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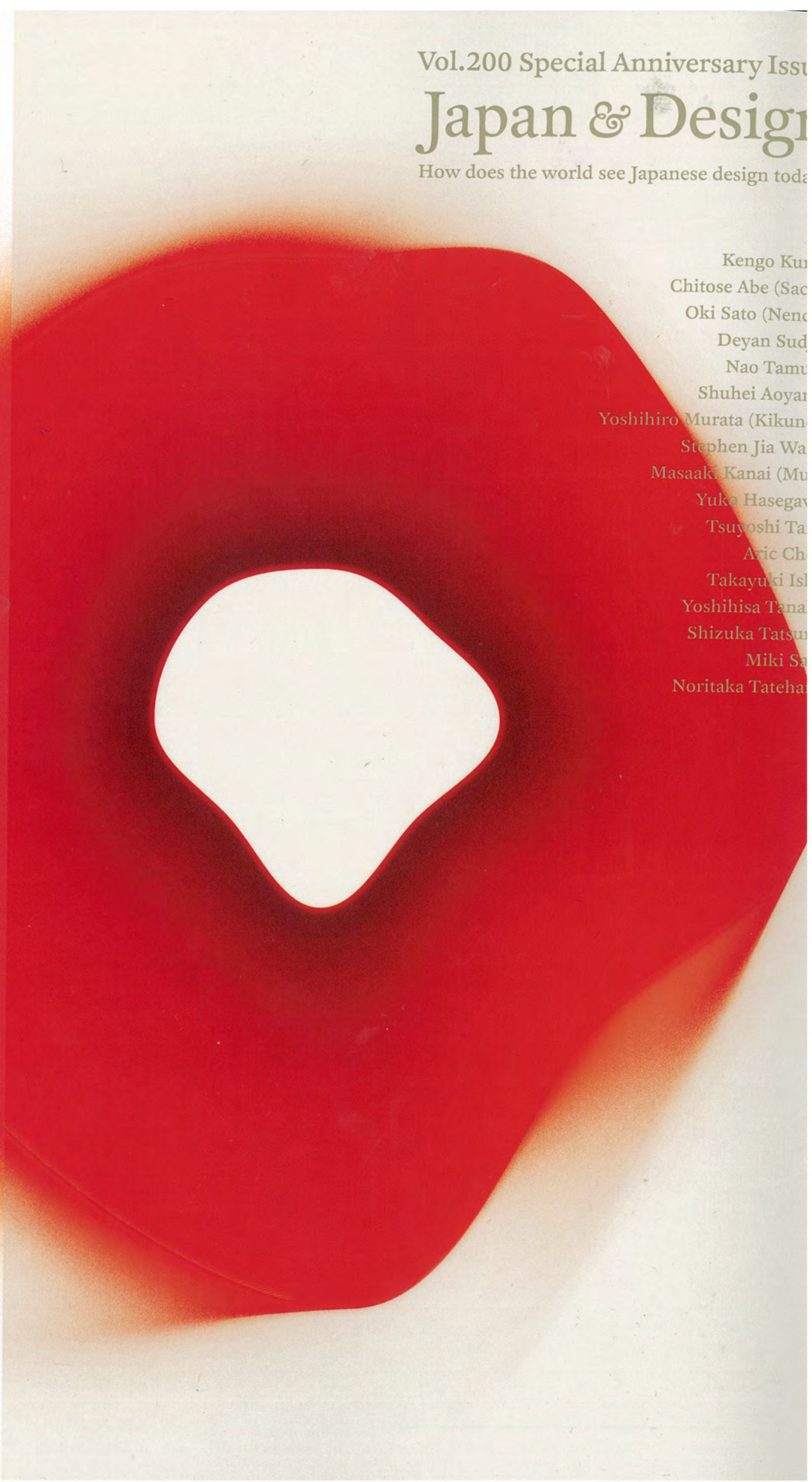
WORLD'S
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Sage

Exploring tomorrow's cordless lighting devices

—Two lighting devices from Ambientec

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Photos by Giuseppe De Francesco

The Japanese lighting brand Ambientec held an exhibition of its new products during Milan Design Week in April, 2019. Turn, and Sage, by designer Nao Tamura, are both cordless lighting fixtures for dining, but each were born of different backgrounds.

As the angle of each shade can be changed individually, Sage envisions various usages, such as downward, facing the wall, or positioned for reading. Even more diverse use is possible by combining multiple units.

This article is paid publicity by Ambientec and AXIS.

TURN



Using the aesthetics of precision industrial instrument parts in metal design

A topic that inevitably comes up during the innumerable events held annually throughout the city during the Milan Design Week in April is Spazio Rossana Orlandi. Those that can exhibit their works in this highly discriminating composite space with galleries and cafés are limited to brands and designers that have been approved by Rossana Orlandi, a discerning trend spotter in the world of contemporary design. Ambientec exhibited at this space for the first time in 2015, and saw its third exhibition this year.

Ambientec was founded in 2009 and has been producing cordless lights featuring its forte, a unique rechargeable LED module. Its technological strength has been fostered through manufacturing such products as professional-use underwater photography equipment. This year it newly recruited Nao Tamura who lives in New York. Tamura won the Grand Prize in 2010 at Salone Satellite, which is held as part of the Milan Furniture Fair (Milan Satellite), and has been active internationally ever since.

Turn and Sage unveiled this time are both portable lighting to be used on tables. The idea for Turn came up at the first meeting between Tamura and Ambientec. "When I saw their lighting device for diving they brought in as a reference, I thought its parts were very

beautiful. Its form is specialized to improve such functions as waterproofing properties, which are exactly what they're good at. I aimed for design that shows its appeal rather than hiding it," Tamura explained.

Design that increases a sense of attachment

Turn has a size that is not obtrusive when placed among the tableware and is just the right height for illuminating the tabletop and cuisine. Turn's concise form was born by thoroughly pursuing the function of a tool that emits light.

"We made use of the form that was milled out of a block of metal 'as is.' We placed value in the beauty of curves and the sharpness of edges that cannot be achieved with resin molding. The texture of the grip is also unique to metal. All the forms were conceived from the material itself," Tamura said. The name "Turn" was also derived from the way a block of metal is spun as it is milled into sections.

Turn is available in three types of materials: stainless steel, brass, and aluminum (black), and the weight of the product varies depending on the specific weight of the material used. Stainless steel has a translucent

Turn is made by turning metals, reflecting the high-precision manufacturing Ambientec has fostered. On/off and four levels of brightness are controlled by touching the upper part of the shade, and the color temperature of the light can be adjusted to match intensity.

sheen; brass has class and warmth; and aluminum treated with alumite has a unique, stylish feel. Four stages of illumination adjustment via a touch sensor on the upper part of the shade are possible, from a level of brightness appropriate for reading and work to dim lighting approximately equivalent to candlelight.

"I like how it turns off from the dimmest mode as it becomes dark instantly, as if blowing out a candle after dinner. Although it has a mechanical design, that part has an emotional feel."

Unlike inexpensive products with a short life span, Ambientec has consistently been thinking about design that inspires the user to become more attached to the product the longer she uses it. The solid appearance of Turn possesses a type of aesthetics that people perceive instinctively.



Designer Nao Tamura (right) and Rossana Orlandi (left) holding Turn. As it was the third time Ambientec held an exhibition at Spazio Rossana Orlandi, a relationship of trust had already been established.

During the Design Week at ISSEY MIYAKE / MILAN, Ambientec's Sage was displayed along with "1/6," which is a new product (released in June) designed by Nao Tamura from ISSEY MIYAKE Watch.



To be conscious once again of the role of lighting in living

In contrast to Turn, Sage is a new challenge for Ambientec. Since it is the first product of the company's newly started progressive collection, it became an unconventional attempt in terms of both product development and *raison d'être* in the market. "The mood when dining with many others including family and friends differs completely from eating alone," Tamura explains. "Rossana Orlandi's café, for example, has lots of greenery and is crowded with guests. I wanted to express that change in terms of light."

The organic form that reminds us of cotyledon appears more like plant when a number of them are aligned, and starts to take on diverse expressions. As the shade rotates within a certain angle, it is also possible to impart variations in lighting. "I'd always thought LED substrates looked like veins in a leaf. The way plant leaves change their direction to face the sun is similar to how the shade of Sage changes its direction."

They say it takes only eight LEDs to realize the same light intensity as this product.

festive glow

Cordless lamp designed by Nao Tamura
ambientec



The exhibition Ambientec held for Turn and Sage held at Spazio Rossana Orlandi was titled *Festive Glow*. The exhibition space using easels was also designed by Tamura.

However, in order to make the substrate thin and make it closer to the image of a leaf vein, they laid out 232 thin LEDs. Tamura says this product contains a question to its users. "Face a single unit towards the wall and use it as an indirect light, or be playful and arrange several of them. That experience will perhaps become a trigger to become more aware of light."

The layout of the exhibition was also designed by Tamura. She used wooden easels to express the products' natural feel and elaborateness. While exhibiting the products to fit the atmosphere of the Spazio Rossana Orlandi where many products with artistic design are displayed, she paid attention to convey the degree of perfection achieved in the products. Tamura's solid creativity can be glimpsed from the fact she read the context of the venue and then formed the entire exhibition from its design concept to details in an orderly manner. The concerted effort between Ambientec and Tamura accurately conveyed that the possibilities of familiar lighting can be opened up with design.