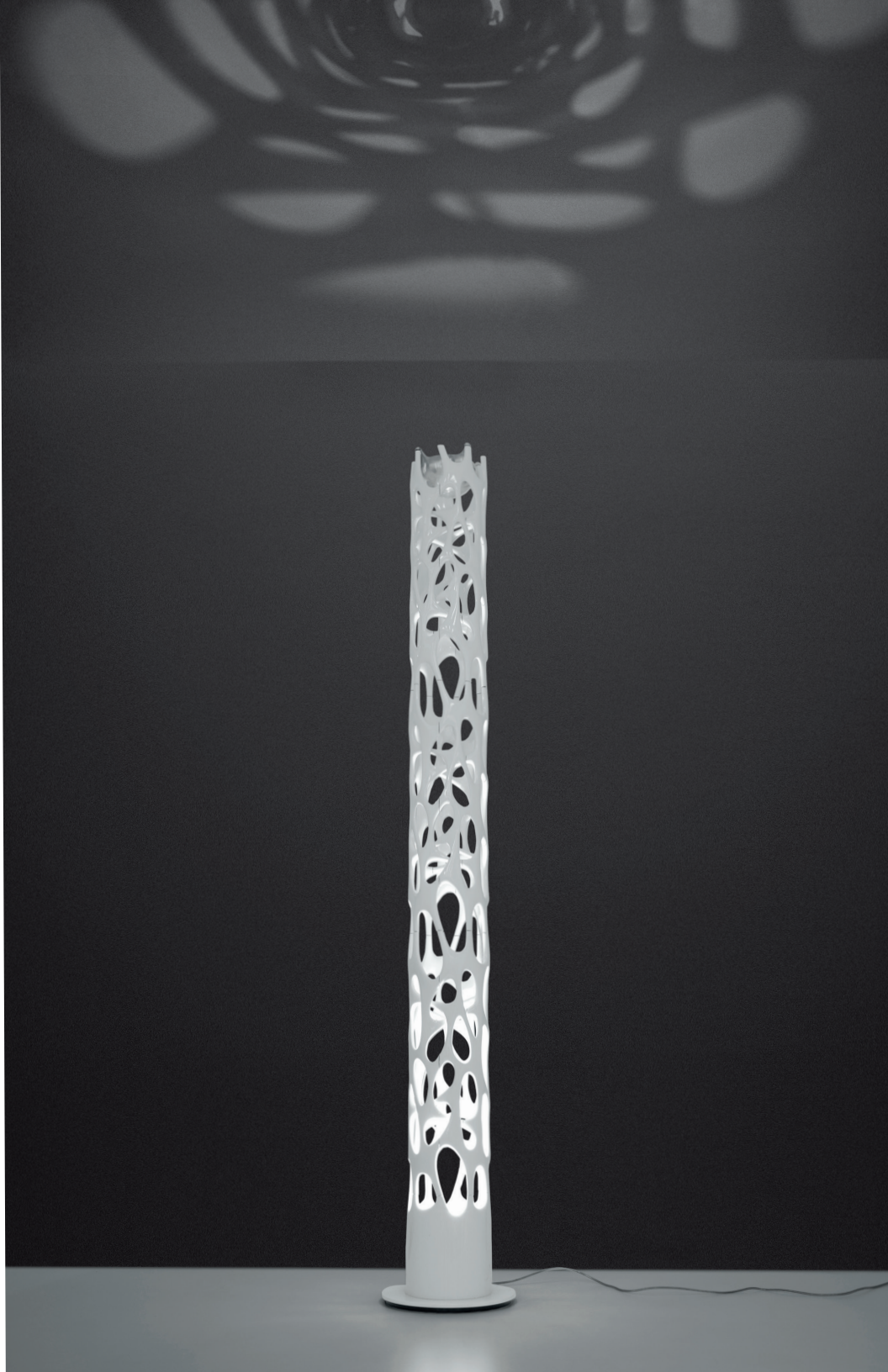


NEW NATURE



BY
ROSS LOVEGROVE

Artemide®





ROSS LOVEGROVE

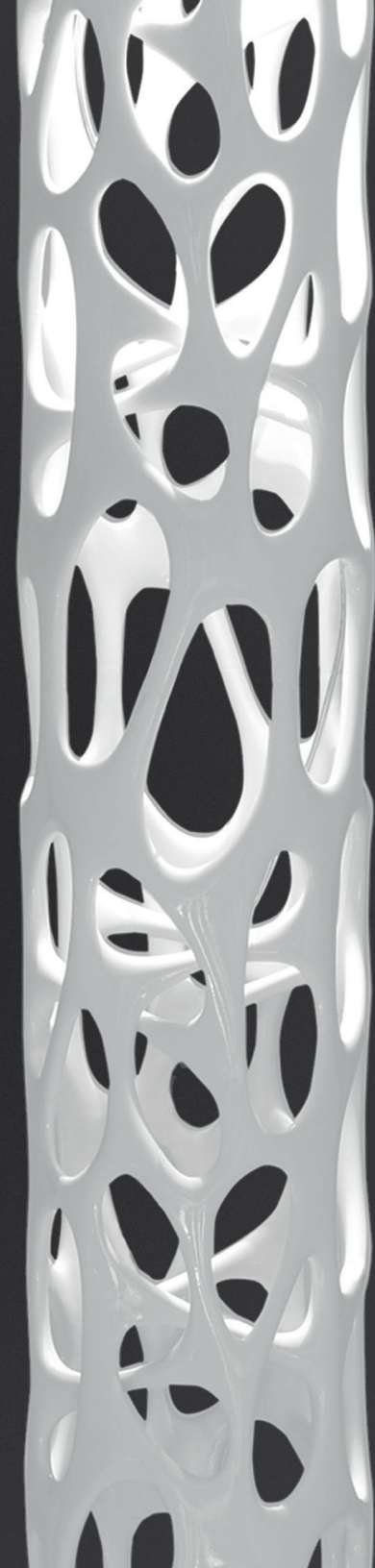
Born in Wales in 1958, Ross Lovegrove is a visionary industrial designer for whom the inherent logic and beauty of nature are paramount to any man-made object. Having designed everything from modes of transportation to furniture to human-scale electronic devices, minimal organic beauty underlies every concept.

Widely published and award-winning, Lovegrove creates beauty through the marriage of biology and object. His TED talks on the topic of "Fat-Free" organic design have been viewed over 4 million times.



WHIMSICAL

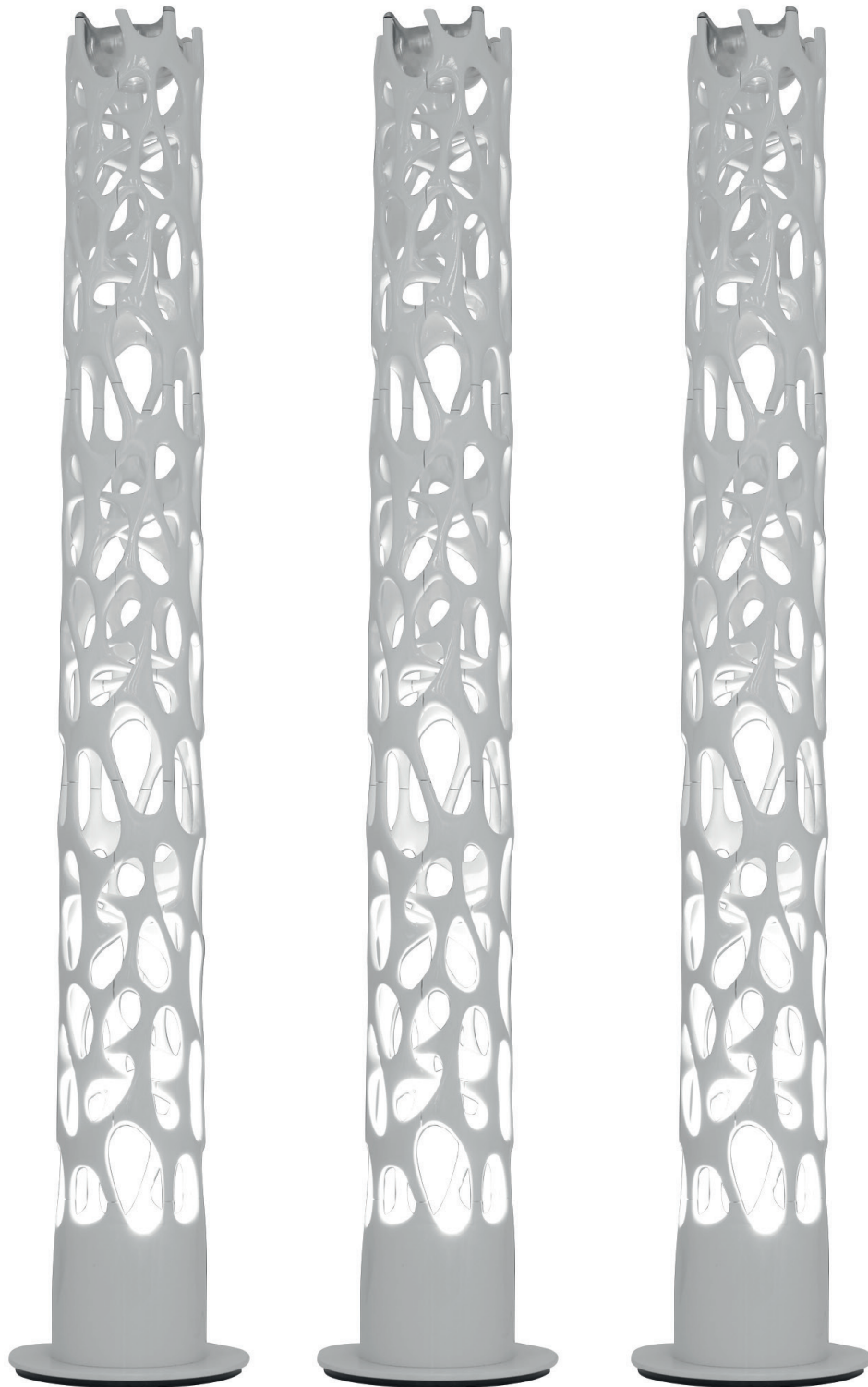
This stylish structure plays with fluid nature-inspired geometries to define a new light condition in space, casting its captivating spell through projected patterns of weaved light and shadow onto walls and other surfaces.





ORGANIC

Inspired by the logic and beauty of nature, Ross Lovegrove's designs possess a trinity between technology, materials science and intelligent organic form, creating what many industrial leaders consider to be the aesthetic expression for the 21st Century.



SCULPTURAL

New Nature stands tall as a striking design that becomes a focal point in any room. With a 74 inch height, Ross Lovegrove has created an instantly captivating sculpture.



TECHNOLOGY

New Nature shows a vertical column that is composed of polymer modules fitting together to create a complex structure that harnesses and projects light. The main LED indirect emission is placed on the upper part of the luminaire while the LED diffused emission is located on the base, highlighting the interior of the column and its unique shape. The dual control allows for the independent operation of the two light sources: diffused source is on/off and indirect source is dimmable.

NEW NATURE *floor*

EMISSION

indirect and diffused

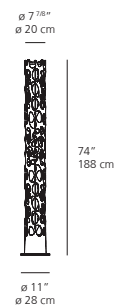
LIGHT SOURCE

LED
41W 2700K >90CRI

DIMMING FEATURE

indirect light is dimming and diffused light is on/off

DIMENSIONS



FINISH

white



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