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**Luceplan at Milano Design City**  
**28 September – 10 October 2020**

## **The geometries of light in the design of Daniel Rybakken**

Milan, 28 September 2020 – Luceplan takes part in the initiatives of the City of Milan to restart design through a program of physical (as well as virtual) presentations, gathered under the heading of Milano Design City.

Like all other companies, deprived of the possibility of presenting their latest creations and collections in the setting of sector trade fairs (Light+Building in Frankfurt) and during the FuoriSalone, Luceplan felt the need to finally resume its dialogue with counterparts (architects, designers, clients, press), though in the form of individual appointments and limited, timed entries, as reflected in a new setup for the monobrand showroom at Corso Monforte 7.

For the occasion, Luceplan has invited the designer Daniel Rybakken to come to Milan and to present (in person and during the course of a webinar/talk on 29/9 at 15.00) the latest collection he has designed, the new Cassette family of lamps, as well as tracing back through the most important moments in a long-term collaboration, which have led to the creation of other iconic collections.

The theme of the displays at Corso Monforte is “Geometry of light in the design of Daniel Rybakken,” because this is the leitmotif of the creations by Rybakken for Luceplan: the magical interaction between the luminous body and its effects, in the context of a rigorous, essential aesthetic where geometry and clean forms play a central role.

The latest collection – Cassette – is the result of research on form to give rise to a slender, minimalist technical lighting fixture with an ample, uniform luminous surface, on the one hand, and to an object capable of taking on various compositions on multiple levels, conveying a pleasing sense of depth, on the other.

Luceplan has thus decided to focus on this long, fertile working relationship as the theme of its event for the design week in Milan. Cassette, like the previous products created by the designer, including two Compasso d’Oro winners, confirms a profound attunement that always leads to the formulation of new facets and values in lighting design, in both technical and aesthetic terms.