

LA PLUME: CONTEMPORARY LIGHT SYSTEM.

**GLOCAL DESIGN LAUNCHES THE PROJECT OF AN IRONIC COLLECTION,
BURLESQUE INSPIRED BUT ON THE EDGE OF TECHNOLOGY**

Designed by **Daniele Basso** and **Alessandro Pellegrino (GlocalDesign)** for *Lumen Center Italia*, the **La Plume** lighting system will be presented in preview at EuroLuce (**HALL 11 – STAND A31**), Fiera Rho, on 12 to 17 April, on occasion of the Milan Furniture Fair “Salone Internazionale del Mobile”.

Burlesque inspired, captivating and sexy, the line owes its name to the iconic lightness of the plume that dresses women's beauty suggesting an imagery of pleasures in the same way as the baroque curl defines the design of the lamps.

With its irony and colour, between the past and the future, **La Plume** interprets our fashionable and trendy present times by positioning the *Lumen Center Italia* style among the global neo-burlesque avant-gardes (from Madonna, to Christina Aguilera and Gwen Stefani, to Lady Gaga).

The proportions of the bell-shaped lampshade are based on the mathematical progression of Fibonacci that, since the very 17th Century, has always been an example of beauty and perfection. The range proposes indeed an alternative mathematical approach to baroque decoration – the present market trend – and conjugates technology, technical skilfulness and fantasy.

Totally made of steel in the perfect *Lumen Center Italia* style, **La Plume** - featuring mirror ceiling rose and lampshade with tiny motifs that are magically revealed when it is turned on – is manufactured with cutting edge technologies.

Presented in 3 versions with 1, 3 and 5 lights, and - thanks to **GlocalDesign's** experience in the fashion world – in 3 fashionable colours available for the curl, La Plume is designed to fit not only modern and technological rooms but also spaces enriched by the elegance that only History can donate.

This strictly “Made in Italy”, coloured and camouflage proposal is not only innovative and trendy but also highly distinctive.

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