

# Masiero: lighting for the future at Light+Building 2016 in Frankfurt

Light+Building, the world's top exhibition of lighting technology and building automation, takes place in Frankfurt from the 13th to the 18th March, and Masiero is there with a very special stand to present its latest products. The Masiero stand offers visitors a multi-sensory experience, thanks to a stupendous combination of decorative lighting and the latest illumination and home automation technology.

Designed to focus on the latest technology and the most recent additions to the company's product portfolio, the 112 square metre stand (B11 – Hall 1.1) is divided into three theme-based areas. The reception area is arranged like the entrance hall of a hotel, and is illuminated by 10 FLASHWOOD sculpted suspension lamps in natural oak, installed at various heights. The FLASHWOOD design mimics the flash of an explosion with LED light points at the tips. The business area is decorated with a composition of brand new PALM LED appliques, which feature an original fan or fish-scale shape. The PALM design has a white metal frame covered in a choice of 4 wood essences ranging from light oak to black, with silver veining and two types of leaf finish – gold and silver.

The exhibition area lays out like a museum, with display cabinets focusing attention on individual creations. The CLASSICA line is represented by two new collections, ISBEL and NUARÈ, while the ECLETTICA line is exemplified by three new collections, PALM, KIRK and BOOL. Some of Masiero's most iconic lights are also on display, with new finishes and innovative technologies: OLA is exhibited in a new version with integrated LED lighting and a copper leaf finish that conveys the warmth of bygone days, and BOTERO, with its full forms and voluptuous spirals in expanded polyurethane, is on display in a brand new Tiffany blue.

The BOOL collection consists of suspension, appliqué and ceiling lights, all with LED lighting. The collection is very much a work of modern art with its painted metal frames and half-spheres covered in clear crystal octagons.

ISBEL is a brand new and precious suspension chandelier with a metal frame in a brushed nickel finish. The cups, leaves and pendants are all in Venetian glass, hand-made using the ancient technique of "fracco", which creates a unique woven effect with subtle differences between each part.

The brand new KIRK LED appliqué resembles a spaceship in form and features a painted metal frame with a hand-finished Venetian glass diffuser.

At the centre of the stand visitors can find a spectacular aquarium in which jets of water are constantly directed at a DRYLIGHT® Venetian style outdoor chandelier. DRYLIGHT boasts IP65 ingress protection and a number of innovative characteristics (impermeability to water, dust and brine; resistance to stress, wind and impact; lightness, modularity and ease of installation). The design is protected by two international patents. In Frankfurt, DRYLIGHT® is on display in an RGBW LED version controlled by Masiero's Smart Light app (developed entirely in-house). This app lets users switch lights on and off, select colour and intensity, and even control

individual units or a complete lighting system remotely. The Smart Light wi-fi app for smartphones and tablets is compatible with the Android and iOS operating systems. Though it was originally written for use with DRYLIGHT®, the latest development in outdoor lighting, the app is now available for all Masiero's traditional Venetian style indoor chandeliers with RGBW LED lighting systems.

"We are still pursuing our mission to offer top-end decorative lighting products with a perfect balance between classical and modern design," explains Enrico Maria Masiero, CEO of the Masiero Group, "but we are also investing in the development and application of new technology. LED lighting technology, our brand new app, and the innovative technology associated with it are finding a growing number of applications in MASIERO products. At Light + Building we will present a series of new products designed and made for LED lighting, and compatible with most common home and building automation protocols. We want to apply our artistic and decorative expertise to new areas where the idea of a "suspension in time" between classic, modern and high-tech can be expressed to perfection and even lead to the creation of a whole new modern-classic style."