Goinée

ANDROMEDA





History:	past,	present,	future.
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We were.

We are.

We will be.

Andromeda opens the debate.

With the launch of Soirée collection Andromeda illuminates the conundrum of the present. Together with the interrelation between the tenses and the inexistence of past, present or future as independent entities.

Are we here or there, or are we swaying between temporal and spacial places?

Perception heightened.

The fast pace of the present has corroded all mythical associations with the past. Yet this very speed, rapidity and saturnalia with which we project the future, has brought us to an impasse: we remain rooted in a misunderstood present. We must now look back, not in order to dwell on the nostalgia of the past, but to reconcile ourselves with the present. This present is a space of recursive transformations between the past and the future. We must return to the past, only to run back to the future. We must revive memory as a rebuke to a present squeezed between ineffectual moments, between worries, anxieties and anticipations.

It is time to wind down.

Or not?

Soirée seeks to open a contentious dialogue on the different realities and perceptual layers of time. Through a range of pieces, Andromeda has created a series of studies that affect different times and different moments, each sustaining an argument of its own. The collection looks to evoke the ephemeral nature of the past and the future in a present that dwindles in a confined space of uncertainty.

If in Hindi, the word for "yesterday" and "tomorrow", "Kal" is the same, but only "today" has its own word "Aaj", then perhaps there is something we should learn. We know that the present is in itself conceptually different from the past or the future, and therefore we must question the passing of time as well as the present moment.

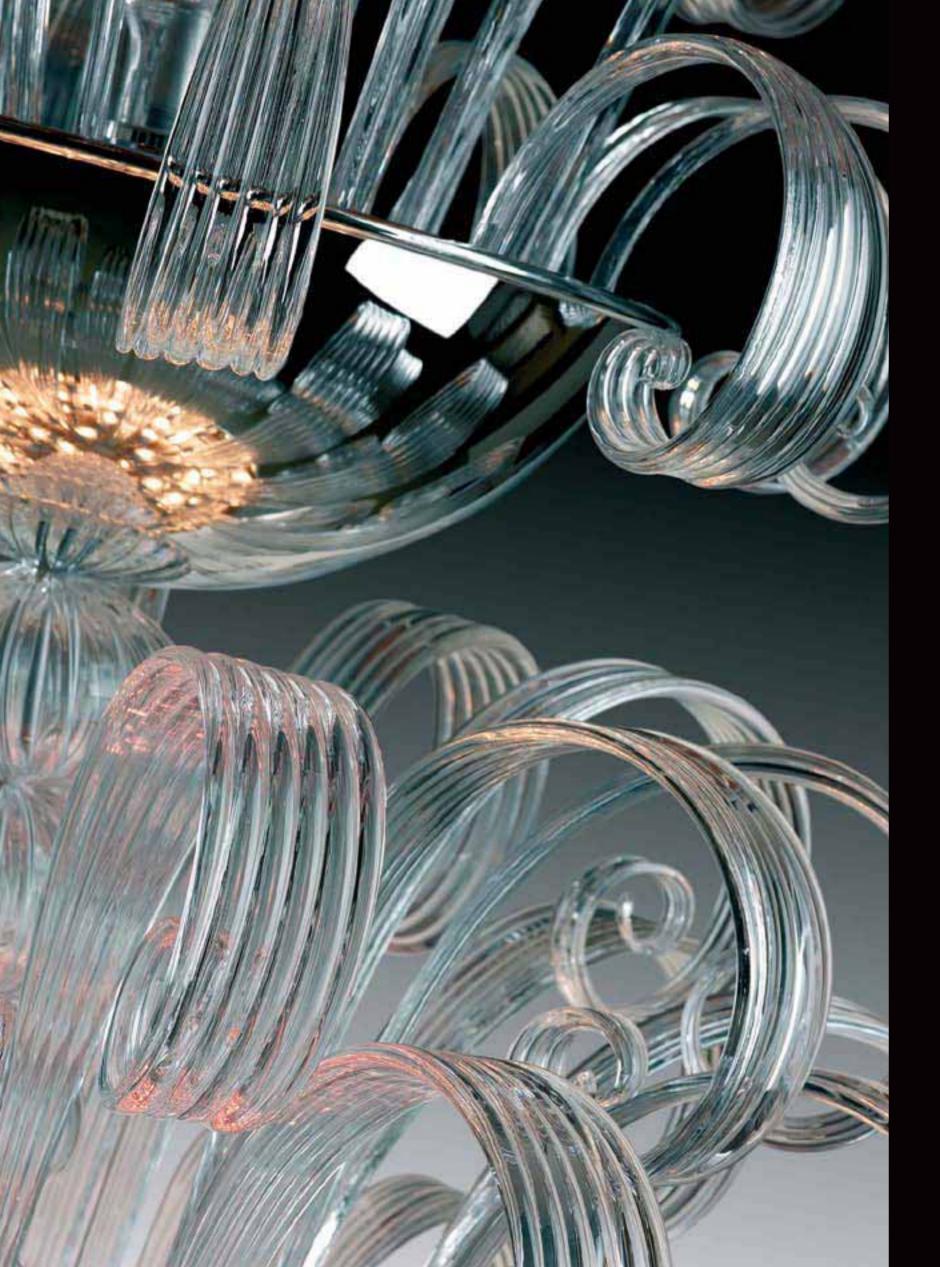
The I Ching, the book of changes and the oldest oracle in history deals with the dynamic balance of opposites, with the evolution of events as a process, and the acceptance of the inevitability of change. Hence change, opposites and the present, past or future are all themes running throughout the pieces presented in this collection.

We encompassed the notions of past and future as a source of identity and with indeterminate space-time as the present location in memory.

We attempted to discover answers to the present moment in Murano history by establishing a visual discourse with the past.

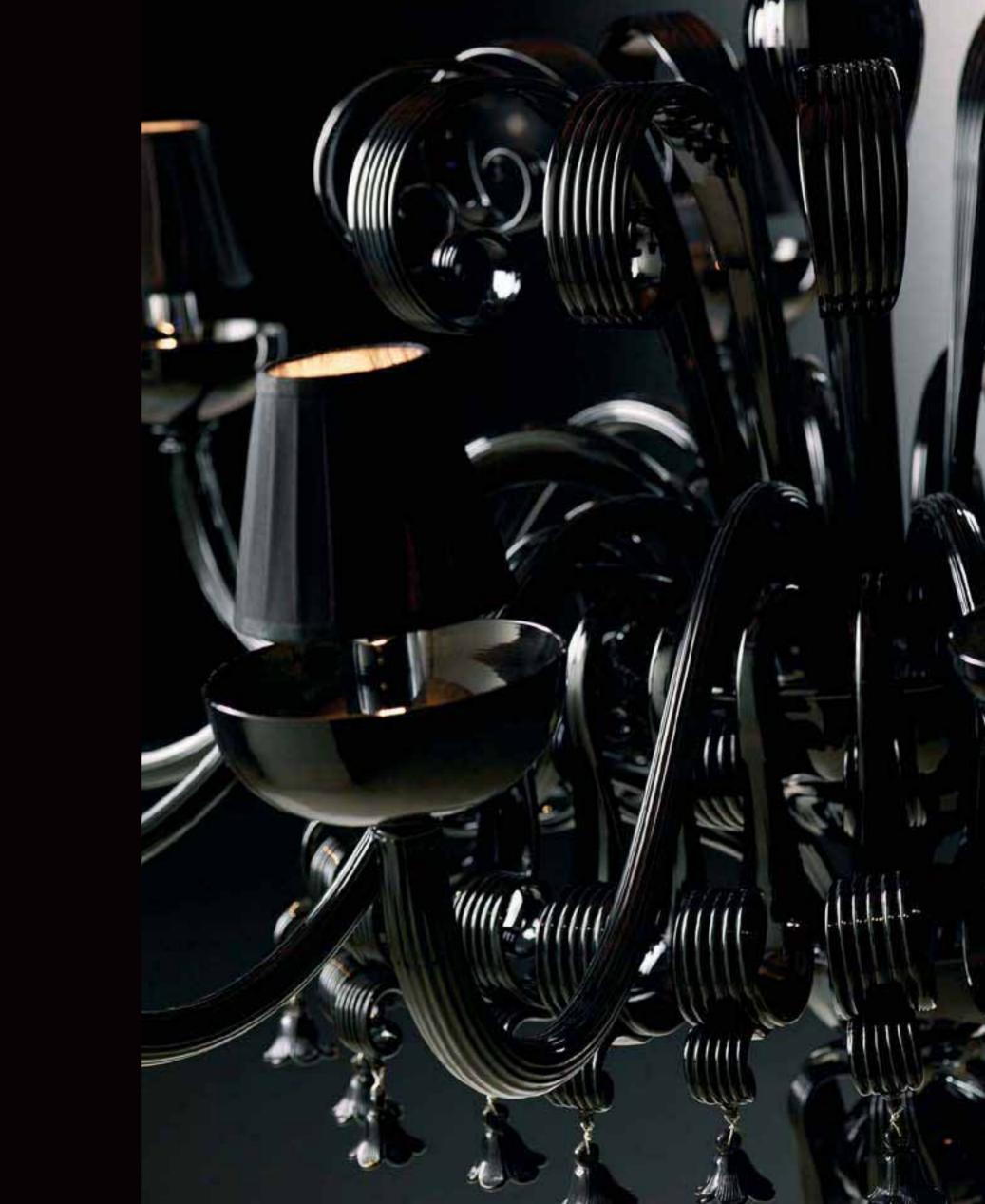
Soirée focuses on the different aspects of the concept of time. While some pieces deal with issues of identity or of a confounded past, others seek to be catalysts for change and reaction. Some being disaffected, while others are delicate and subtle.

Marzia Vianello



So what? - cod. 4440 - Narciso

7



Le voi c'est moi - cod. 4436 - Garbo

Up close & P. – cod. 4431 – Sangyn





Be vain - cod. 4439 - Fantôme



Soivée collection Andromeda illuminates



Lounge - cod. 4435 - Narciso



Le voi c'est moi - cod. 4436 - Fantôme -

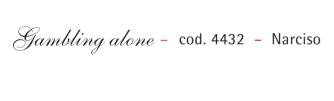




Dilemma – cod. 4441 – Koko



Loving arms - cod. 4434 - Fantôme —







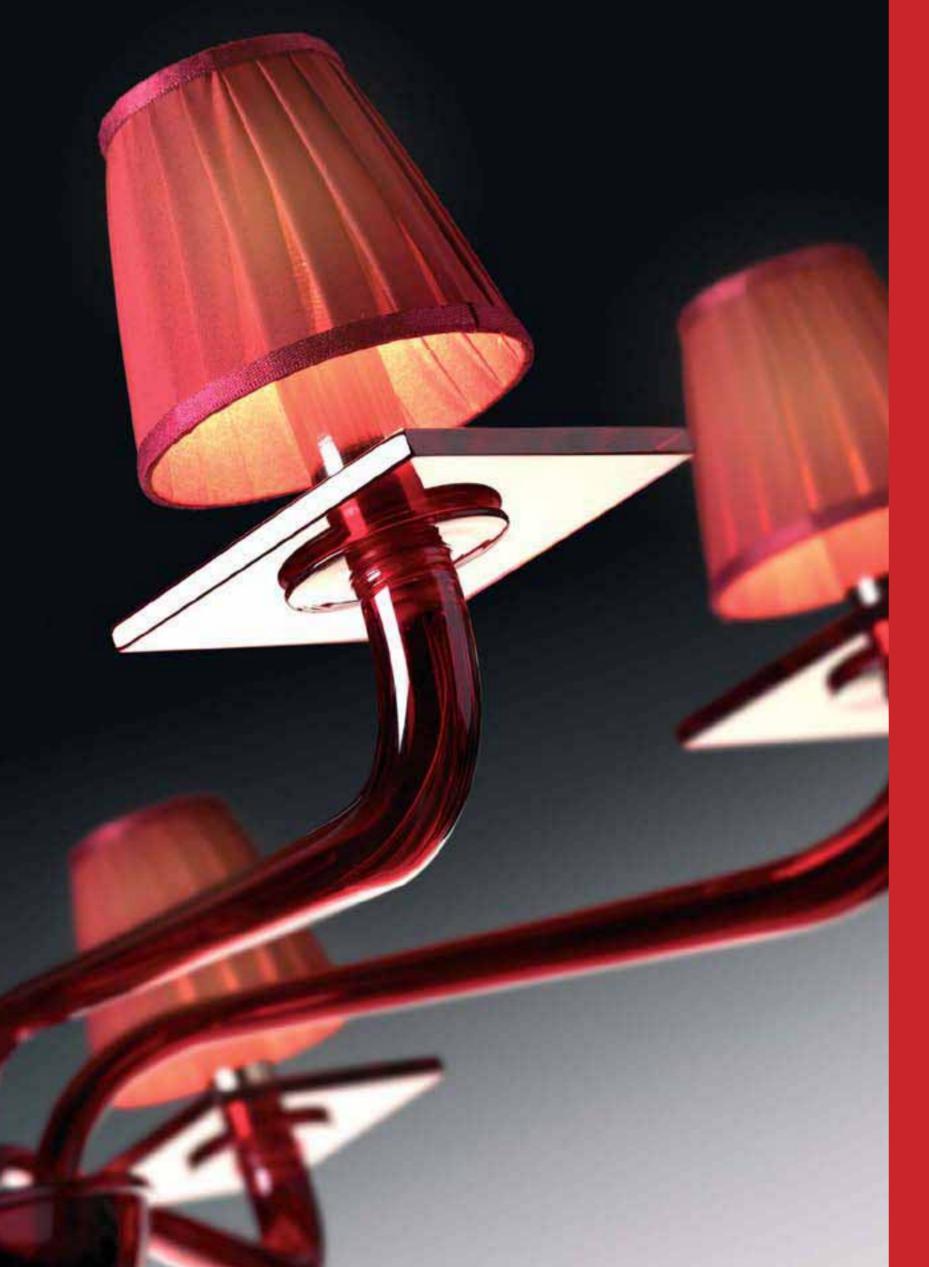
Soivée collection Andromeda illuminates —

Le voi c'est moi - cod. 4436 - Garbo





Eveep tonite - cod. 4438 - Fantôme



One love - cod. 4437 - Koko ——

Dizzy atmosphere - cod. 4433 - Narciso

Loving arms - cod. 4434 - Fantôme



Soivée collection Andromeda illuminates



Le roi c'est moi - cod. 4436 - Garbo -



Lounge - cod. 4435 - Narciso

— Up close & P. - cod. 4431 - Fantôme







Dunemosse - cod. 4430 - Narciso

Up close & P. – cod. 4431 – Sangyn





One love - cod. 4437 - Garbo



Loving arms - cod. 4434 - Narciso





Soirée collection Andromeda illuminates



Loving arms - cod. 4434 - Fantôme

No kidding - cod. 4443 - Narciso





One love - cod. 4437 - Garbo

Nice to meet you - cod. 4444 - Koko





Creep tonite - cod. 4438 - Fantôme



Soirée collection Andromeda illuminates





Nice to meet you - cod. 4444 - Koko —



Dizzy atmosphere - cod. 4433 - Narciso





One love - cod. 4437 - Fantôme



Maîtresse - cod. 4442 - Narciso

Up close & P. – cod. 4431 – Sangyn





Soivée collection Andromeda illuminates —



One love - cod. 4437 - Garbo





Be vain - cod. 4439 - Fantôme



No kidding - cod. 4443 - Narciso



Le roi c'est moi - cod. 4436 - Garbo





So what? - cod. 4440 - Narciso

— Le voi c'est moi – cod. 4436 – Fantôme





Nice to meet you - cod. 4444 - Koko



Maîtresse - cod. 4442 - Narciso

*Le voi c'est moi* - cod. 4436 - Garbo



Soivée collection Andromeda illuminates —

*Be vain* - cod. 4439 - Fantôme



Dunemosse - cod. 4430 - Narciso



Soivée, the contemporary face of tradition

The Soirée collection is freely inspired by the style and character of classical lighting, re-interpreted with all the awareness, taste and modern sensitivity of Andromeda.

Designed to dialogue with modern and minimalist decors, and to add a touch of light relief to Baroque rooms, Soirée is an intense, articulate collection combining good taste and measure, sobriety and emotion.

The result of 2 years of research at the Andromeda Design Lab, Soirée is the perfect choice for a young public who understands the appeal of classical elegance combined with modern design, in a quest for new, original sensations.

"Soirée completes an artistic and conceptual journey begun by Andromeda 35 years ago with classical lighting collections. In our quest for new creative directions over the years we have explored various styles and looks in the light of contemporary design.

Today we can return to traditional forms and contents with a whole new sensitivity.

This is our homage to history and to the culture that has nurtured us. We give it in the desire to enrich our heritage with renewed creativity."

Gianluca Vecchi





### Colour . . . and Colours

Colour
is the language
through which glass
establishes its dialogue
with architecture

The Andromeda collection offers a choice of 5 colour variants:

#### Sangyn



emotional and passionate, with feminine sensuality and voluptuousness

### Narciso



timelessly
elegant and
stylish,
with delicate
yet luminous
reflections

#### Garbo



seductive,
rich in emphasis
and personality,
decisive and determined,
and more than capable
of attracting attention

#### Fantôme



the unrivalled paradigm of Andromeda elegance; a timeless, milky white, dignified and full of character

#### Koko



a whisper of refinement, with truly sophisticated presence

### Company Profile

Andromeda was set up on the island of Murano in 1972 and began producing classical Venetian lighting products.

In 1998, Andromeda launched its first contemporary lighting range, the Aqua collection.

The success of this initiative encouraged Andromeda to explore the market for contemporary designs in greater depth and, in particular, to enter the élite contract market that now forms the company's core business.

Andromeda's product offering has diversified over the years, and today consists of 5 collections embracing a representative range of style.

Andromeda has worked hand in hand with inspirationally creative architects and designers, people of the calibre of Philippe Starck, Karim Rashid and Tobia Scarpa, to list just a few who have put their names to Andromeda collections or who have worked with the company to realise exclusive, unrepeatable personal projects.

Using revolutionary production methods, management and HR practices, Andromeda has proved conclusively that tradition can provide a valid starting point for innovation.

This entrepreneurial and intellectual vision has produced collections that are rapidly changing the way people think about Murano glass and that have made Andromeda a reference point for architects and interior designers as well as a unique case study in business development.

A shared passion for lighting design convinced Gianluca Vecchi and Tobia Scarpa to establish the Andromeda Study Centre to research the culture of modern design and apply it to Murano glass. The Study Centre helps spread an improved understanding of developments in the field of lighting design and leads change and fashions throughout the modern lighting sector.

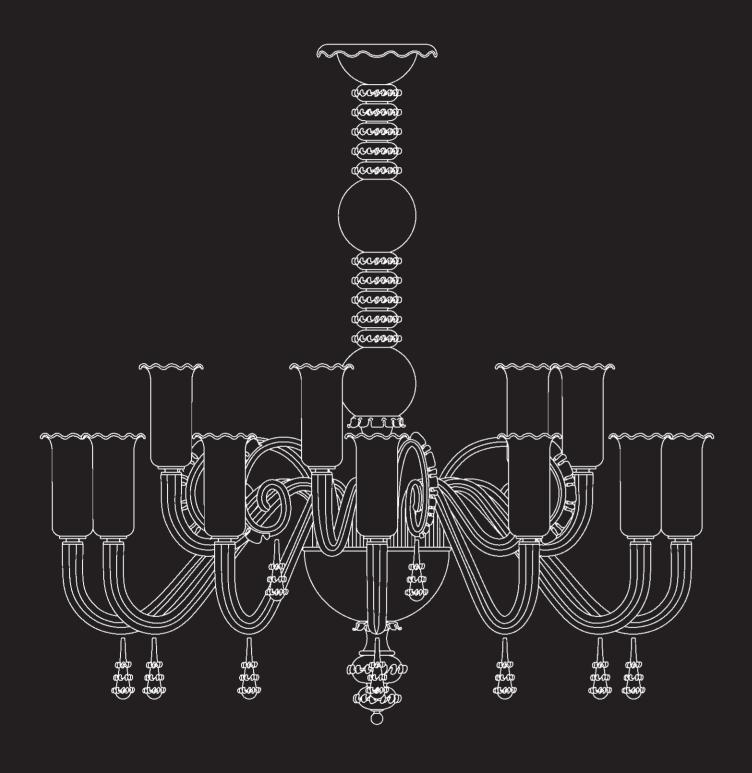
Over 35 years of business, Andromeda has conceived, designed, produced and installed lighting in company headquarters, banks, council buildings, residences, hotels and places of entertainment, and other public and private institutions.

Today Andromeda is the top name in the contract lighting sector, with a consolidated capacity for customisation and a policy of taking on the most complex technical challenges.

Yet Andromeda has not forgotten its origins and the glass works at number 16 Calle Miotti on Murano, where the ideas of tomorrow were fed by roots firmly planted in the fertile soil of past traditions.

### Dunemosse

# Dunemosse



*Item code* 4430/12+6

Sizes L 130 cm - 52"

50 KG

H 130 cm - 52"

Weight

Bulbs n. 18 E12/E14 x 40W max

Available frames Shiny Nickel

Item code | 4430/8+4 Sizes | L 80 cm - 32"

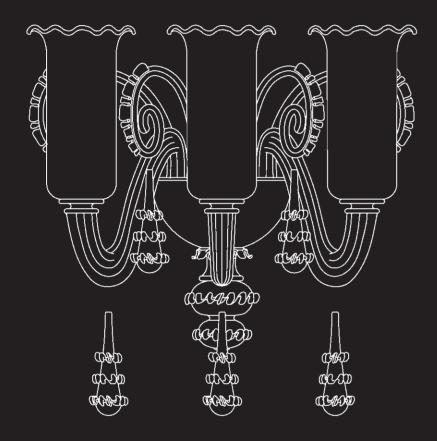
H 90 cm - 35"

Weight 40 KG

Bulbs n. 12 E12/E14 x 40W max

Available frames Shiny Nickel

### Dunemosse



Item code | 4430/3

Sizes L 40 cm - 16"

H 35 cm - 14"

W 30 cm - 12"

Weight 8

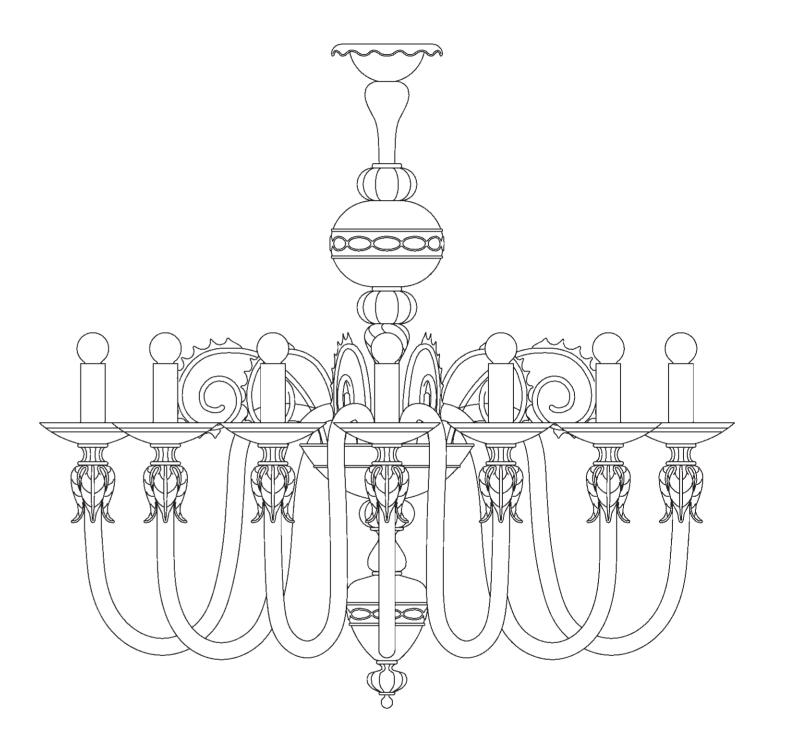
8 KG

n. 3 E12/E14 x 40W max

Available frames Shiny Nickel

Bulbs

# Up close of P.



Item code 4431/12

Sizes L 100 cm - 39"

H 100 cm - 39"

Weight 40 KG

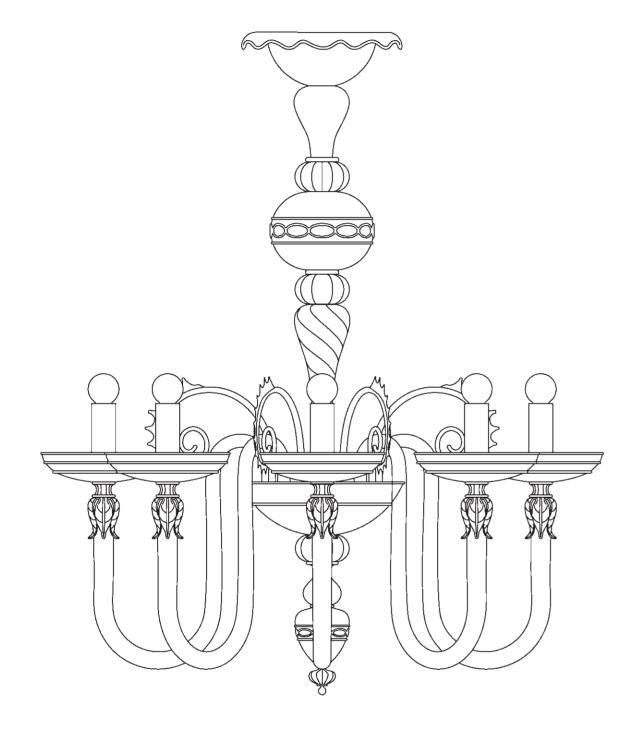
5

Bulbs n. 12 E12/E14 x 40W max

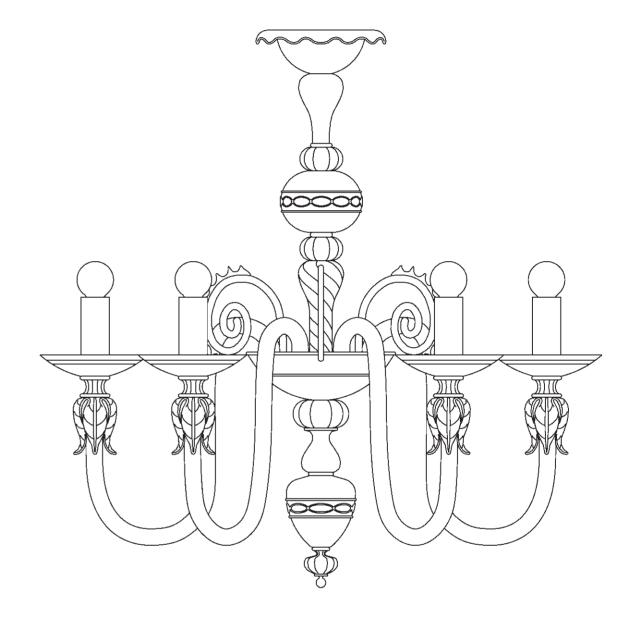
Available frames Shiny Nickel

136

## Up close of P.



Up close of P.



Item code

Sizes

4431/8 L 80 cm - 31"

H 100 cm - 39"

Weight

20 KG

Bulbs

Available frames

n. 8 E12/E14 x 40W max

Shiny Nickel

Item code

4431/6 Sizes

L 85 cm - 33"

H 80 cm - 31"

Weight

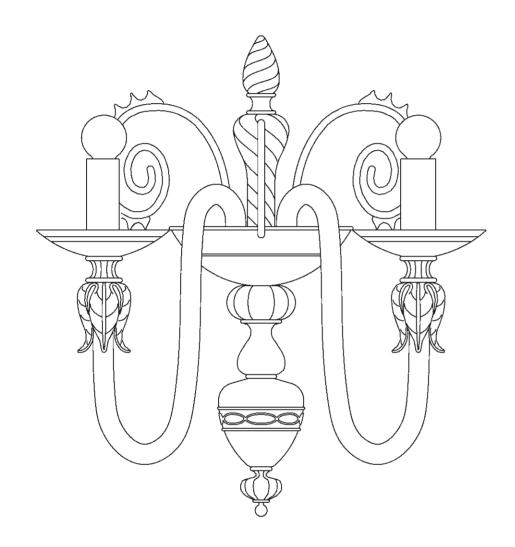
15 KG

Bulbs

n. 6 E12/E14 x 40W max

Shiny Nickel Available frames

## Up close of P.



Item code | 4431/2

Sizes L 40 cm - 16"

H 45 cm - 18"

W 30 cm - 12"

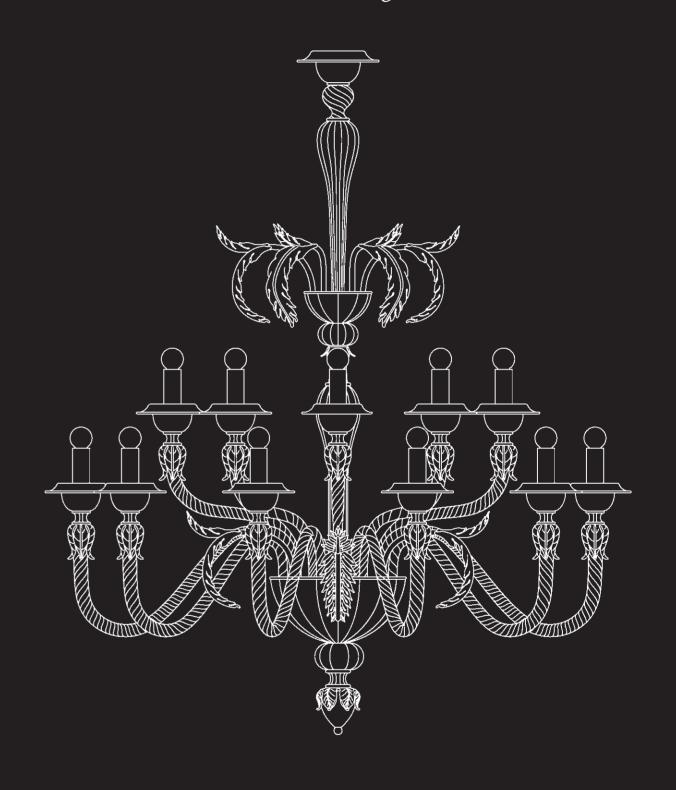
Weight

8 KG

Bulbs Available frames n. 2 E12/E14 x 40W max

Shiny Nickel

## Gambling alone



Item code

4432/10+5

Sizes

L 120 cm - 47"

H 140 cm - 55"

Weight

50 KG

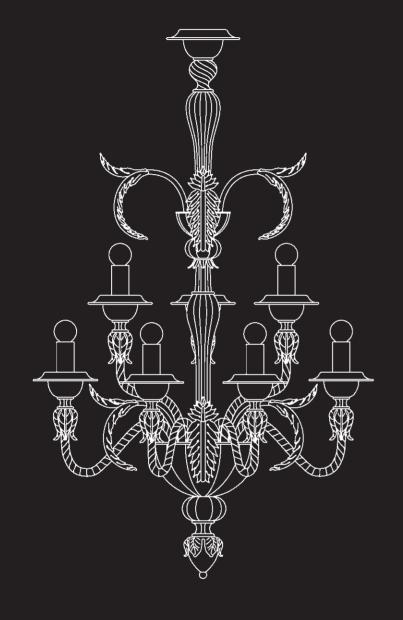
Bulbs

n. 15 E12/E14 x 40W max

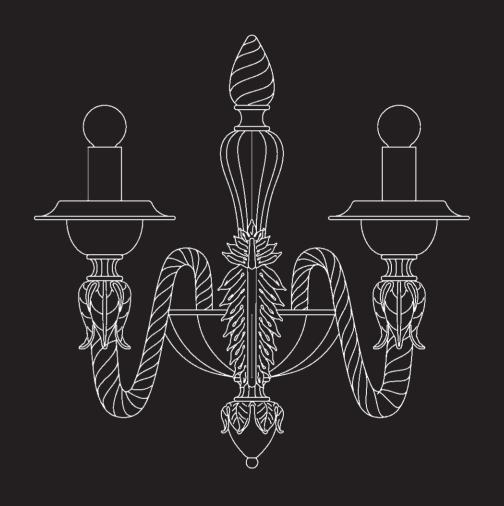
Available frames

Shiny Nickel

# Gambling alone



## Gambling alone



4432/9 Item code

> Sizes L 90 cm - 35"

> > H 110 cm - 43"

Weight

35 KG

Bulbs

n. 9 E12/E14 x 40W max

Available frames Shiny Nickel

4432/2 Item code

> Sizes L 40 cm - 16"

> > H 45 cm - 18"

W 30 cm - 12"

Weight

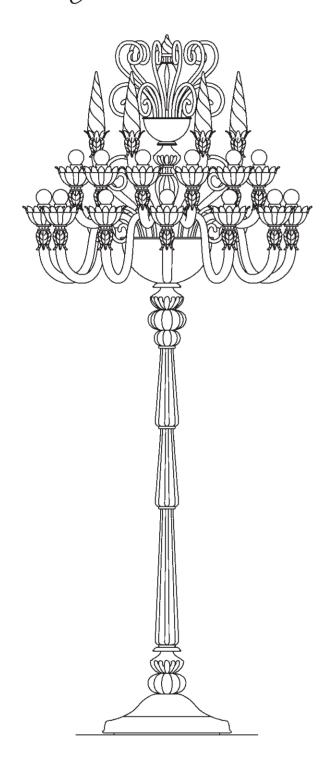
8 KG

n. 2 E12/E14 x 40W max

Shiny Nickel Available frames

Bulbs

# Dizzy atmosphere



Item code

Sizes

4433/12+6 L 80 cm - 31"

H 200 cm - 79"

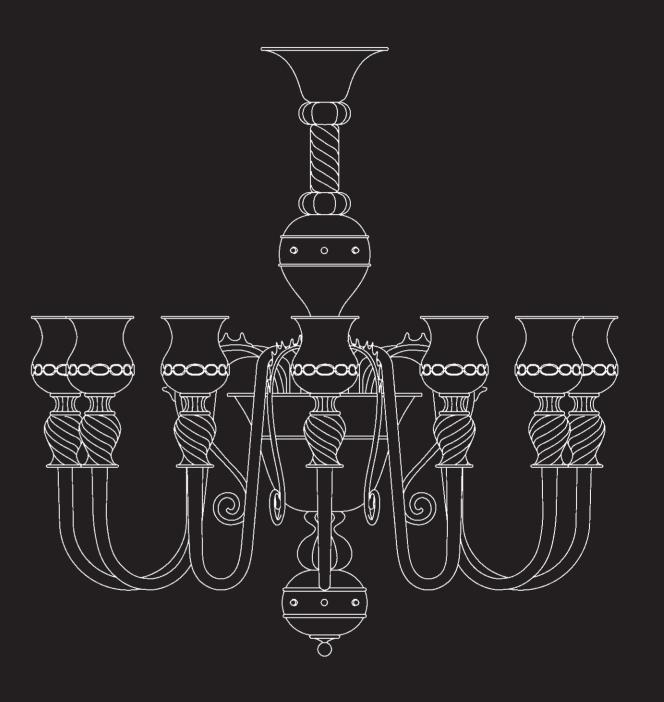
Weight

50 KG

Bulbs Available frames n. 18 E12/E14 x 40W max

Shiny Nickel

# Loving arms



Item code

4434/12

Sizes

L 95 cm - 37"

H 95 cm - 37"

Weight

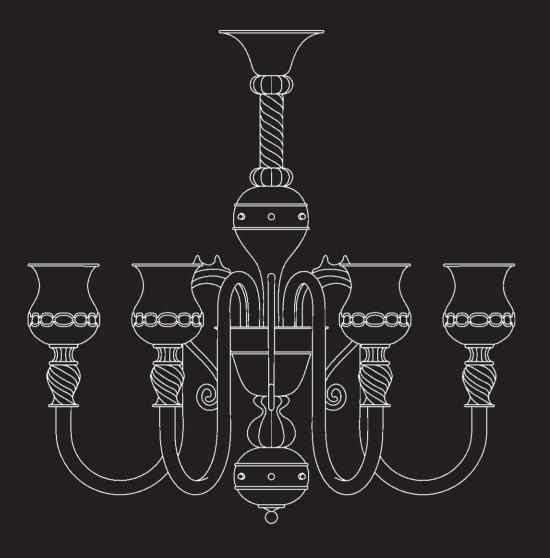
tht 40 KG

Bulbs

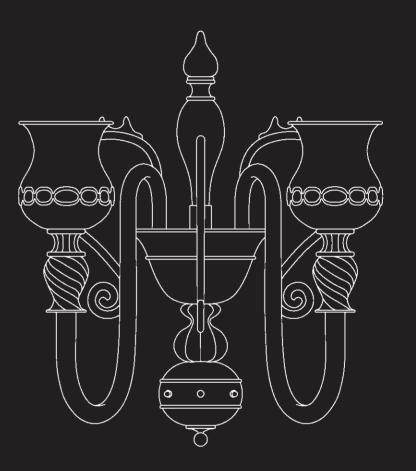
n. 12 E12/E14 x 40W max

Available frames

# Loving arms



# Loving arms



4434/6 Item code

> Sizes L 65 cm - 26"

> > H 65 cm - 26"

Weight

15 KG

Bulbs

n. 6 E12/E14 x 40W max

Available frames

Shiny Nickel

4434/2 Item code

> Sizes L 40 cm - 16"

> > H 45 cm - 18"

W 30 cm - 12"

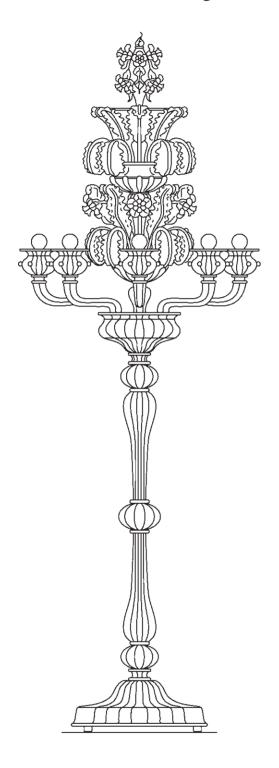
Weight 8 KG

Bulbs

n. 2 E12/E14 x 40W max

Available frames

# Lounge



Item code

4435/8

Sizes L 65 cm - 26"

H 180 cm - 71"

Weight

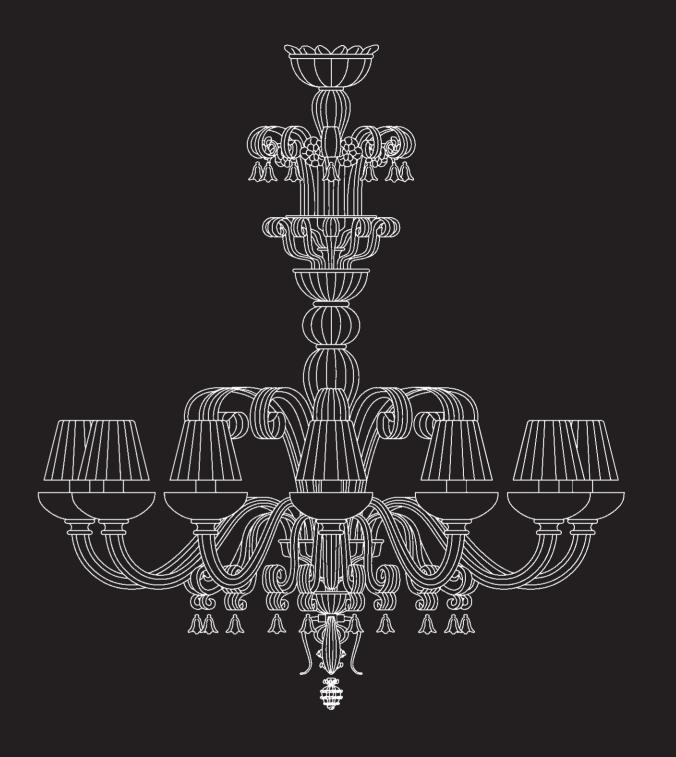
45 KG

Bulbs

n. 8 E12/E14 x 40W max

Available frames Shiny Nickel

### Le voi c'est moi



Item code

4436/12

Sizes

L 150 cm - 59"

H 180 cm - 71"

Weight

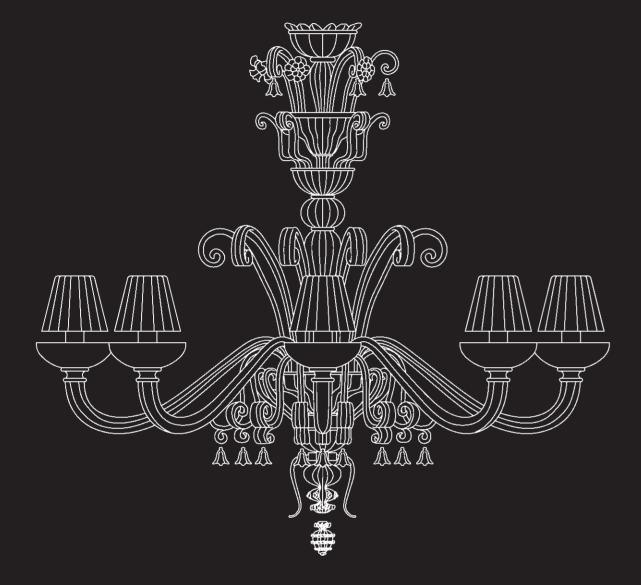
Bulbs

50 KG

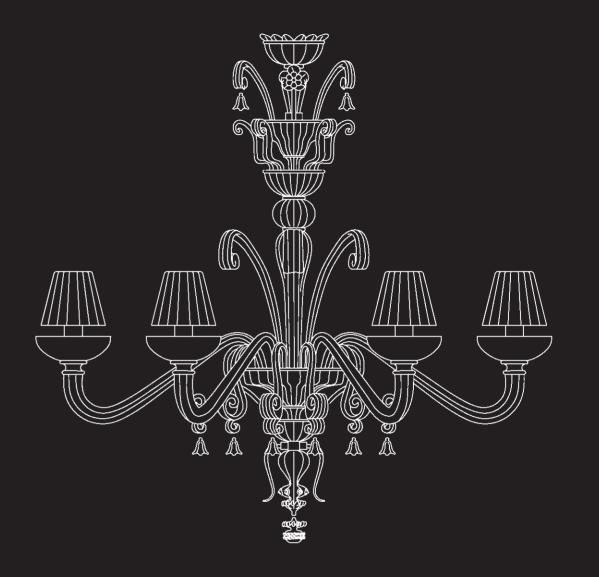
n. 12 E12/E14 x 40W max

Available frames

### Le voi c'est moi



### Le voi c'est moi



Item code | 4436/8

*Sizes* L 110 cm - 43"

H 120 cm - 47"

Weight

35 KG

Bulbs

n. 8 E12/E14 x 40W max

Available frames Shiny Nickel

Item code | 4436/6

*Sizes* L 110 cm - 43"

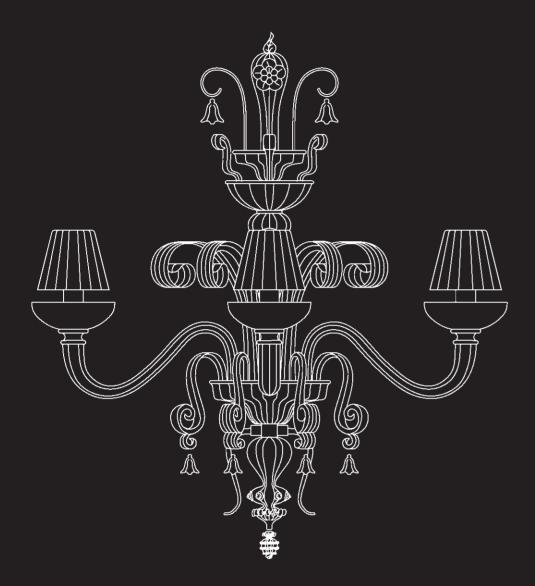
H 110 cm - 43"

Weight 25 KG

Bulbs n. 6 E12/E14 x 40W max

Available frames Shiny Nickel

#### Le voi c'est moi



Item code | 4436/3

Sizes L 80 cm - 31"

H 80 cm - 31"

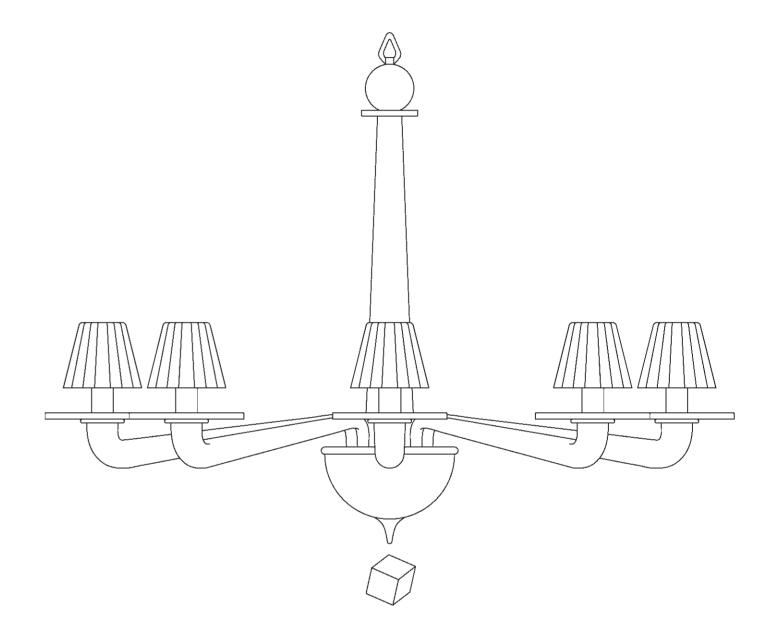
W 35 cm - 14"

Weight Bulbs 15 KG

n. 3 E12/E14 x 40W max

Available frames Shiny Nickel

One love



Item code | 4437/9

Sizes L 110 cm - 43"

H 90 cm - 35"

Weight 25 KG

Bulbs n. 9 E

n. 9 E12/E14 x 40W max

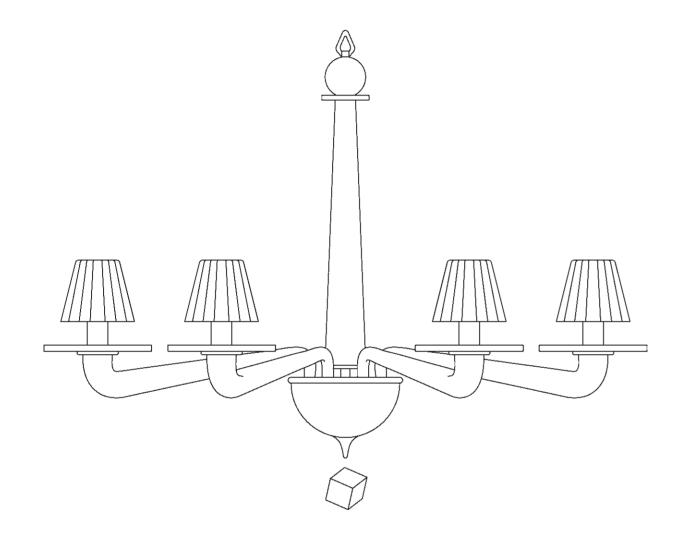
Available frames Shiny Nickel

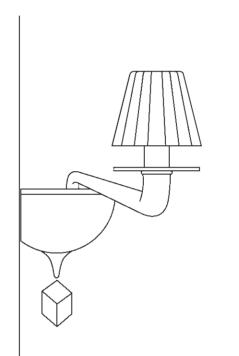
152

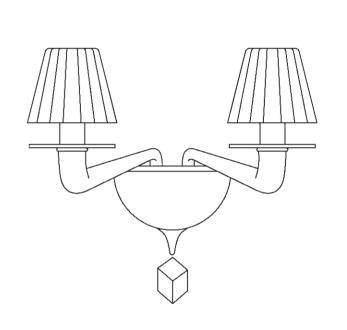
153

### One love

### One love







Item code | 4437/6

Sizes L 10

L 100 cm - 39"

H 80 cm - 31"

Weight

19 KG

Bulbs

n. 6 E12/E14 x 40W max

Available frames Shiny Nickel

Item code

e 4437/2

Sizes L 40 cm - 16"

H 35 cm - 14"

W 25 cm - 10"

Weight

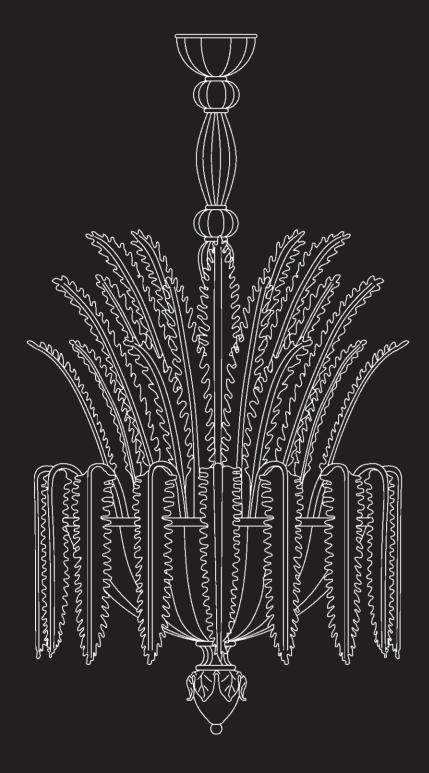
Bulbs

6 KG

n. 2 E12/E14 x 40W max

Available frames S

# Eveep tonite



Item code

Sizes

Ø 60 cm - 24"

H 115 cm - 45" 40 KG

4438/6

Weight

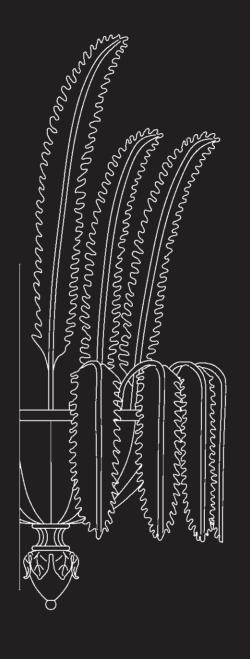
Bulbs

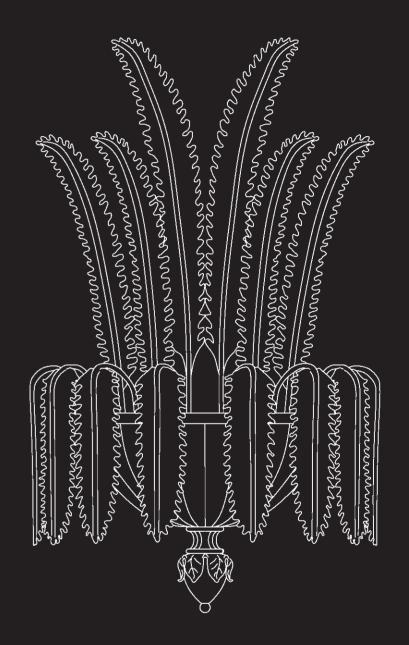
Available frames

n. 6 E12/E14 x 40W max

Shiny Nickel

## Eveep tonite





Item code

4438/2 Sizes Ø 45 cm - 18"

H 75 cm - 30"

W 45 cm - 18"

Weight

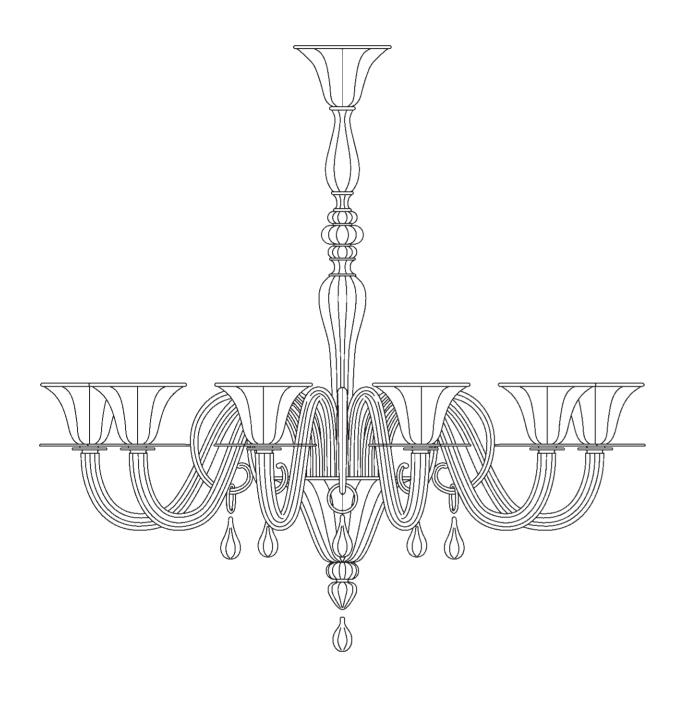
12 KG

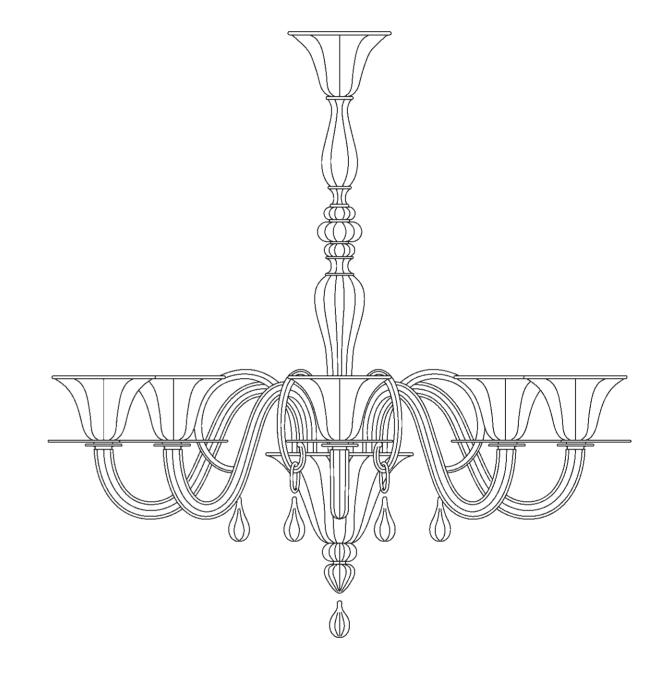
Bulbs n. 2 E12/E14 x 40W max

Available frames

### Be vain







Item code

Sizes L

4439/10

L 100 cm - 39"

H 100 cm - 39" 20 KG

Weight

Bulbs

Available frames

n. 10 E12/E14 x 40W max

Shiny Nickel

Item code

4439/8

Sizes

L 90 cm - 36"

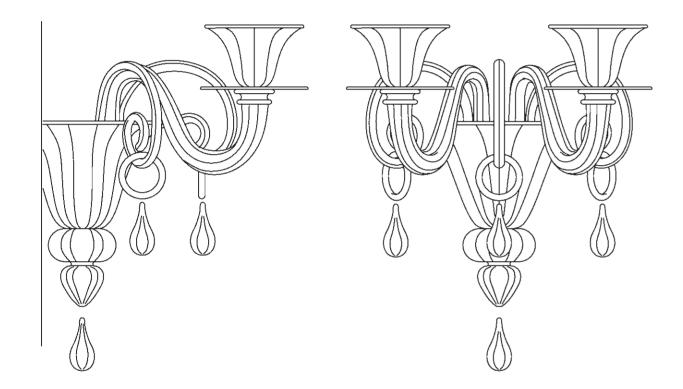
H 95 cm - 38"

Weight

12 KG

Bulbs Available frames n. 8 E12/E14 x 40W max

### Be vain



4439/2 Item code

> L 35 cm - 14" Sizes

> > H 40 cm - 16"

W 25 cm - 10"

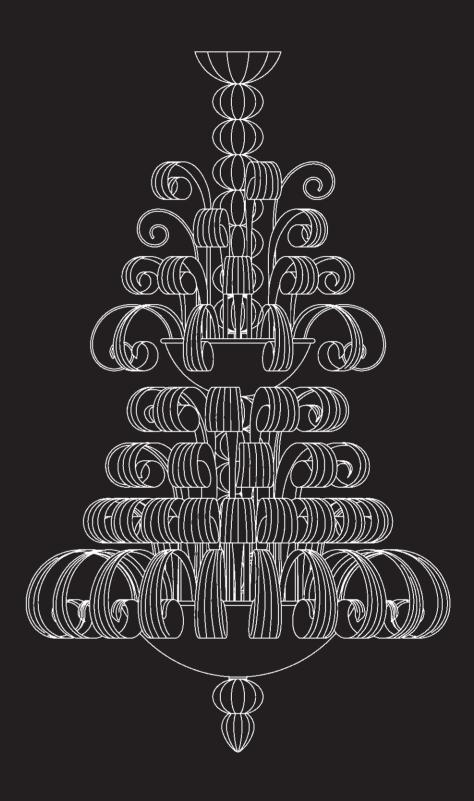
Weight

3 KG Bulbs

n. 2 E12/E14 x 40W max

Shiny Nickel Available frames

### To what?



Item code

4440/19

Sizes L 110 cm - 43"

H 190 cm - 75"

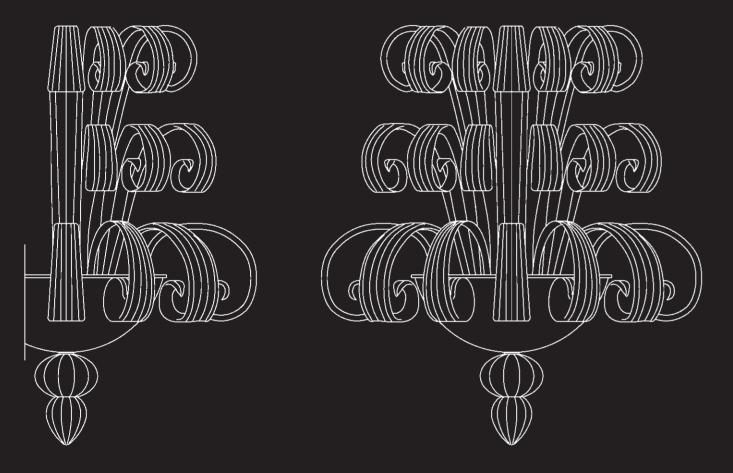
Weight

130 KG

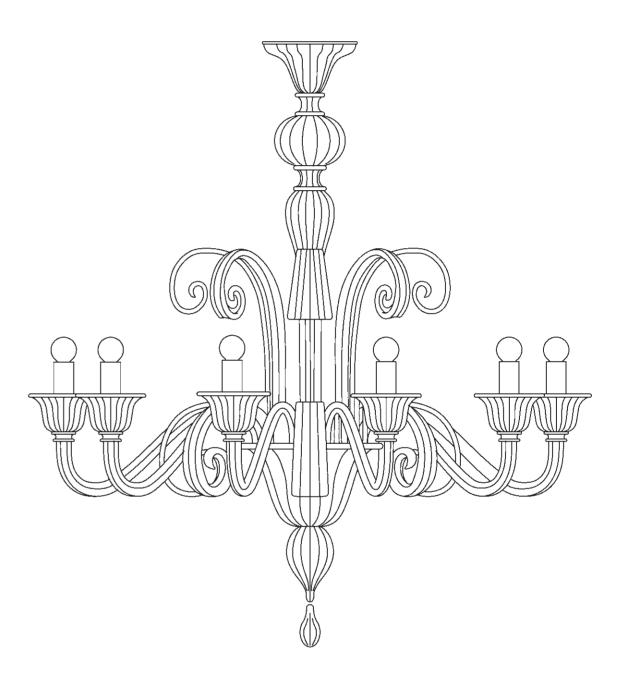
Bulbs

n. 19 E12/E14 x 40W max

#### To what?



Dilemma



*Item code* 4440/6

Sizes L 70 cm - 28"

H 65 cm - 26"

W 45 cm - 18"

Weight

Bulbs

20 KG

n. 6 E12/E14 x 40W max

Available frames Shiny Nickel

Item code | 4441/10

Available frames

Sizes L 100 cm - 39"

H 110 cm - 43"

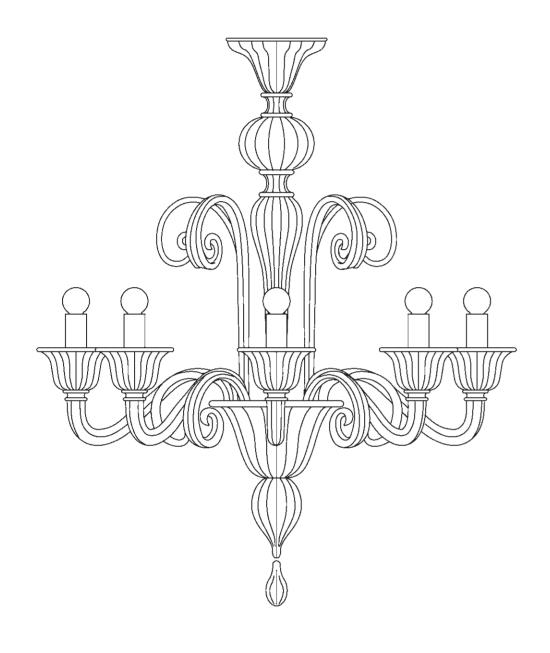
Weight 20 KG

Bulbs n. 10

n. 10 E12/E14 x 40W max

### Dilemma

### Dilemma



Item code

4441/8 Sizes

L 80 cm - 39"

H 90 cm - 36"

Weight

Available frames

12 KG

Bulbs

n. 8 E12/E14 x 40W max

Shiny Nickel

Item code

4441/2

Sizes L 40 cm - 16"

H 45 cm - 18"

W 25 cm - 10"

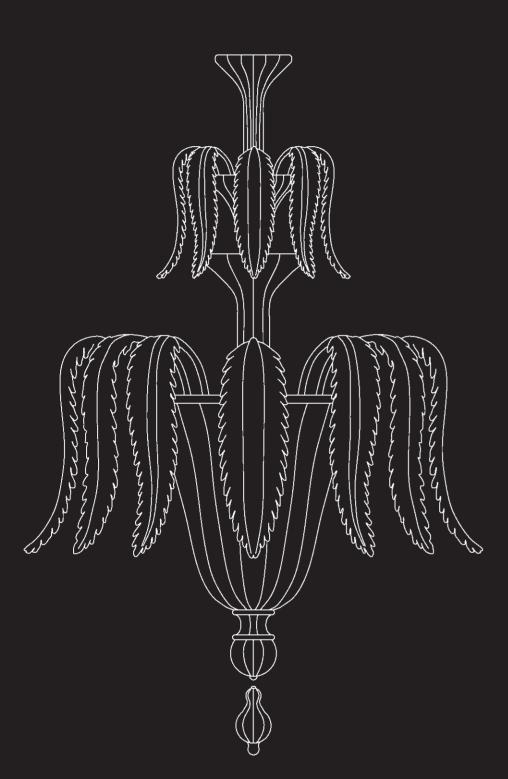
Weight

Bulbs

3 KG

n. 2 E12/E14 x 40W max

#### Maîtresse



4442/4 Item code

> Sizes Ø 75 cm - 30"

> > H 115 cm - 45"

Weight

20 KG

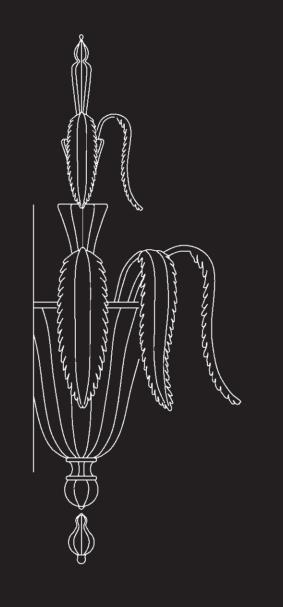
Bulbs

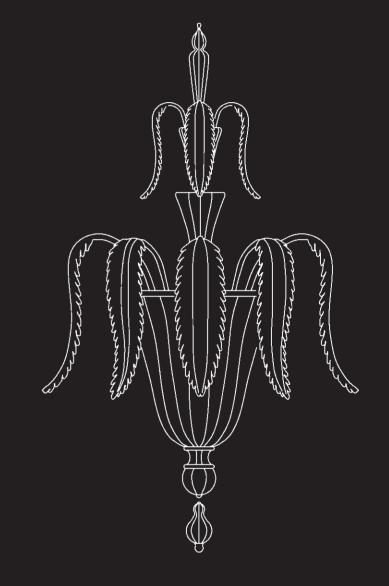
Available frames

n. 4 E12/E14 x 40W max

Shiny Nickel

#### Maîtresse





4442/2 Item code

Bulbs

Sizes Ø 45 cm - 18"

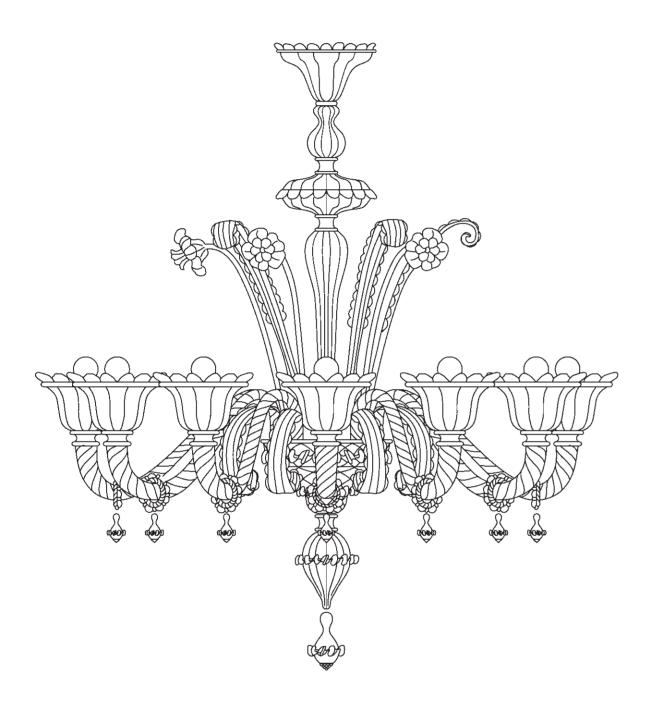
H 75 cm - 30"

W 35 cm - 14"

Weight 6 KG

n. 2 E12/E14 x 40W max

# No kidding



Item code

Sizes

4443/12 L 105 cm - 41"

H 115 cm - 45"

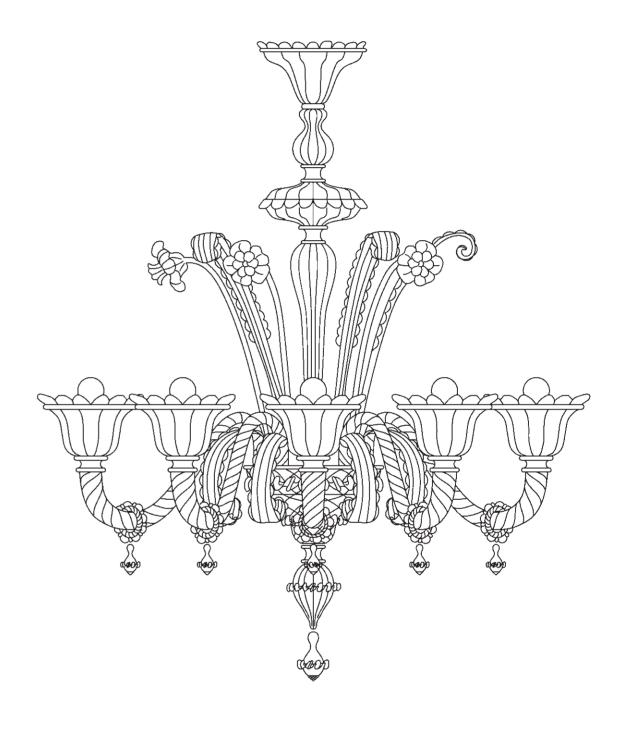
Weight

40 KG

Bulbs Available frames n. 12 E12/E14 x 40W max

Shiny Nickel

# No kidding



Item code

4443/8

25 KG

Sizes

Ø 95 cm - 37"

H 105 cm - 41"

Weight

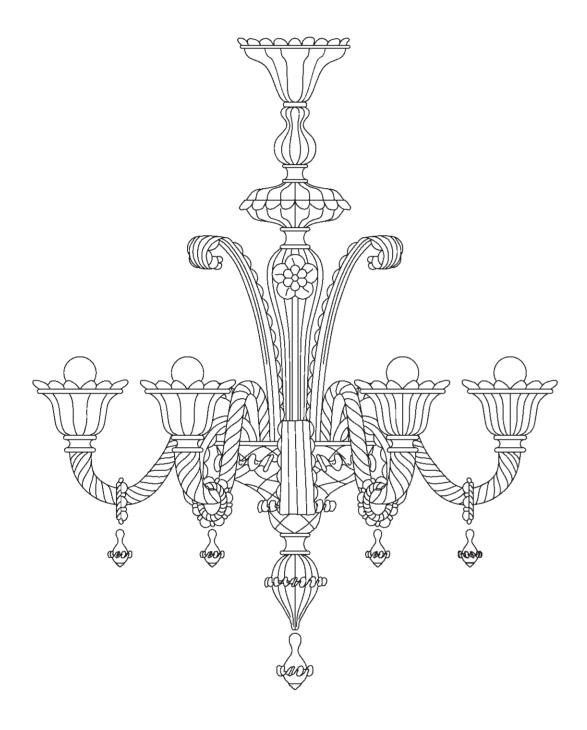
ulba

Bulbs

Available frames

n. 8 E12/E14 x 40W max

# No kidding



Item code

Sizes

H 90 cm - 35"

Weight

Bulbs

Available frames

4443/6

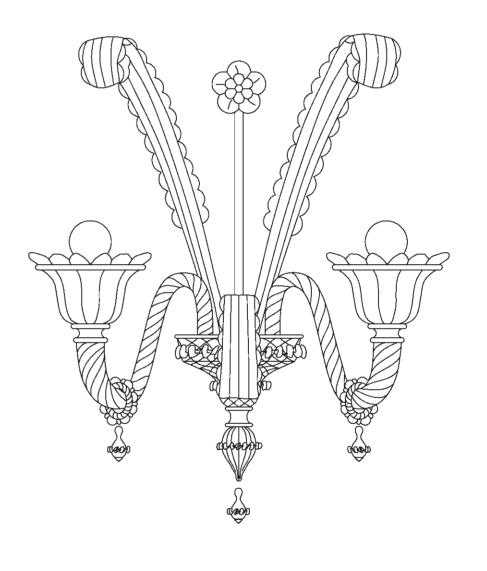
L 75 cm - 30"

15 KG

n. 6 E12/E14 x 40W max

Shiny Nickel

# No kidding



Item code

4443/2

Sizes L 40 cm - 16"

H 45 cm - 18"

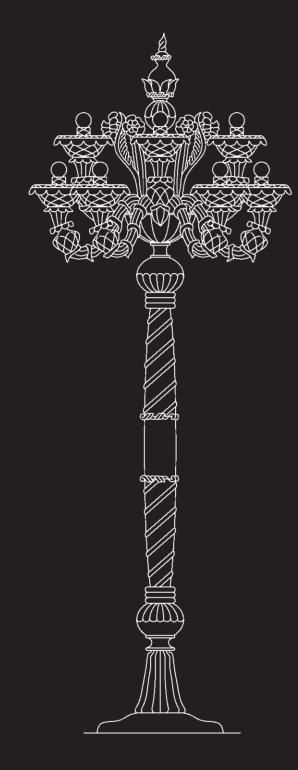
W 25 cm - 10"

Weight Bulbs

5 KG

n. 2 E12/E14 x 40W max

# Olice to meet you



Item code | 4444/10

*Sizes* Ø 75 cm - 30"

H 205 cm - 81"

Weight

Bulbs

*it* 40 KG

n. 10 E12/E14 x 40W max

Available frames Shiny Nickel



#### Collection's Design and Technical Development

Alberto Furtak Silvia Mormiro Michela Vianello

#### Texts

Nemo Monti Gianluca Vecchi Marzia Vianello

#### Andromeda

Gianluca Vecchi

Director of Marketing & Business Development

Marzia Vianello

**Public Relations** 

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