

Lodes launches *Croma*, its first floor lamp in collaboration with Luca Nichetto



Croma, designed by Luca Nichetto. Left: green and bronze, right: white and black finishes © Lodes

Contemporary Italian lighting brand Lodes presents its new standing lamp, *Croma*, which is the latest product to come out of the ongoing collaboration with multi-disciplinary designer, Luca Nichetto. Taking its name from the Italian word for a ‘quaver’ or ‘eighth’, the design reflects the dynamism of the musical note in its slender frame, which dispels washes of light upwards across the wall and ceiling. *Croma* is the fourth lamp designed by Luca Nichetto for Lodes, following the launches of *Jefferson*, the Bohemian crystal suspension presented at EuroLuce 2019, *Easy Peasy*, the portable table lamp, and more recently, the *Aile* wall lamp.

For *Croma*, Luca Nichetto and Lodes re-examined the design of the classic floor lamp, which typically opens out at the top rather than the base. By literally turning the frame on its head, Lodes created an elegant yet striking product that embodies Lodes’ ethos – considered design with powerful and personalised lighting that prioritises the end user.

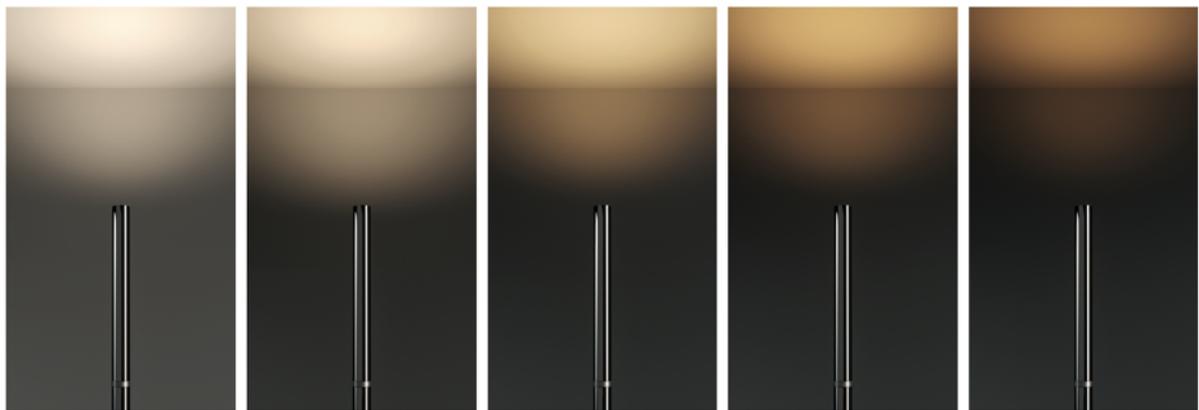
This new product is suitable for a variety of environments, including residential, hotel and hospitality. Despite its slim frame, the light output is powerful and casts a wide ray of light. Reaching 186cm in total, the lamp features a conical base that provides stability, along with a sleek, tall extension that almost disappears as it diffuses a soft rising glow.

In the typical Lodes style, the design prioritises the user’s relationship with its functional touchpoints. Challenging the more traditional choice for most standing lamps, Nichetto decided against a floor power switch. Instead, *Croma* features a ring positioned halfway up the stem which allows the user to switch the LED module on and off, and to utilise its dim to warm function, which ranges from 2200 to 3200 kelvin.



Left: Croma by Luca Nichetto in matte black finish. Right: light switch and dim-to-warm function control © Lodes

Croma is available in four unique finishes. The metallic ombré effects fade from green to black and from bronze to nickel, their gradient referencing the way the light can radiate upwards against a wall. The two matte shades, in solid white and black, have a texturised finish that would be well suited to any residential and commercial setting.



Croma's dim-to-warm function: from left, the range from cooler light at 3200 K (full power) to warmer light at 2200 K © Lodes

‘Croma is the result of both my studio’s continued collaboration with Lodes and our shared approach to experience and function. We carefully consider all the ways our projects might be used, shaping their production, practicality and functionality to ensure the enjoyment of the user.’ concludes Luca Nichetto.

Exploring classic Italian lighting design through a contemporary lens, Croma exemplifies Lodes’ commitment to its designer relationships and to its heritage of manufacturing innovation. Following a successful rebrand last year when the family-run business celebrated its 70th anniversary, Lodes continues to prioritise accessible, functional design.

For any press enquiries, images and interview requests, please contact Caro Communications on:

- Gabi Martorana, gabi@carocommunications.com
- +44 (0)20 7713 9388

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. As Studio Italia Design, the firm has been selected as one of the most dynamic Italian companies according to the survey "Campioni della crescita 2020", as well as in 2021, published in *La Repubblica*'s "Affari & Finanza".

lodes.com

About Luca Nichetto

Luca Nichetto was born in Venice in 1976, where his artistic talents were inspired by the famous Murano glassmaking industry, which employed members of his family. His career effectively started in his schooldays, where holidays were spent selling his designs to local factories, before he went on to study at the city's Istituto Statale d'Arte and then take a degree in industrial design at the local Università Iuav di Venezia (IUAV), graduating in 1998. The following year, he joined the Murano-based glassmaker Salviati, later becoming a product designer and consultant for lighting company Foscarini. He took the leap to setting up his own practice in the city, Nichetto Studio, in 2006. Five years later came another major turn in his career, when he moved to Stockholm, Sweden, to start his family and opened a second studio there, combining his Italian flair with the Swedish spirit of



modernity and sustainability.

Over the years, Luca has served as art director for many international design brands and gained a reputation as a multidisciplinary designer. He has lectured and led workshops at several universities, including serving as a professor of design at the IUAV, and has sat on juries for various international design competitions. His work is often featured in prestigious exhibitions worldwide and has been the subject of retrospectives in cities including London, New York and Beijing. His highly researched, innovative projects have earned him an impressive array of international awards for designs that range from products, accessories and furniture to architecture, exhibition design and branding.

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