

# Conero

design Luigi Massoni



# iGuzzini Bespoke

iGuzzini Bespoke interprets our way of thinking and sharing light. Since the 1980s, we have worked closely with architects and designers to respond with bespoke solutions to their specific architectural requirements. Exclusive ideas, similar to or completely different from what, on the other hand, was emerging from a need on the market. Bespoke embraces the soul of a thought - the thought of the architect, first and foremost, and of all those who, by combining creativity and technology, transform matter into light, light into history.

We have decided, in this highly particular year, to reveal entirely what we have in mind. We want to shed light on bespoke solutions so that they can find new spaces, new places, new smiles and new stories to tell.

All those simple and beautiful things that happen under light. A new life coming into the world, the ray of sunshine peeping through the window every day to say good morning, people looking into each other's eyes, the moment when, in the evening under the suffused glow of a small lamp, we browse over the memories of the day.

Light strengthens our secrets and desires, light welcomes the challenge of building new stories. We never think about light on its own: it is always together with people producing new rituals and happy relationships. We use light to build new worlds; it follows us in our life-spaces and in our needs. Thanks to light, we can see where before there was only a wall of darkness in time and space.

The collection of light we propose here reflects the transparency, shades and shapes of a majestic nature set between land and sea, a place that embraces many places: Portonovo, Sirolo, Numana and Conero.

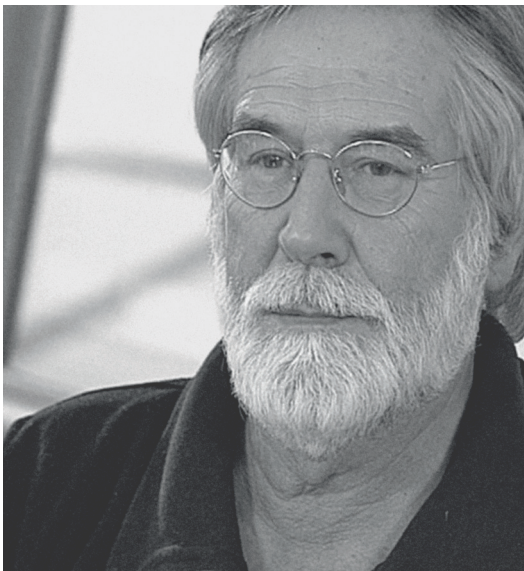
We can start our Bespoke story here.

**iGuzzini**

"Over and above functional and technical considerations, in any design I seek to bear in mind all those feelings and emotive aspects that then translate into aesthetic motifs and emotions"

Luigi Massoni

# Conero

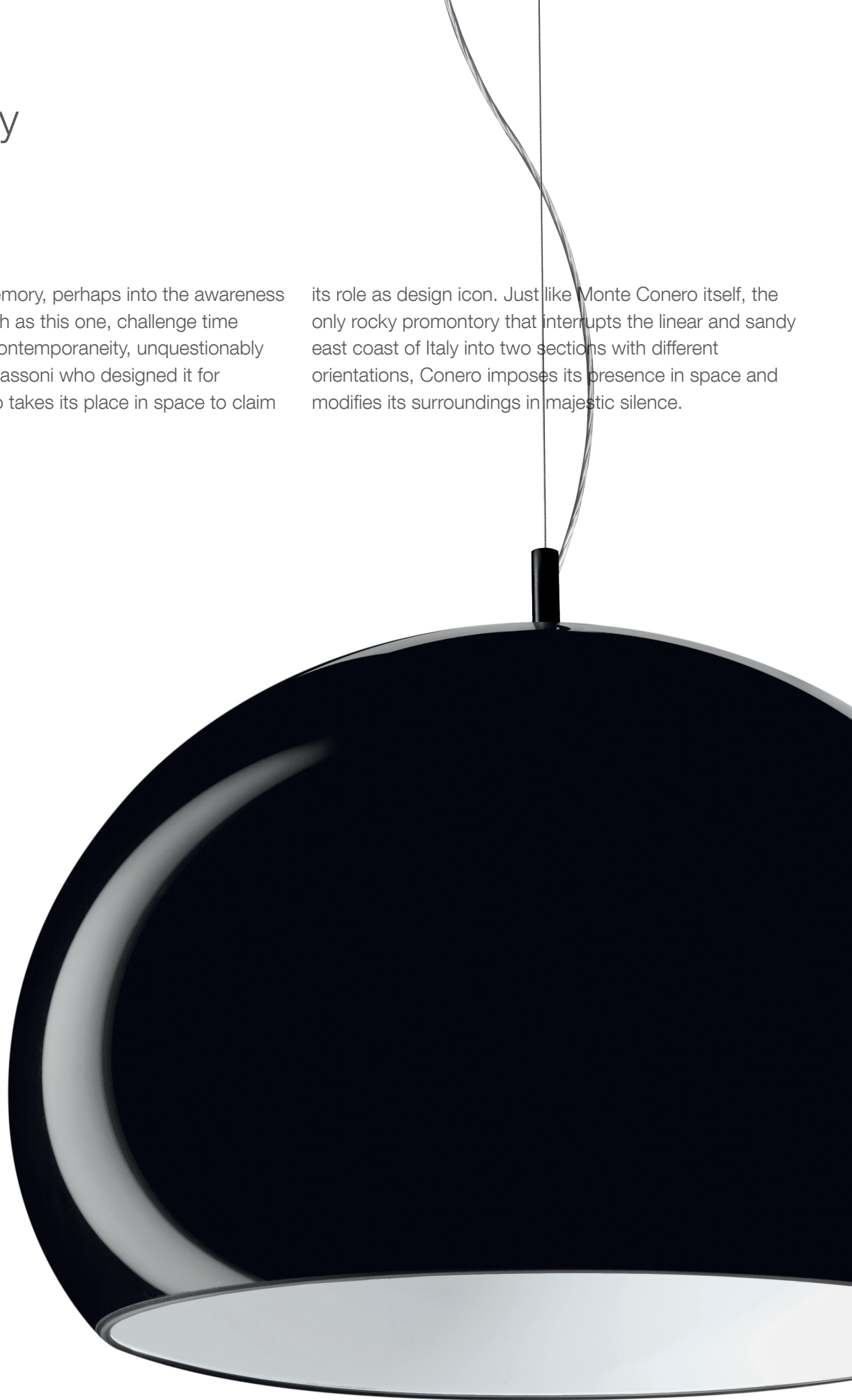


# Conero

## His Majesty

Delving perhaps into memory, perhaps into the awareness that certain objects, such as this one, challenge time through their absolute contemporaneity, unquestionably paying tribute to Luigi Massoni who designed it for iGuzzini in 1966, Conero takes its place in space to claim

its role as design icon. Just like Monte Conero itself, the only rocky promontory that interrupts the linear and sandy east coast of Italy into two sections with different orientations, Conero imposes its presence in space and modifies its surroundings in majestic silence.



**Conero**

Luigi Massoni



# Conero

## His Majesty

It has a typically 1970s all-embracing, well-defined and imposing shape. Conero has a very distinctive character highlighted by its equally distinctive chromatics. The design was not reviewed, precisely for this reason, to avoid betraying any of its formal features while embodying technology that ensures better performance in lighting

terms. Transparent or colourful, two-tone and/or galvanized material for added character and personality in every setting. The inside of two-tone versions is always white, while the outside may also be white or else play with contrasting black and gold colours.



White



Black



Transparent



Gold

# Conero

## His Majesty

Luigi Massoni - who teamed up precisely with Guzzini to begin probing the world of light - designed this hanging lamp in the 1960s, moulding a simple yet refined shape which has inspired other designers over time. An imposing impact collects a volume of light in an almost maternal form, where the curved element reflects

geometric refinement as an expression of perfection. Conero comes forward today with three diameters to create a scale of volumes between light and space. Even the detail of the hanging mechanism, with two disjointed cables, emphasizes the elegance of this solution.



Ø 400 mm x h255 mm



Ø 520 x h345 mm

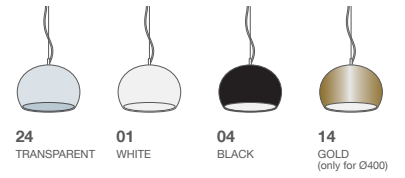




Ø 820 mm x h535 mm







**Hanging Lamp S**

- Bulb not included
- We recommend E27 LED Globo
- Cable length 2000 mm
- Material: PMMA

[iguzzini.com/conero](http://iguzzini.com/conero)



System			
W	fitting	code	colour
<b>Hanging Lamp L</b>			
LED			
3000K			
16,5W	E27	<b>R755</b>	24
		<b>R756</b>	01
			04

Bulb not included



System			
W	fitting	code	colour
<b>Hanging Lamp M</b>			
LED			
3000K			
16,5W	E27	<b>R753</b>	24
		<b>R754</b>	01
			04

Bulb not included



System			
W	fitting	code	colour
<b>Hanging Lamp S</b>			
LED			
3000K			
16,5W	E27	<b>R750</b>	24
		<b>R751</b>	01
			04
		<b>R752</b>	14

Bulb not included



Light bulbs	code	colour
LED - E27 3000K	<b>MD02</b>	00



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