

The essential industry guide for the Middle East

KITCHEN TRENDS

MATRIX ART
NOLTE KÜCHEN
THE ART OF
HANDLE-FREE DESIGN

TILES & CERAMICS

MOSAICO+
ALWAYS GREENER

LIGHTING

VIABIZZUNO
DESIGNING A VOICE
OF THE VERB TO LOVE

PROPERTY HIGHLIGHTS

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BATHROOMS

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10,000 L.L. | 5 JD



Lighting Viabizzuno

VIABIZZUNO

Designing, a voice of the verb to Love.

In the course of nineteen years in business, Viabizzuno, a leading Italian company in the international framework for lighting design, has developed know-how and research to best express its way of building a light-oriented culture and to create wellbeing through light.

Starting from the atmosphere that pervades the spaces where projects are daily designed to communication tools that convey the very soul of this company in detail, Viabizzuno instantly stands out as an industrial enterprise that also focuses on ethical design.

Its strength lies in custom-made design, which is achieved by finding solutions that were never thought of before, by integrating light and architecture and thus creating an image that is recognized throughout the world for its formal integrity and concept. Viabizzuno is growing on a precise philosophy of life and defines a track to be followed by architects and designers worldwide, an image in which they can identify themselves, a style.

Viabizzuno designs light, and also light fittings, objects, lamps, light engineering projects, along with books, furnishing accessories, clothing, graphics, editorial, culinary and photographic projects.

A study of projects implemented over the years with renown architects, such as Peter Zumthor, David Chipperfield, Winy Maas and Kengo Kuma, reveals the leading international fashion wear brands, institutions, museums, industries, design firms and public institutions.

The head office in Bentivoglio, Bologna, Italy, opens its doors as if it were a house: the Viabizzuno house, a warm environment where ideas are shared unfolds in the rigorous white architectural space in which light plays the protagonist, a place where 150 employees, including 70 designers with multidisciplinary experience and competencies, daily focus on research and design of new lighting systems that have been studied to meet all lighting requirements.

Viabizzuno's home is keen on cutting down the waste produced and on reducing the impact of the construction yard on the surrounding environment, on using recycled material, on reducing energy consumption, on using renewable energy sources, on reducing polluting emissions, on natural materials and resources that are recyclable, renewable and locally produced, on quality interiors and on living comfort.

The driving principle of anything that is thought and implemented is to remain true to a product that is entirely made in Italy: not for an image-based strategy but for a deep bond with the territory, its beauty, talents, multiple cultural features that are present in Italy.



Lighting Viabizzuno

Viabizzuno's experience in project design also takes shape in the creation of spaces studied to display and market its light fittings, work and philosophy; hence the birth of lighting display areas: Viabizzuno's house in the world, exhibition and design venues that contain light fittings installed in an emotional and descriptive way, sites that can be easily converted to better meet the functional and commercial requirements of the light designer. There are 6 Viabizzuno showrooms in the world: Milano, Roma, Napoli, Barcellona, Londra, Parigi and 34 lighting display areas.

Viabizzuno is an ISO certified company that has achieved international success with the quality, innovation and technology it offers. A close ongoing study of the various commercial requirements ensures that light fittings comply with current regulations enforced

by the various international markets, and have obtained all the necessary certifications: European market, North American market, French market, KEMA (Keuring Electrotechnisch Materieel Arnhem) approval, ETL (extract, transform, load) certification according to ANSI (American National Standards Institute), UL (Underwriters Laboratories), CSA (Canadian Standards Association), ASTM (American Section of the International Association for Testing Materials), NFPA (National Fire Protection Association) standards, CCC (China Compulsory Certificate) certification.

Viabizzuno considers designing as a voice of the verb to Love. Hence, the project is a genuine gesture of love, to be first considered as the construction of self. The Viabizzuno Scuola was founded on this essential concept from the onset: a moment for mutual comparison and

knowledge during and through which Mario Nanni, design concept director at Viabizzuno, relates his way of making and thinking light, when he hosts over 300 designers from every part of the world at Viabizzuno Casa and in Viabizzuno spaces around the world.

The third millennium finds that the overall architectural and design framework is highly sensitive to the theme of light. To discover the future prospects of a close-knit relationship that is steadily evolving among these elements, Viabizzuno invited 400 architects and designers to Venice on 1 and 2 July 2011 to the second world congress on light organized by Viabizzuno. In fact, light must merge with architecture, with space, with the human being that experiences it, and be at his or her disposal. Project design cannot centre on spots of light; it is, instead, important to design the right light.





LIGHTING FOR THE HOUSE

Designing light for the house always starts by tuning into the place, but that is not all of it. Understanding the client and the final user of the space who will live in it is also essential. At Viabizzuno, the challenge is always to create the right light and, therefore, highly impressive lighting is not the principal objective. Often concealed lighting is a better solution, which can be built into the architecture of the space itself. A home converges several different needs: different lights must meet these requirements; hence, we need an alternating light that can be calibrated, which can be either mellow or strong. A light that adapts to the various moments of my life inside the house. We need a study light, a working light, a light for intimate moments, a light that blends into all the functions of my life.

Finally, a house that is well lit arouses feelings without the user realizing the sensitivity and effort that went into placing the light in that very spot. It can also be exciting without its location being noticeable, as with light sources that are built into the architecture.



Lighting Viabizzuno

LIGHTING FOR PUBLIC SPACES

Light becomes the manifesto of a city to be experienced and shared, based on a set of essential rules for good outdoor lighting design, which Viabizzuno summarizes as specified below: conservative restoration of light; the use of non-uniform lighting that is studied by themes, areas and intended use; light considered as a democratic medium for all parties to confront and share experiences; the principle according to which it is not light that makes our cities safe but its quality that makes them livable, warm and, therefore, safe: light only where it is required; light as a tool of order and balance for an orderly harmonious vision of architecture; energy saving achieved not only by a targeted choice of the light source, but also by carefully controlled switches and low maintenance requirements.

Compliance with these rules, along with a correct vision of architecture and composition and the skill to use light as a scenic-narrative medium lead to the creation of the most appropriate project. Artful calibration of poetry and technology, innovation and conservation, led lights and candles, allows designers to open the doors of urban design to leading public institutions and small private residences.



LIGHTING FOR ART & CULTURE

Many of the projects implemented by Viabizzuno over the years have focused on the artistic and cultural world, trying to define which is right or wrong for the item to be enhanced by light: museums, art galleries, collections, exhibition pavilions, exhibitions and events in which light is the silent protagonist, the accomplice of the decisive success of the project.

Lighting up artistic works, exposing them to light, means learning to know and love the spotlighted subjects, respecting them, understanding them, and interpreting them without depriving them of their intrinsic features.

Using light to display an item is a way of describing objects through light but also of describing light through objects, because light endows objects with depth and a soul, and no intervention is more stimulating than that of highlighting the features to be seen, observed and studied.

Hence the birth of the concept of discrete light that is sensitive, technical and performing but silent. a light that can enhance the right colors and adjust to existing architectural structures that are often important and complex.