**POSES, THE NEW MODULAR LAMP BY AXOLIGHT**

**With its infinite combinations it can define an environment**

**from both a luminous and an architectural standpoint**

*March 2022 –* Starting from the awareness of the importance of lighting in our living environments, **Axolight** advances constant studies of lighting technology to offer new solutions capable of interacting with the spaces and improving their visual comfort. Design, modularity, flexibility and technique are what distinguish the **Poses** collection, this new **Axolight** creation, ideal for a dynamic and architectural perception of space.

*“With Poses, our goal was to enable the designer to create countless planar geometric shapes (i.e. poses), in addition to delivering and diffusing light into interior spaces through the use of straight lines and junction points”* explains **Giuseppe Scaturro, CEO of Axolight.**

Created by **Axolight Lab**, the multi-talented team employed by the company and guided by Art Director **Magdalena Kirova**, **Poses** draws inspiration from a reinterpretation of Euclid, the Greek mathematician and philosopher who, with his most famous work, “*Elements”*, one of the most influential works of the history of mathematics, defined primitive concepts: the point, the line and the plane.

From this study comes the project **Poses**, modular pendant, wall, or ceiling fixtures that can be assembled in a variety of ways to create countless geometrical shapes. The composition is achieved through the use of **linear bars**, with a diameter of 2.3 cm (= 0.9”), available in three different lengths (~45 cm = 18”, ~82 cm = 32”, ~142 cm = 56”), which are fitted onto **circular satellites**, equipped with a cover with magnetic opening and closure that guarantees - on the esthetic side – a clean look, and - on the functional side - greater ease of installation. For every circular satellite from one to four bars can be inserted in 12 different positions.

In addition to altering the shape in space, creating dynamism and volumes, **Poses** can also be used to redirect the orientation of the light. The bars can, in fact, be **rotated by 360°** to direct the beam of light, ensuring visual comfort for the viewer.

The linear bars can either contain the LED source or not. In this way, the non-luminous elements acquire a fully architectural function and can be used to complete the desired geometrical design.

**The most important feature of the Poses collection** is the standard finish: ***desert white, greige, laguna aqua, earth red***. Each of these finishes is the product of extensive research by the company.

Generally speaking, LED sources, integrated and dimmerable, produce up to 2.200lm (21.6w) per linear meter (= 671lm/ft). Specifically, the ~45cm bar generates a flow of 995lm (9.3w); the ~82cm bar generates a flow of 1.840lm (17.2w), the ~142cm bar generates a flow of 3.220lm (30.2w).

Synonymous with reliability, quality and manufacturing Made in Italy, **Poses** is made up of elements produced by the Venetian artisan district, assembled by hand and tested one by one at the **Axolight** workshop.

With **Poses**, the **Axolight** catalogue now gains a new modular lamp, in addition to the previously existing Pivot and Liaison. It’s a new way to light rooms according to the concept of “*Design That Lasts*”, of which the company is ambassador, creating products that satisfy criteria of lasting quality, functional structure, powerful lighting and visual comfort.

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