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Press release

Lodes launches *Easy Peasy* and *Random Solo* as part of a new era of lighting design and innovation



From left: Easy Peasy by Luca Nichetto in Flamingo and the four finishes © Studio Italia Design

Lodes, the long-established Italian contemporary lighting company, has launched a preview of its 2021 collection of products: *Easy Peasy* by Design Curator Luca Nichetto and *Random Solo* by design collaborator Chia-Ying Lee. These product launches reflect the brand's refreshed approach to manufacturing innovation and contemporary design, whilst heralding the company's recent rebrand on the occasion of its 70th anniversary.

***Easy Peasy* table lamp by Luca Nichetto**

With a sculptural and recognisable form reminiscing the shape of bells, *Easy Peasy* is a set of portable and rechargeable table lamps, consisting of two rounded elements, a body and a knob. Made of blown glass and metal, *Easy Peasy* allows for personal customisation of the living spaces. Its portability, different shapes and colours, and the dim-to-warm functionality of its light source allow users to connect, play and interact with the variable configuration options.

Available in four colour combinations (Chestnut, Flamingo, Lagoon and Kelp), *Easy Peasy* integrates different surfaces, creating a tactile diversity with its glass, plastic and metal components. The body of the lamp features a metal base housing the LED light source and a methacrylate diffuser wrapped by a glass bell which filters the light. On top, a distinctive rounded knob allows to turn the lamp on and off, and to dim the intensity and warmth of the light.

As the knob is rotated, the light adjusts gradually with its dim-to-warm LED technology, whilst the micro-USB socket at the base allows to recharge the battery, allowing multiple uses in different environments and settings. The base is also carefully designed to include the switch, a cable connection and a rubber ring to increase stability.

***Random Solo* suspension lamp by Chia-Ying Lee**



Random Solo by Chia-Ying Lee © Studio Italia Design

Designed by Chia-Ying Lee, *Random Solo* progresses the design of the existing *Random* range by isolating the original three-piece cluster and adding two new spherical, blown-glass lamps.

Available in five sizes (12, 14, 18, 23 and 28 cm) and two colour temperatures (2700k and 3000k), the modularity and different finishes offer ample freedom to compose harmonies of lights in a dynamic communication between them and the environment in which they are placed.

Resembling the form of floating bubbles, *Random Solo* creates enchanting compositions, whether in one colour or combining its six different finishes (clear, chrome, gold, rose gold, glossy smoke and the new frosted white).

The frosted white finish also changes the perception of the volume and colour of the sphere, creating a vibrating visual effect to the human eye. *Random Solo* is also easy to maintain and clean with the glass hermetically sealed, concealing the light source and preventing dust from entering the sphere.

Massimiliano Tosetto, General Manager of Lodes said: *“The launch of new products demonstrates our commitment to progressing creativity, diversity and innovation at the company as we continue to expand our portfolio of competitive high-quality products.*

Easy Peasy and Random Solo embody the evolution of our company into an international leader creating innovative and inspirational lighting for any atmosphere and setting.”

Luca Nichetto, Design Curator of Lodes said: *“The products we are launching emphasise this need to further expand on the relationship between products and users by blending form and function.*

Today’s design requires a seamless integration of interaction and technological performance to create pieces that not only are aesthetically pleasing, but also serve a function and create a connection.”

Chia-Ying Lee said: *“When I started developing the design concept for Random Solo, I realised it was essential to reflect the social significance of lighting: we gather and create relationships with other individuals around sources of light. Through the juxtaposition of clusters, Random Solo becomes a meeting point for association and congregation, whilst also allowing for multiple aesthetic variations with the use of glass, different sizes and compositions.”*

Previously known as Studio Italia Design, Lodes completed a rebrand process in June which culminated with the unveiling of the new brand. Today, as part of a strategic vision led by General Manager Massimiliano Tosetto, Lodes heralds a new era of contemporary design celebrating the company’s manufacturing know-how and high-quality *Made in Italy* essence.

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Notes to Editors

About Lodes

Balancing technical know-how and the best Made in Italy design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

Originating in founder Angelo Tosetto's passion for glass and informed by continuous technological research, the company has evolved into one of Europe’s leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant architectural solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques.

About Nichetto Studio



Luca Nichetto founded a multidisciplinary design studio in Venice, Italy, which specialised in industrial design, product design and design consulting. From the very beginning, this studio collaborated with a number of different brands and organisations, quickly expanding its influence far beyond Venice and Italy's borders.

Five years later, in 2011, Nichetto opened a second studio in Stockholm, Sweden. This practice was founded in response to an ever-growing number of requests for collaboration from international companies, with the studio's work also broadening out from its initial focus on designed objects.

Nichetto Studio has since expanded into areas such as interior design and architecture. Today, Nichetto Studio works with a variety of brands and clients from all around the world, and its expertise is sought out across all design disciplines.

About Chia-Ying Lee



Chia-Ying Lee was born in Taiwan and became a designer in new media and industrial design. She graduated from the Interaction Design Institute Ivrea in 2006. After working for PEGA Design & Engineering for three years, she set up her studio (studio if) in December 2011. Her work is a blend of design, art and technology embodied in physical forms, from products to installations. She has worked with important institutes such as the National Taiwan sArt Museum and the JUT Foundation for Arts and Architecture. Studio if also runs small production of her works for

stores and galleries in Europe, Taipei and Beijing. Her projects have won various awards including "IF China Product Design Award", "Taiwan Excellence Award" and "SDA Best Design of The Year". She was selected as one of the IFFS Asian Star Talents in 2015. That same year she designed Random for Studio Italia Design.