



**SLAMP®**  
THE LEADING LIGHT

MADE IN ITALY

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# SLAMP® *FLASH* MAGAZINE JANUARY 2012

*: FOOTSTEPS TOWARDS THE FUTURE  
: HOW TO MAKE LOG-CABIN WARMTH*



ADAPTABLE  
SEXY  
MYSTERIOUS  
INNOVATIVE  
ACCESSIBLE  
RELIABLE  
WITTY  
ASPIRATIONAL  
ORIGINAL  
RESOURCEFUL  
EXPERIMENTAL  
PLAYFUL

SLAMP:

Snow makes everything magical. Before the grip of winter gives way to spring, we want to burst forth and make light the carrier of hope for the longer days of summer. While still at its coldest, rain turns to snow and the world we know becomes unified in a blanket of light. Normal outdoor activities are quickly forgotten, and replaced by snowballing, sledging, skiing. City streets give up their chaos for a muffled alternative that brings out the child in all of us. Snow diffuses and intensifies the light indoors, giving an inverted glow to the living rooms. And with the help of Slamp, light really is an agent of change. This season we've taken some of our most successful products and broadened their spectrum, giving them a new feel: Veli has gone both larger and smaller, and has morphed into a suspension; Veli also makes its debut in Lentiflex, an enticing new material that seems to amplify its every twist and turn. The exotic Morgana appears in a super-reflective version with a silver lining, giving it more lighting power. Faretto goes extreme black and extreme white in an elaboration of the original that amplifies its graphic quality. Meanwhile Woody, the ideal lamp to read by, can lean towards the reader from the corner of the room. With its distinctive character and texture and in a choice of four colours, it too becomes a protagonist in enhancing the warmth of your living room.



La neve rende tutto più magico. Quando siamo in inverno, in attesa della primavera, le nostre lampade in casa diventano anticipazioni della luce calda dell'estate. Nel periodo più freddo dell'inverno, quando la pioggia cadendo diventa neve, tutto quello che ci circonda viene coperto da un manto bianco splendente. Le nostre solite azioni quotidiane all'esterno sono presto rimpiazzate dalla voglia di giocare con le palle di neve, la slitta e lo sci. Il caos delle strade di città lascia spazio ad una quiete morbida e luminosa, che fa uscire il bambino che è in tutti noi. La neve diffonde e intensifica la luce all'interno delle case, dando un bagliore insolito alle stanze. E con l'aiuto di Slamp, sarà una nuova luce. In questa stagione abbiamo preso alcuni dei nostri prodotti di maggior successo e abbiamo ampliato la loro gamma, donando loro nuove emozioni: Veli è diventata sia più grande che più piccola e si è trasformata in una sospensione. La plafoniera versione Large fa il suo debutto anche in Lentiflex, un materiale nuovo e accattivante che amplifica la luce in mille riflessioni. La Morgana dal sapore esotico appare in versione super-riflettente, con l'interno in argento che la carica di un maggiore potere luminoso. Faretto va dal nero estremo al bianco estremo in un'elaborazione dell'originale fumè che amplifica le sue qualità grafiche. Nel frattempo Woody, la lampada ideale per il vostro salotto, si estende verso il soffitto nella versione sospensione. Con il suo carattere distintivo e la sua texture a scelta tra 4 colori, anch'essa diventa protagonista nell'accentuare il calore della vostra casa.

Schnee verzaubert alles. Bevor der Winter dem Frühling weicht, möchten wir einen brillanten Vorgeschmack auf die langen Sommertage geben. Während der kalten Tage fallen die Regentropfen als Schneeflocken vom Himmel und unsere Welt wird zu einem leuchtenden Teppich. Die gewohnten Aktivitäten im Freien sind schnell vergessen und Schneeballschlachten, Schlittenfahrten und Skilaufen sind eine willkommene Abwechslung. Die Stadt und ihre Straßen versinken in Stille und bieten eine Atmosphäre, die das Kind in uns wachruft. Mit dem Schnee werden die Lichter in den Häusern noch wärmer und die Atmosphäre in den Räumen wird noch gemütlicher. Mit Slamp wird das Licht wirklich zu einem Faktor, der den Unterschied macht. In dieser Jahreszeit haben wir das Sortiment einiger unserer erfolgreichsten Produkte erweitert und so ein neues Wohngefühl geschaffen: Veli gibt es jetzt nicht nur grösser sondern auch kleiner, und sogar als Pendel. Auch Veli large zeigt sich endlich im Lentiflex und verzaubert uns mit seinem „Eis-Kristall“ Effekt. Die exotische Morgana zeigt sich in der Version „Super-Reflektionen“, mit silberner Innenkleidung die überzeugende Leuchtkraft verleiht. Faretto wird extrem schwarz und entschieden weiß, dies ist eine Weiterentwicklung ihrer Originalform und der graphischen Eigenschaften. Und Woody, die ideale Leselampe, schmückt nicht nur die Zimmerecke sondern auch den gesamten Raum als Pendelleuchte. Dank ihres eleganten Stils und ihrer 4 modischen Farben, wird auch sie zu einem Hauptdarsteller, der Ihren Räumen entspannende Wärme verleiht.

# SLAMP: FLASH MAGAZINE JANUARY 2012

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## *Veli Prisma*

design by Adriano Rachele

If magic is the game in hand, this lamp can pull a few tricks out of the bag. Its animated and subtly twisting forms seem otherworldly in this Lentiflex version of one of Slamp's classics.





VELI PRISMA



**NEW**  
VELI LARGE PRISMA



WITH MAGNETIC SYSTEM

**VELI PRISMA**  
by Adriano Rachele

**Dimensions**

53 × 53 h 20 cm  
2 × 20W - E27 FBT  
made of: LENTIFLEX®  
Ceiling / Wall Lamp

**Product code**

cod. **VEL78PLF0002LE000**

WITH MAGNETIC SYSTEM

**NEW VELI PRISMA LARGE**  
by Adriano Rachele

**Dimensions**

78 × 78 h 20 cm  
3 × 20W - E27 FBT  
made of: LENTIFLEX®  
Ceiling / Wall Lamp

**Product code**

cod. **VEL78PLF0003LE000**





# *Super Morgana*

design by Stefano Papi

As a contemporary interpretation of an oriental lamp, Morgana never fails to charm. With this new hyper reflective lining, Morgana Silver redoubles its beguiling effect on your living room.



MIRROR/WHITE



MIRROR/BLACK

- MORE SPARKLING EFFECT

**NEW SUPER MORGANA**  
by Stefano Papi

**Dimensions**

45 × 45 h 58 cm  
1 × 75W MAX- G9 - HALOGEN  
made of: POLYCARBONATE

Suspension

Product code

MIRROR/BLACK cod. **SMO76S0S0000BS000**  
MIRROR/WHITE cod. **SMO76S0S0000WS000**









## *Faretto White, Black*

design by Nigel Coates

These versions in sparkling white and jet black add to Faretto's distinctive graphic outline. Their key down-lighting function makes them perfect for lighting a table or a quiet area.













NEW  
FARETTO BLACK



NEW



NEW



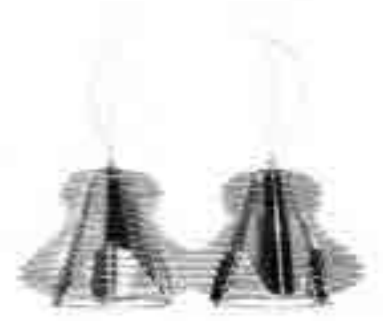
NEW  
FARETTO WHITE



NEW



NEW



### **FARETTO TABLE** by Nigel Coates

#### Dimensions

30 × 30 h 38 cm  
1 × 4W MAX- E14 HSGST/C/UB  
made of: POLYCARBONATE

Table Lamp

#### Product code

White: **FAR14TAV0000W\_000**  
Black: **FAR14TAV0000N\_000**  
Fumè: **FAR14TAV0000F\_000**

### **FARETTO SINGLE** by Nigel Coates

#### Dimensions

39 × 39 h 31 cm  
1 × 75W MAX- E27 HSGST/C/UB  
made of: POLYCARBONATE

Suspension

#### Product code

White: **FAR14SOS0001W\_000**  
Black: **FAR14SOS0001N\_000**  
Fumè: **FAR14SOS0001F\_000**

### **FARETTO DOUBLE** by Nigel Coates

#### Dimensions

72 × 39 h 31 cm  
2 × 75W MAX- E27 HSGST/C/UB  
made of: POLYCARBONATE

Suspension

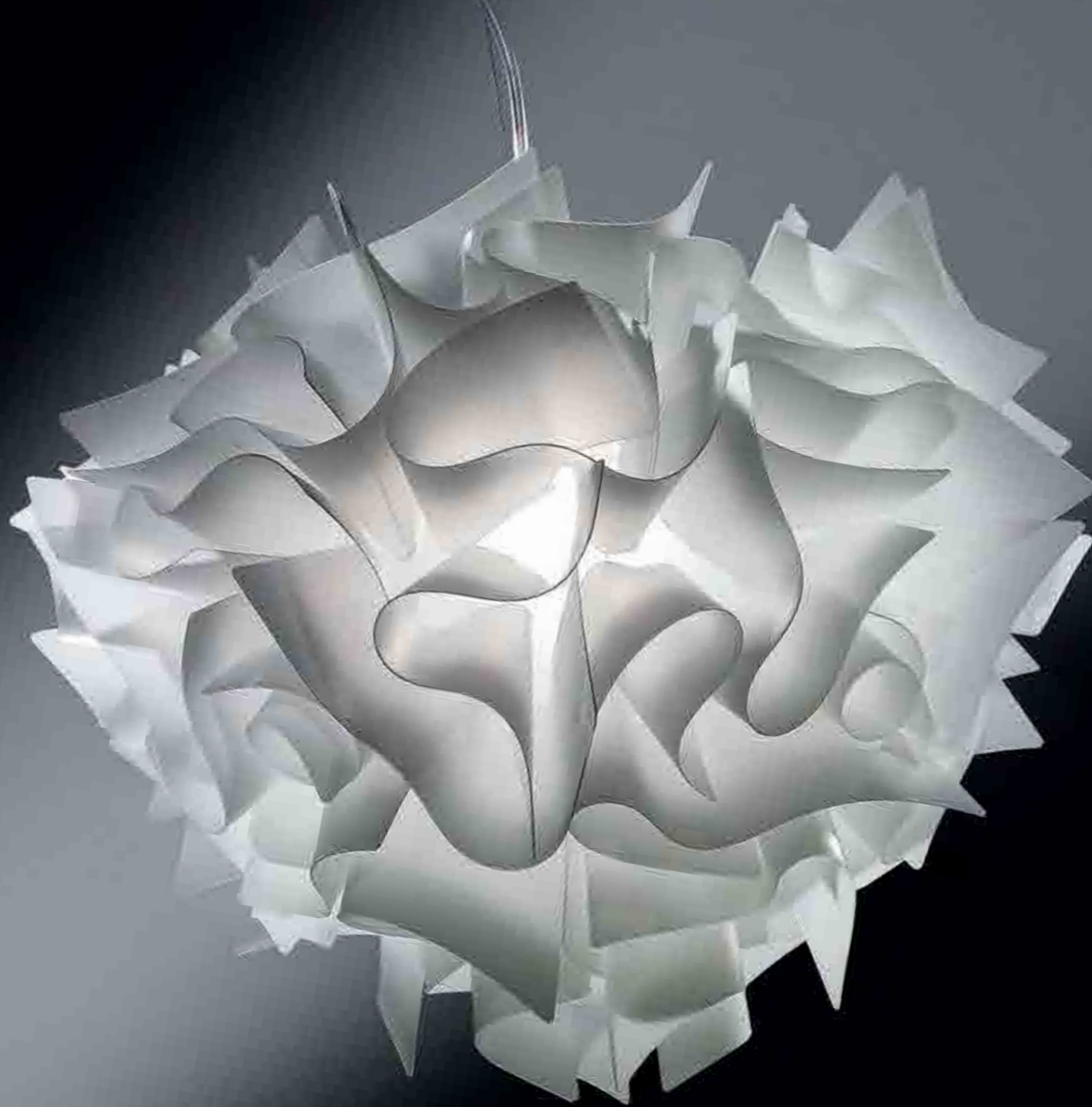
#### Product code

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Black: **FAR14SOS0007N\_000**  
Fumè: **FAR14SOS0007F\_000**







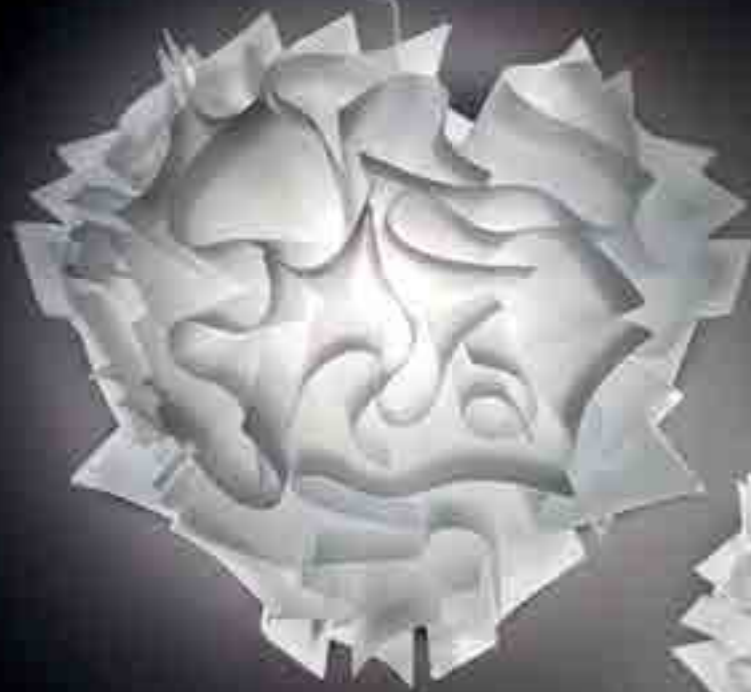


## *Veli Suspension*

design by Adriano Rachele



NEW VELI SISPENSION LARGE



NEW VELI SUSPENSION



VELI



VELI LARGE



NEW VELI MINI



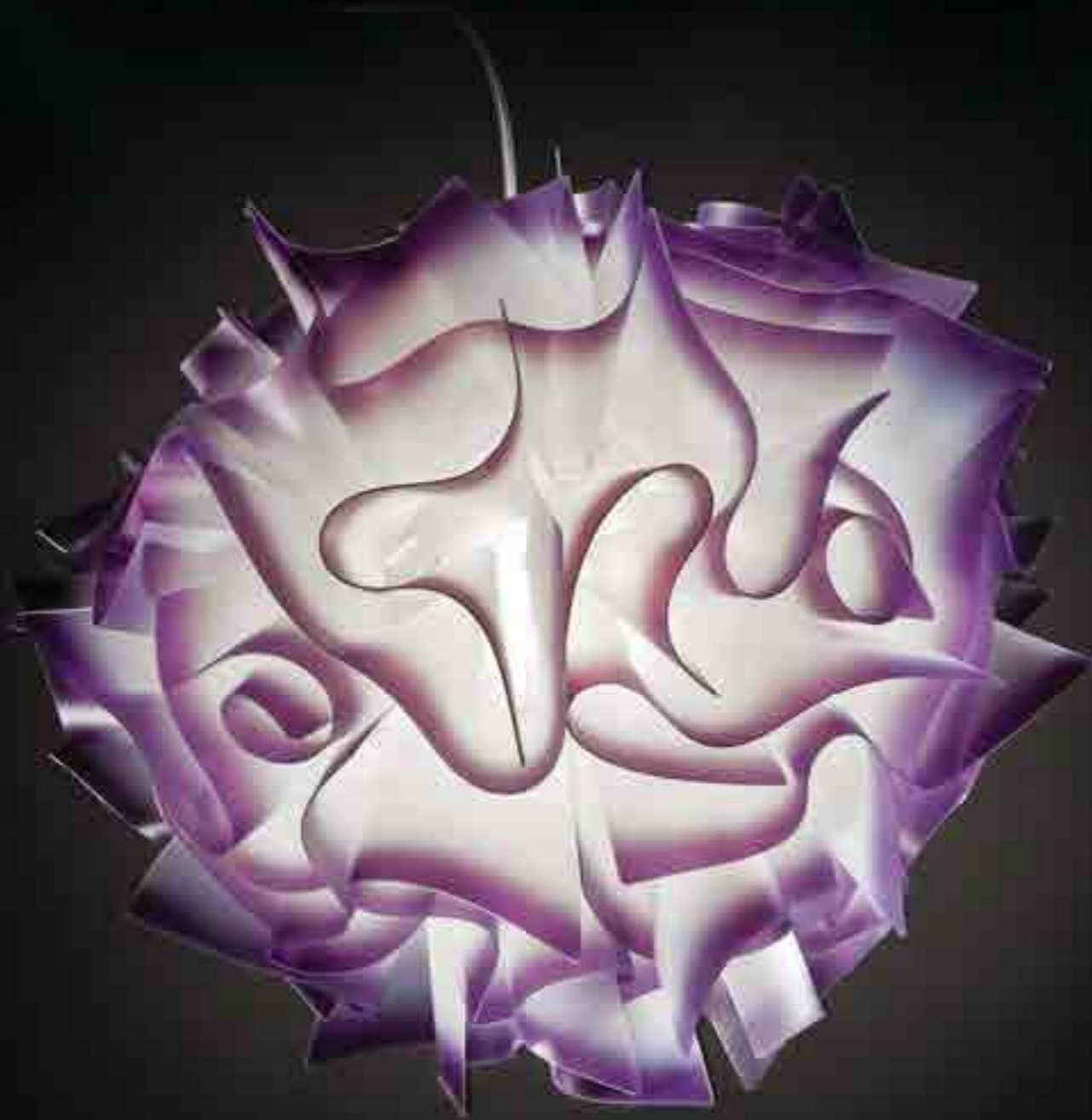
# *Veli*

**"THE NEW FAMILY"**

design by Adriano Rachele

In the wake of success surrounding the original Veli collection, demand has been increasing for both suspension versions and a miniature for walls and ceilings. Style in the home has never been easier.





**NEW**  
VELI SUSPENSION



Opal

Plum

Charcoal

**NEW**  
VELI SUSPENSION LARGE



Opal

Plum

Charcoal

VELI LARGE



Opal

Plum

Charcoal

VELI



Russet

Celeste

Chilli

Opal

Plum

Charcoal

**NEW**  
VELI MINI



Opal

Plum

Charcoal

WITH MAGNETIC SYSTEM

WITH MAGNETIC SYSTEM

WITH MAGNETIC SYSTEM

**NEW VELI SUSPENSION**  
by Adriano Rachele

Dimensions

42 x 42 h 36 cm  
2 x 20W - E27 FBT  
made of: OPALFLEX®

Product code

Opal: cod. VEL78SC6000FW\_000  
Plum: cod. VEL78SC6000FH\_000  
Charcoal: cod. VEL78SC6000FN\_000

**NEW VELI SUSPENSION LARGE**  
by Adriano Rachele

Dimensions

60 x 60 h 50 cm  
4 x 20W - E27 FBT  
made of: OPALFLEX®

Product code

Opal: cod. VEL78SC6000LW\_000  
Plum: cod. VEL78SC6000LH\_000  
Charcoal: cod. VEL78SC6000LN\_000

**VELI**  
by Adriano Rachele

Dimensions

53 x 53 h 20 cm  
2 x 20W - E27 FBT  
made of: OPALFLEX®

Product code

Russet: cod. VEL78PLF0002Q\_000  
Celeste: cod. VEL78PLF0002D\_000  
Chilli: cod. VEL78PLF0002R\_000  
Opal: cod. VEL78PLF0002W\_000  
Plum: cod. VEL78PLF0002H\_000  
Charcoal: cod. VEL78PLF0002N\_000

**VELI LARGE**  
by Adriano Rachele

Dimensions

78 x 78 h 20 cm  
3 x 20W - E27 FBT  
made of: OPALFLEX®

Product code

Opal: cod. VEL78PLF0003W\_000  
Plum: cod. VEL78PLF0003H\_000  
Charcoal: cod. VEL78PLF0003N\_000

**NEW VELI MINI**  
by Adriano Rachele

Dimensions

32 x 32 h 15 cm  
1 x 11W - E14 FBT  
made of: OPALFLEX®

Product code

Opal: cod. VEL78PLF0001W\_000  
Plum: cod. VEL78PLF0001H\_000  
Charcoal: cod. VEL78PLF0001N\_000



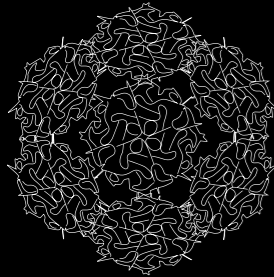


## *Veli Mini*

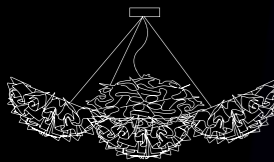
design by Adriano Rachele







↑ BOTTOM VIEW



↑ FRONT VIEW



**NEW VELI 7**  
by Adriano Rachele

**Dimensions**

130 × 130 h 35 cm  
7 × 20W - E27 FBT  
made of: OPALFLEX®

Table Lamp

**Product code**

Russet: cod. VEL78PLF0006Q\_000  
Celeste: cod. VEL78PLF0006D\_000  
Chilli: cod. VEL78PLF0006R\_000  
Opal: cod. VEL78PLF0006W\_000  
Plum: cod. VEL78PLF0006H\_000  
Charcoal: cod. VEL78PLF0006N\_000

# Veli 7

design by Adriano Rachele

Here's a gift for the designer of spaces that need a bit of drama;  
the Veli 7 transforms the classic into an impressive chandelier  
that will add magnificence to any large room.









## *Woody Suspension*

design by Luca Mazza

Incorporating a sense of spontaneity into an arched lamp is all but easy. But Woody manages it with ease.

Now in a range of four colours,  
it can harmonise well with any colour scheme.









WOODY FLOOR LAMP

**WOODY**  
by Luca Mazza

**Dimensions**

42,5 × 160 h 210 cm  
1 × 100W MAX- E27 - HALOGEN  
made of: POLICARBONATE

**Floor Lamp**

**Product code**

White: cod. **W0077PFO0000W\_000**  
Purple: cod. **W0077PFO0000V\_000**  
Orange: cod. **W0077PFO0000A\_000**  
Blue: cod. **W0077PFO0000B\_000**



**NEW**  
WOODY SUSPENSION

**NEW WOODY SUSPENSION**  
by Luca Mazza

**Dimensions**

37 × 37 h 25 cm  
1 × 100W MAX- E27 - HALOGEN  
made of: POLICARBONATE

**Suspension**

**Product code**

White: cod. **W0077SOS0000W\_000**  
Purple: cod. **W0077SOS0000V\_000**  
Orange: cod. **W0077SOS0000A\_000**  
Blue: cod. **W0077SOS0000B\_000**



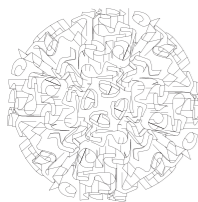


*THE* **DESIGNER**  
TEAM

NIGEL COATES  
ELODIE LONGO  
LUCA MAZZA  
STEFANO PAPI  
ADRIANO RACHELE



## 'NEW' VELI PRISMA



## Dimensions

## CEILING/WALL LAMP LARGE

78 × 78 h 20 cm  
3 × 20W - E27 FBT

Made of: LENTIFLEX®

>> WITH MAGNETIC SYSTEM

cod. VEL78PLF0003LE000



## CEILING/WALL LAMP

53 × 53 h 20 cm  
2 × 20W - E27 FBT

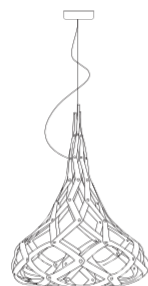
Made of: LENTIFLEX®

>> WITH MAGNETIC SYSTEM

cod. VEL78PLF0002LE000



## 'NEW' SUPER MORGANA



## Dimensions

## SUSPENSION

45 × 45 h 58 cm  
1 × 75W MAX - G9 - HALOGEN

Made of: PLYCARBONATE®

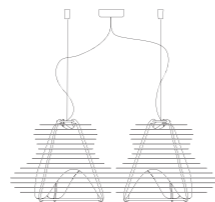
M/BLACK. SMO76SOS0000BS000



M/WHITE. SMO76SOS0000WS000



## 'NEW' FARETTO WHITE, BLACK



## Dimensions

## SUSPENSION DOUBLE

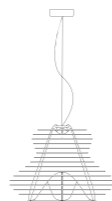
72 × 39 h 31 cm  
2 × 75W MAX - E27 - HALOGEN

Made of: OPALFLEX®

WHITE cod. FAR14SOS0007W\_000



BLACK cod. FAR14SOS0007N\_000



## SUSPENSION SINGLE

39 × 39 h 31 cm  
1 × 75W MAX - E27 - HALOGEN

Made of: PLYCARBONATE®

WHITE cod. FAR14SOS0001W\_000



BLACK cod. FAR14SOS0001N\_000



## 'NEW' FARETTO TABLE WHITE, BLACK



## Dimensions

## TABLE LAMP

30 × 30 h 38 cm  
1 × 40W MAX - E27 - HALOGEN

Made of: PLYCARBONATE®

WHITE cod. FAR14TAV0000W\_000



BLACK cod. FAR14TAV0000N\_000



## 'NEW' VELI SUSPENSION



## Dimensions

## SUSPENSION LARGE

60 × 60 h 50 cm  
4 × 20W - E27 FBT →

Made of: OPALFLEX®

PLUM cod. VEL78SOS0003H\_000



OPAL cod. VEL78SOS0003W\_000



CHARCOAL cod. VEL78SOS0003N\_000



## SUSPENSION

42 × 42 h 36 cm  
2 × 20W - E27 FBT →

Made of: OPALFLEX®

PLUM cod. VEL78SOS0001H\_000



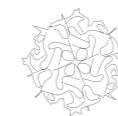
OPAL cod. VEL78SOS0001W\_000



CHARCOAL cod. VEL78SOS0001N\_000



## 'NEW' VELI MINI



## Dimensions

## CEILING / WALL LAMP

32 × 32 h 15 cm  
1 × 11W - E14 FBT

Made of: OPALFLEX®

>> WITH MAGNETIC SYSTEM

PLUM cod. VEL78PLF0001H\_000



OPAL cod. VEL78PLF0001W\_000



CHARCOAL cod. VEL78PLF0001N\_000



## 'NEW' VELI 7



## Dimensions

## SUSPENSION

130 × 130 h 35 cm  
7 × 20W - E27 FBT

Made of: OPALFLEX®

PLUM cod. VEL78PLF0006H\_000



OPAL cod. VEL78PLF0006W\_000



CHARCOAL cod. VEL78PLF0006N\_000



CELESTE cod. VEL78PLF0006D\_000



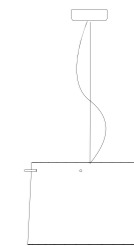
CHILLI cod. VEL78PLF0006R\_000



RUSSET cod. VEL78PLF0006Q\_000



## 'NEW' WOODY SUSPENSION



## Dimensions

## SUSPENSION

37 × 37 h 25 cm  
1 × 100W MAX - E27 - HALOGEN

Made of: PLYCARBONATE®

WHITE cod. WOO77SOS0000W\_000



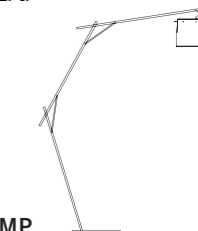
PURPLE cod. WOO77SOS0000V\_000



ORANGE cod. WOO77SOS0000A\_000



BLUE cod. WOO77SOS0000B\_000



## FLOOR LAMP

48,5 × 51 h 210 cm  
1 × 100W MAX - E27 - HALOGEN

WHITE cod. WOO77PFO0000W\_000



PURPLE cod. WOO77PFO0000V\_000



ORANGE cod. WOO77PFO0000A\_000



BLUE cod. WOO77PFO0000B\_000





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PLAYFUL

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