUXE discuss architecture and beyond

Saturday in Design’s line up for Melbourne 8–9 August 2008

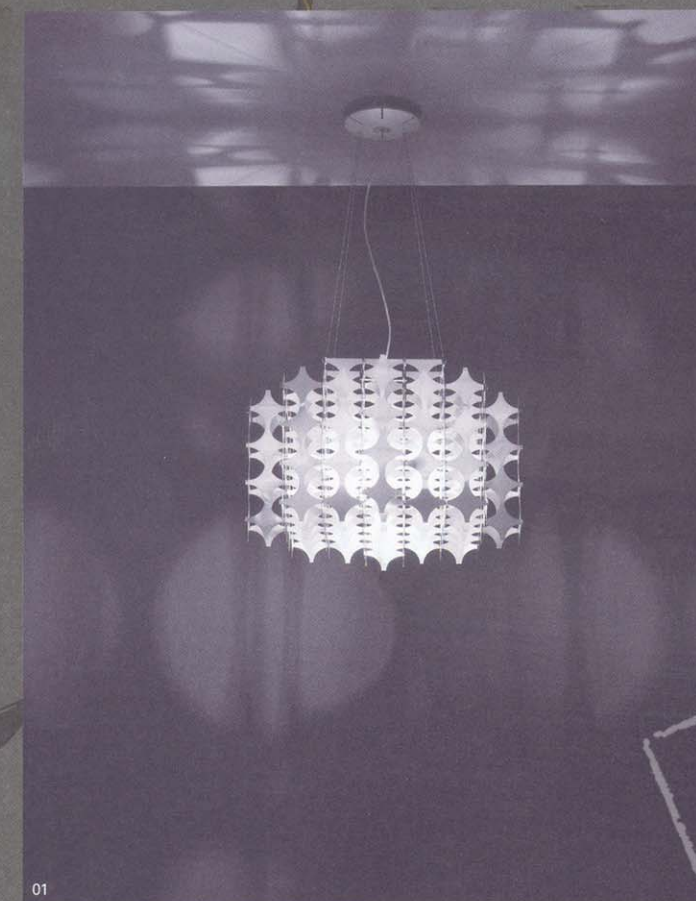
Volker Haug’s burning DESIRES

 artigo para DESIGN QUARTERLY 2008

VOL.
30
2008
WINTER
\$9.00
AUD
\$9.00
NZD



‘Pirce’ by Giuseppe Maurizio Scutella
ARTEMIDE



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‘Alizzcooper’ by Ingo
Maurer



Lyrical LIGHTING

Frankfurt Light + Building is one of the most creative fairs on the junket. Brazilian designer, Baba Vacaro discusses why lighting can evoke such inspiration and how this is evident at the fair.

In the last few years, poetic light has been gaining more and more representatives. Based on technological development, from real fixtures to absolutely ephemeral lighting effects, everything shows great vigor and expression. Behind the products there is something dramatic. Nervous and angular shapes are blended with unreal colours, giving them an emotional appeal. Design becomes the external manifestation of a subjective need. Reason gives way to instinct.

Good design has always been defined as the expression of necessary form (suitable to the industry); logic brought us pure forms exempt from embellishment.

Thus, design practice has reflected the awareness of real needs. Sophistication and technology added a severe, ascetic aspect to products; nowadays it is certain that needs go way beyond reality. Subjective demands of the contemporary world are the perfect match to industry’s new technologies, through which design can achieve anything

Design and technology privilege human and imperfect objects; the age of high development seeks denial, reflecting a need for recalling the origins of men and a more natural time. In lighting, there is another agent; besides technological support, light itself works as a catalyst of subjectivity in design – its great expressive and symbolic power overcomes the limits of form. This is more than enough to motivate designers to search for answers beyond the limits of matter.

Light is also regarded as the building material of the 21st century. Light connects, light transmits several messages and is always a symbol of transformation. The idea is to emotionally touch people by extraordinary lighting concepts. That’s the reason why the light spectacle parallel to the Light+Building trade fair has become a “lighting culture biennale”. Designers, architects and artists intend to provoke an urban renaissance.

ARTEMIDE
New release from Artemide is the suspension ‘Pirce’, from Giuseppe Maurizio Scutella. Opening out of an

aluminium slim disk are fluttering spirals, falling gently downwards, creating magical effects of form and light.

ZUMTOBEL
Hani Rashid’s undecipherable luminous objects also cause transforming, hypnotic and bothersome effects. Masterpiece ‘LO’ chandelier (humorous reference to Louis Quatorze, the Sun King), from the Avant-garde Collection is a good example of the formal frenzy enhanced by LED light effects.

INGO MAURER
The poet of light, Ingo Maurer, never wastes the chance to use light as expression in this new space full of light, color and fun. This season, his usual irony was shown in Frankfurt dressed as his most recent creature: “A snake is a snake and ‘Alizzcooper’ is a lamp”, he says.

SWAROVSKI
‘Sparkle Shady’ (by Jaime Hayon), a series of light shades covered in a textile crystal skin was a surprising living installation; the crystal palace was completed by Tord Boontje’s ‘Blossom’ (original design 2002), another example of

the effortless mix of handicraft, folk and technological traditions already a signature of Boontje’s work.

ANGUS HUTCHESON
Based in Thailand, building up momentum, the designer has been creating highly desirable objects that consumers easily form an attachment to. The lamps have a strong, immediately identifiable tone that differentiates them from other products, while they also have a universal appeal. Exhibiting for the first time in Frankfurt, lamps made of silk cocoon, rattan and hand cast polymer, reinforcing light diffusion and texture.

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