



## Press release

New 2019

Special edition

### Cuboluce classic

*Franco Bettonica Mario Melocchi*

**by Romero Britto**

Cini&Nils is partnering with the world-renowned artist Romero Britto.

Imaginative textures designed by this pop artist now adorn the Cuboluce, the iconic lamp designed in 1972 by Franco Bettonica and Mario Melocchi, generating a creative, colourful special edition that makes this great little object even more priceless.

Four themes, where elements of cubism, street art and pop art are combined, create a collection of four products to date: Cuboluce Britto **people**, Cuboluce Britto **graphic**, Cuboluce Britto **black** and Cuboluce Britto **white**.

Cuboluce Britto *people* is characterized by its four sides and cover adorned by five different playful patterns, expression of warmth and love, Cuboluce Britto *graphic* uses abstract compositions and vibrant colours, expression of joy and optimism, while the two monochromatic textures *white* and *black* add value to the interior and can also cohabit elegantly in combination with each other.

It is a bedside lamp because it emits a concentrated light beam that can be directed by the reflector lid. When you open the lid, the light goes on, when you close it, it goes off. The classic version has an E14 bulb attachment.

On demand it is possible to order Cuboluce Britto both in the LED and wireless versions.

*Size: 10x10h 11 cm*

*Materials: technopolymers*

*Cuboluce classic*

*LED E14 3W - 2.700K – CRI80 / 230V (bulb included)*

*Cuboluce led*

*LED 2W - 2.700K – CRI90*

*Cuboluce wireless*

*LED 2W – 2.700K – CRI90 (ion-lithium rechargeable battery)*

### **ROMERO BRITTO**

*Pop Artist Romero Britto uses vibrant colors and bold patterns as a visual language of hope and happiness. He has been credited with the largest art installation in Hyde Park history, exhibited at the Carousel du Louvre in the Salon de la Société Nationale des Beaux-Arts, served as ambassador to the 2014 FIFA World Cup Brazil and was recently invited to act as an honorary torchbearer for the 2016 games. Britto's art appeals to all!*  
[www.britto.com](http://www.britto.com)

## **CINI&NILS**

*Cini&Nils has set its sights firmly on production in the area of lighting design, making exclusive use of the LED technology, and on expanding into new international and contract markets. The company's artistic output has generated a programme that pays due attention to the importance of environmental sustainability and interaction with the user by using the latest generation of IoT technologies. Precision, care for detail and elegance are the constants that have always been passed on from one design to the next, contributing to creating collections whose byword is innovation in style and technology.*

*www.cinienils.com*

## **IMAGES**

For the high res images please write to: [\*\*press@cinienils.com\*\*](mailto:press@cinienils.com)

### **Cuboluce Britto Black**

Photo 1

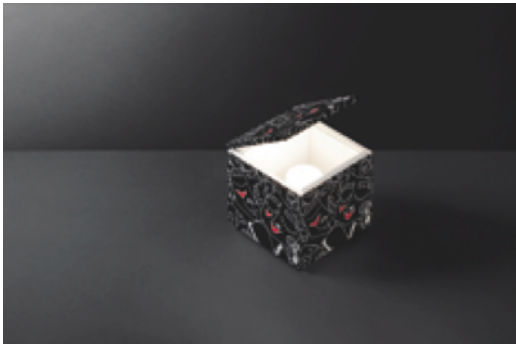


Photo 2

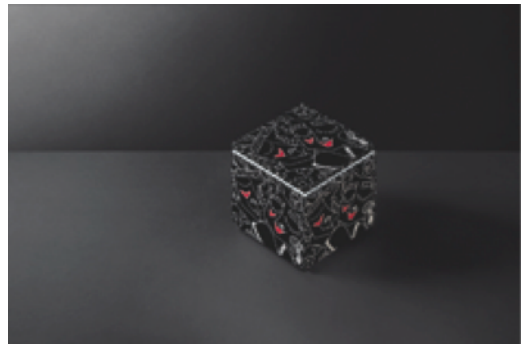


Photo 3

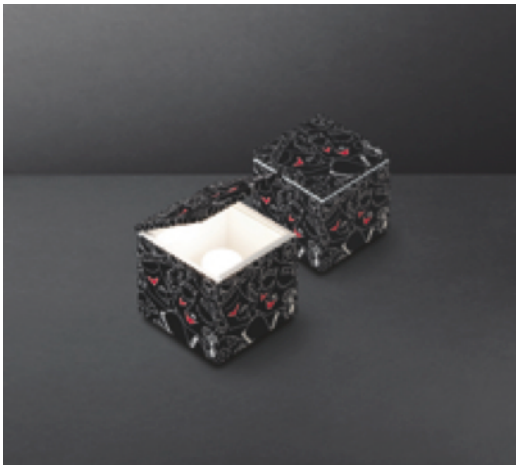


Photo 4



**Cuboluce Britto Graphic**

Photo 1



Photo 2



Photo 3



Photo 4



**Cuboluce Britto people**

Photo 1



Photo 2

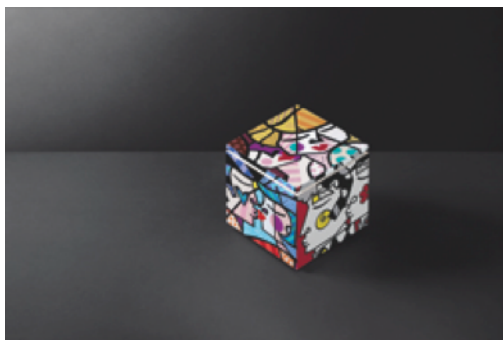


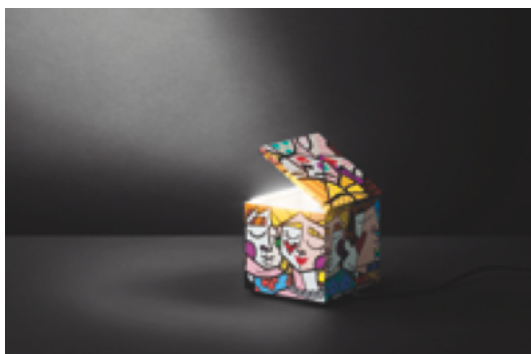
Photo 3



Photo 4



Photo 5



**Cuboluce Britto white**

Photo 1



Photo 2

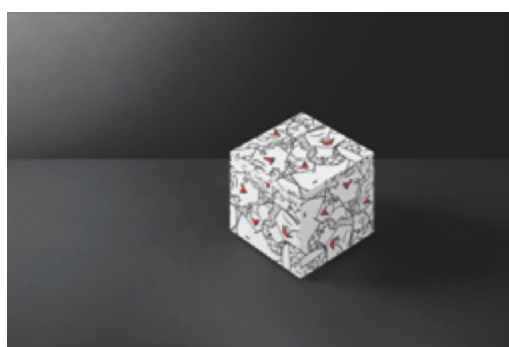


Photo 3



Photo 4



#### Cuboluce Britto Groupage



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