

[TECHNOLOGY]

QUALITY OF LIGHT ABOVE ALL

Creating the perfect lighting system demands a technical soul. That's the approach adopted by Luce 5, lightmakers for the high fashion world, now facing the challenge of the yacht sector

by Paola Bertelli

A Titanic task – 1,800 dimmable lights, over 500 metres of LED strips, over 2,500 Wi-Fi DMX channels, 350 hours of R&D. These numbers describe the dazzling façade of the Bulgari flagship store on New York's 5th Avenue, now the setting for an endless series of animated light shows. The creators of this work is Luce 5 in collaboration with Frank Sapadaro, Senior Architect at the famous Peter Marino architecture studio.

Luce 5 is an Italian company with over twenty years of experience in the field, enabling it to refine and enhance the technical design qualities and customisation skills it now exports all over the world. This constant growth has led Luce 5 to become a highly innovative company, partner to important international brands.

Its client portfolio includes fashion brands like Prada, Miu Miu, Bulgari, Fendi, Boucheron, Zanotti and Zegna. They are demanding clients, and the high quality of the lighting these companies require has now become Luce 5's own work standard. Its approach to light design is first of all technical, focusing on light, its mechanics and its control.

“We define technology that complements design”, says Riccardo Di Bene, CEO of Luce 5 Yachting. Luce 5 doesn't only supply light units, it designs custom key-in-hand lighting systems that include apps developed in-house to manage animation and control.

“Our projects,” Riccardo Di Bene continues, “Are made to measure for clients. We develop the entire project on the basis of their requirements and needs. We design the mechanisms in 3D, selecting only the highest-quality, latest generation LEDs (LED binning), and develop the control electronics and software that animate the lighting systems. As well as assembling our projects ourselves, we build and test all the prototypes and mock-ups needed for final client approval”.

“Designing the LED chips in-house is crucial if we are to succeed in controlling the type of light emitted by the various installations,” says Mauro Favalli, R&D Technical Manager, because “The light we see isn't the original light from the source, it is influenced by the material of the body it passes through”. The next step is to



Light becomes art. The dazzling installation commissioned by Bulgari for the Milan 2018 Design Week Fuorisalone. Right and bottom, the Bulgari flagship store's façade in New York. Opposite, Magnetica, the lamp designed by Vittorio Venezia and made by Luce 5



WRONGWAY PICTURES

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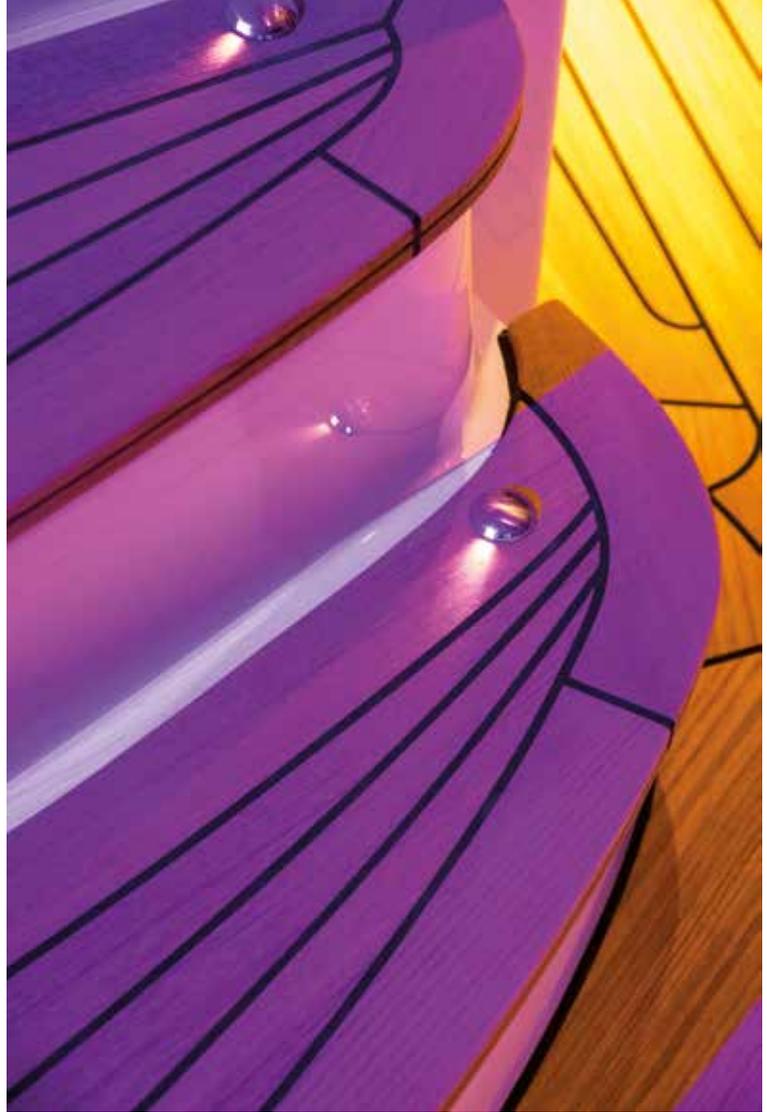


The collaboration with Benetti opened up the superyacht world for Luce 5. The company participated in the refit of a 52-metre Benetti motor yacht (top, left) and carried out the lighting design for the new Delfino line (top, right). Below, the adjustable "Calliope" reading lamp with touch on/off and dimmer



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integrate it with other types of light emitted by other units. "Our aim is to harmonise light, creating a system of light bodies that once switched on fill their surroundings with a uniform light". To obtain a high quality light (and by quality we also mean the ability to make the appearance of the colours of the illuminated objects faithful to reality) Luce 5 does not only use the classic CRI (colour rendering index), still the official international reference – it was one



of the first companies to make wider use of TM3015, a new, more sophisticated system enabling users to obtain the best possible yield from the project, according to the client's choices in terms of materials and woods.

A few years ago Luce 5 entered the yachtbuilding world by founding the Luce 5 Yachting Division, certain that superyacht constructors would demand high lighting standards. It developed a series of hardware collections for the marine environment, collaborated with Benetti for the Delfino, Mediterraneo and Viareggio series and three 100-metre models under construction in Livorno, took part in refit of a 52 m megayacht Benetti and is currently involved in developing new concepts in collaboration with other international yards.

"LED strips are used a lot on board yachts. They're a versatile, dramatic solution, but if we want a flawless effect the light must be homogeneous and seamless. Our high LED density strips (up to 300 LEDs per metre) with a cut every 20 mm and a variable power of 10 to 24W per metre enable us to create linear lights with no dotting, which can be mounted on the spaces reserved for them in the architectural design without creating interruptions in the light. The aim is always to obtain a perfect result. We are artisans of light, and we're proud of it".

www.luce5.it