

FontanaArte

Milano, 1932

FontanaArte presents
Meridiano

MERIDIANO

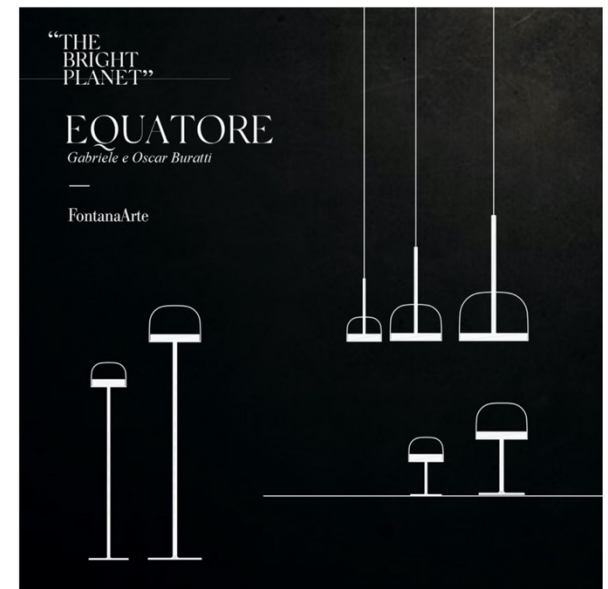
Designed by Gabriele and Oscar Buratti

Gabriele Buratti (1962), an architect and professor of interior architecture at the Faculty of Design of the Politecnico di Milano (2003-2010), and Oscar Buratti (1967), himself an architect, make up the Buratti Architetti architecture and design studio. The studio works on its projects transversally and on several scales, moving from the architecture of buildings and urban areas to that of the interior, from the design of furniture and objects to the preparation of exhibitions and showrooms, in an intense and varied professional path, in which themes, places and typologies, companies and people, materials and processes intertwine and fuse with each other.

They design residential, commercial and industrial buildings, projects in historic centres and renovations of building complexes, houses and interiors of offices, homes, shops and showrooms, in Italy and abroad, with the aim of combining culture and professional specialisation, experimentation and engineering, original visions and product quality.



THE BRIGHT PLANET



The "**shape of light**" is the central theme of this project by Gabriele and Oscar Buratti, which began with the **Equatore** family of lamps, presented in 2017 and now expanded to include other finishes, and continues with the new **Meridiano** and **Tropico**.

Forms of glass and metal that collect, contain and diffuse light in space.

Passing between opaline, coloured and transparent layers, emphasised by the refined curves and the magic of blown glass, the light is free to create surprising and fascinating effects, patterns and moods.

MERIDIANO

In the new **Meridiano** lamp, the vertical cylindrical tube contains and diffuses the light in the transparent glass capsule, which defines its refined ovoid shape.

Available in two sizes, **Meridiano** is available as a medium-size and large suspended lamp, to be used individually or in multiples arranged in groups.

The table version is offered in the medium size.



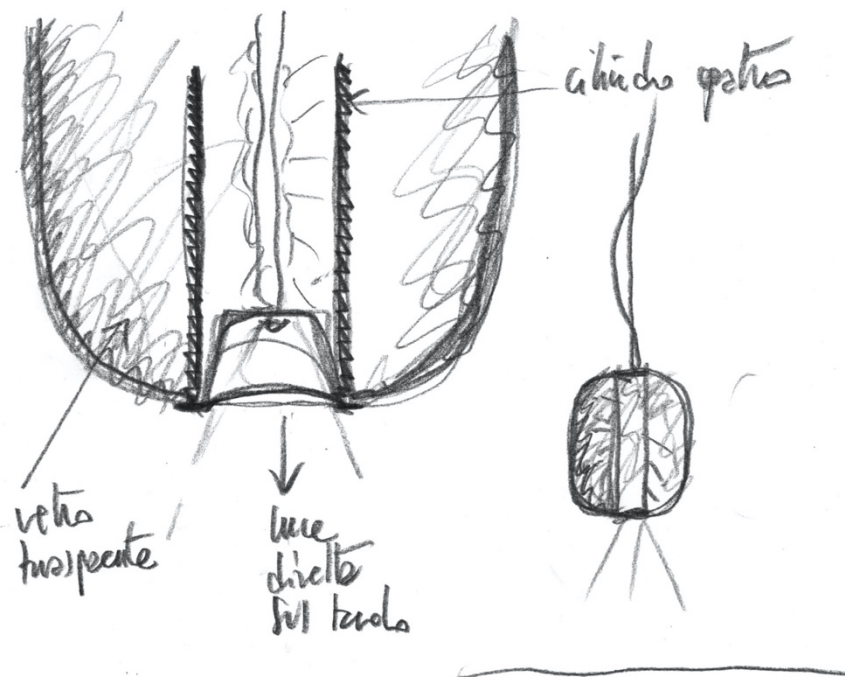


The ovoid diffuser is made of transparent, smoked and pink blown glass, and all versions are accompanied by nickel-plated metal details.

The internal diffuser is of internally painted Pyrex glass. The table version offers a dimmable diffused light.

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FONTANAARTE INTRODUCES **CASAMBI**

LIGHTING CONTROL FOR THE MODERN WORLD



As a pendant, Meridiano, can be equipped, on request, with the Casambi accessory that allows you to turn the light on and off, set the ideal intensity for each individual light source, creating an atmosphere of greater personal well-being.

Residential and work environments become smart thanks to the interaction between smartphones, tablets and compatible devices, which help to manage numerous functions and different lighting scenarios in a quick and easy way even remotely.

The application (available for Android and Apple) connects via bluetooth to the lamps. Operating the lighting remotely is simple and intuitive.

The app can be used by one or more users and it is possible to control a single point, a room or a group of elements.

COMMUNICATION PLAN

- dedicated photo shooting
- sharing of materials with dealers for pushing via their channels
- launch to the international press
- personalised emails to the most exclusive journalists
- press review
- social media planning for about 1 month including concept teasing
- insta-stories
- newsletter dedicated to dealers and end consumers
- product placement



PHOTO SHOOTING

Photographer

Delfino Sisto Legnani

Art Direction

Francesco Librizzi



For any further information or details, please contact your usual FontanaArte Customer Service.

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THANK YOU

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