**“AXOLIGHT E I GRANDI MAESTRI”:**

**THE LIGHTING DESIGN COMPANY PRESENTS THE NEW BUL-BO,**

**TIMELESS ICON DESIGNED BY GABETTI E ISOLA**

***The iconic lamp, designed between 1968 and 1971 by Roberto Gabetti, Aimaro Isola, Guido Drocco and Luciano Re* *for the Olivetti Residential Centre in Ivrea,***

***is now re-presented by Axolight***

*June 2021 –* On **Wednesday 9 June 2021,** on the occasion of the fiftieth anniversary of its first construction, the new **Bul-Bo** lamp was presented in the splendid setting of the **Palazzo della Luce in Turin** during the training seminar “**Axolight e i Grandi Maestri**” organised by the Order of Architects and the Foundation for Architecture of Turin.

Among the speakers, **Aimaro Isola** and **Guido Drocco**, co-authors of the work, **Giuseppe Scaturro**, CEO of **Axolight. Livia Peraldo Matton**, director of Elle Decor Italia, was the event moderator.

In 1968 - when one of the most disruptive mass movements of the 1900s was born in cities around the world and rural landscapes definitively gave way to the aesthetic impact of factories - the Gabetti e Isola studio started the construction project of the Olivetti Residential Centre in Ivrea, giving life to innovative residential solutions (designed for the employees of Olivetti, one of the most important companies in the world in the 1900s) whose legacy is the idea of a new way of living spaces.

Still innovative, both from an architectural and social point of view, Gabetti e Isola's work was revolutionary in all its aspects. The structure of the building (a sort of stretched skyscraper in the shape of a semicircle, a theatre with nature and the changing seasons at its centre) is confused and radically integrated with the surrounding green forest and the land that contains it, becoming over time a source of inspiration for important architectural structures built up to today.

The interior of the building, which consists of 82 housing units with a set of functional, modular and playful furnishings, was designed to give the guests of the structure an ideal psycho-physical comfort.

This is how the **Bul-Bo** lamp was born, an *illuminating flag* around which the various furnishing accessories gathered - no longer fixed to the walls, as per tradition, but free in space - designed and built by Gabetti e Isola specifically for residential buildings. The guests of the residence, in fact, with the exception of Bul-Bo, could choose their furnishings among the various proposals of the studio.

The most recent in-depth sessions between **Axolight** and **Aimaro Isola**, **Guido Drocco**, **Lodovico Gabetti** and **Fabrizio Pellegrino** were both emotional and decisive for the success of the new Bul-Bo project.

It is precisely thanks to these sessions that the rationale that binds the shape of the Bul-Bo lamp, the year 1968, returns to the present day, which strongly influenced the design idea of Guido Drocco, who at the time was also the creator of the Cactus coat stand – together with Franco Mello –, and Aimaro Isola's orientation towards a way – today more than ever – of conceiving objects, as elements suitable to make our homes a playful and interesting place, where play becomes synonymous with freedom (according to [Friedrich Schiller’s vision](https://it.wikipedia.org/wiki/Friedrich_Schiller) of play).

**THE NEW BUL-BO**

“*To create the new* ***Bul-Bo****, a lamp already patented* - explains **Giuseppe Scaturro, CEO of Axolight** - *and to apply contemporary materials and production processes to it, we found it vital and decisive to resort to an extremely emotional maieutics exercise that led us to the reconstruction of the design thinking of the creators of the work. Having given a second life to a lamp so important for the history of modern design - which, fifty years after its first edition, remains incredibly strong, non-conforming, free and revolutionary - makes us proud, thrilled and enriched.* *In the development of the new Bul-Bo”* – continues **Giuseppe Scaturro** – “*we have set ourselves the goal of recreating an object externally faithful to its original form, but able to fulfil its modern lighting function”.*

**Axolight**, a manufacturer of designer lighting fixtures for over twenty-five years, based in Italy and the United States, is today particularly committed to the creation of lamps and lighting systems able to combine technical contemporary design and functionality. The new **Bul-Bo** project looks precisely in this direction, which involved the company in the modern reconstruction of an iconic object, a true manifesto of freedom conceived, between the 60s and 70s, by the famous Gabetti e Isola studio, a forge of extraordinary innovative ideas and illuminated place of professional training, both for architecture and design.

**Bul-Bo** was and remains an object of a break with the past. This lamp was designed to help create a residential environment inspired by Schiller: playful, free and oriented to bring psychophysical well-being to its guests. This floor lamp takes its name from its base, a bulb indeed, made of faux leather (since its first edition) and filled inside with marble granules, which acts as a counterweight and – at the same time – as a support to an aluminium stem that ends with the metal shape of a bulb. A lamp with an extremely innovative design, which can change its position with variable inclinations, assuming new identities and maintaining the ironic and empathic appearance that distinguished all the furnishings of the Olivetti Residential Centre. Strongly non-conforming and revolutionary, the design experience of Gabetti e Isola for Olivetti has left an indelible trace on custom, therefore drawing the interest of a large audience of collectors, who still compete to buy **Bul-Bo** and the other works of the studio at design and modernisation auctions.

The presentation of the new **Bul-Bo** lamp by Gabettie Isola was an opportunity to discuss both the cultural value of the iconic pieces created by the great masters of design and the reasons that led an illuminated and contemporary company, such as **Axolight**, to invest important intellectual and economic resources in the re-edition, in a modern key, of one of the most important design objects of the 1900s.

[www.axolight.it](http://www.axolight.it)

[www.instagram.com/axolight](http://www.instagram.com/axolight)

ZEDCOMM pr agency

Martina Romeo | +39 344 3904272 | [martina@zedcomm.it](mailto:martina@zedcomm.it)

Elena Brunati | +39 340 7552578 | [elena@zedcomm.it](mailto:elena@zedcomm.it)