

## Press release

### New 2019

#### Fludd

design Alessandro Scandurra, 2018

*"Fludd is all about the alchemy of light. Its shape is closely related to the physics of light diffusion and diffraction. It is not so much an object as a device, whose simplicity transforms it into an iconic, almost intangible symbol."*

*Alessandro Scandurra*

The architect Alessandro Scandurra wanted to create a lamp whose performance and aesthetic affinities would make it suitable for installation in his architectural projects. The result was Fludd, a fluid and reflective disk of light that reveals a vibrant soul inside.

When it is switched on, it gets a three-dimensional look, when off it becomes an almost ethereal object. Presence and absence coexist in a continuous balance in Fludd.

An indoor suspension and ceiling lamp for diffused light whose intensity can be adjusted using the traditional dimmers or push-buttons and the latest generation of IoT devices, including Casambi and the Amazon Alexa and Google voice assistants.

The anti-glare mini-prisms of the transparent disc break down the light and concentrate it downwards, giving shape to an unusual optical effect.

The suspended version is suitable for installation at any height and the ceiling version also illuminates the ceiling.

The luminaire's high colour rendering index (CRI) guarantees respect for colour perception and correct ambient light.

*Dimensions: Ø 55 cm*

*Materials: technopolymers, aluminium, steel*

*LED 30W - 3.800 lm - 2.800K - CRI92*

*Light control:*

- phase-cut dimming
- push dimming
- dali
- bluetooth Casambi
- voice (Amazon Alexa, Google Assistant)



## **ALESSANDRO SCANDURRA**

*Alessandro Scandurra established SSA in Milan in 2001. Working in Italy and abroad, he designed the corporate headquarters of Philips Italia and Philips Zurich, the first Smart District in Italy for Euromilano, stores, and hotels. He also renovated historical buildings like Palladio Museum. He is the artistic director of several companies and the scientific director of Fondazione Portaluppi. He has given lectures worldwide. In Italy, he has held conferences at the Biennale of Venice, the Triennale of Milan, and the Milan Polytechnic Institute. Besides his career as a designer, he also teaches and has written numerous essays and other publications. He has taught at the Milan Polytechnic Institute and NABA, and is a visiting professor in Switzerland.*

*[www.scandurrastudio.com](http://www.scandurrastudio.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](http://www.cinienils.com)*

## **IMAGES**

For the images in high-res please write an e-mail to: **[press@cinienils.com](mailto:press@cinienils.com)**

### **Fludd plafone**

Photo 1



Photo 2



**Fludd sospesa**

Photo 3



Photo 4



Photo 5



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