

The image features a dark, textured background with faint, light-colored silhouettes of various tools, including a wrench, a screwdriver, and a pair of pliers. In the center, there is a light gray rounded rectangular box containing the text "PENTA" in a large, bold, serif font, and "GROUP" in a smaller, bold, sans-serif font below it, separated by thin horizontal lines.

PENTA

GROUP

Forty years of life, work and passion!

Penta established in 1975 in Cabiato ITALY, a small town in the Milan area. The company stands out immediately in the furnishing market thanks to the originality of its offer: production and sale of basic complements for home decoration. Since then, the desire to offer the best quality and a unique and recognizable design, encouraged the company to specialize just in one direction: LIGHTING. This turned out to be the right choice which allowed Penta to be one of the leading firms in this field. The company was able to evolve with a constant development of technology, the introduction of innovative materials and maintaining the elegance, together with the creativity of brilliant designers and a strict quality control that have always characterized Penta.

Penta will be participating in EuroLuce 2019 for the first time since it became a GROUP.

Two years to evolve and expand one's identity.

This time frame was sufficient for Penta to make its debut at the EuroLuce 2019 appointment in a completely renewed guise. In the last 2 years, the company has transformed from a single entity to a Group consisting of four companies. **The common mission is to satisfy the demands of the lighting world in all its forms:** decorative with *Penta Light*, technical with *PentaArchitectural*, customised with *P Custom Light* and heritage with *Arredoluce Milano 1943*.

All of them, under a single brand.



2019 new collections

The formula for the development of the 2019 production was to work with a mix of young designers such as BrogliatoTraverso, Gaia Ronchetti, Sebastiano Tosi and Stormo Studio, eager to boldly propose highly innovative solutions, as well as contaminations born from the collaboration between design studios like Anonima Luci & Valerio Sommella and Colzani & Novati," explains Andrea Citterio, CEO of the Group, who continues: "To this are added new potential icons of design conceived by world-famous designers such as Carlo Colombo, Marco Piva and Umberto Asnago."

Stylistic imprint of the new collections

Many changes and “revolutions”, therefore. However, the DNA of the company and its way of thinking about the products, which favour strong materiality and undeniable elegance, have not changed: “Penta has always paid great attention to the stylistic component of its creations: thanks to the contribution of internationally renowned designers and specialised technicians, we know how to combine technology with a high aesthetic content, able to make our lighting solutions fascinating whether they are on or off, actual furnishing and design objects, Italian excellence in the world.”

New materials

Penta innovations cleverly combine sound-absorbing materials, new marbles, new lacquers as well as innovative colours, with a more minimal and contemporary imprint, destined to last over time. However, there are also material experiments involving lava or marble dust.

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1. Altura

The essence of a floor lamp

Two thin lines give life to a floor lamp which is very light yet technically flawless, as it is inspired by the fixing systems of the deep-sea fishing. The conical diffuser which completes the design is also essential and delicate.

Anonima Luci & Valerio Sommella

Anonima Luci is a lighting studio in Milan, founded by the designer Alberto Saggia and the architect Stefania Kalogeropoulos, both lighting design specialists. Since 2010 they cooperate with Valerio Sommella, industrial designer with whom they create both architectural and decorative lighting.





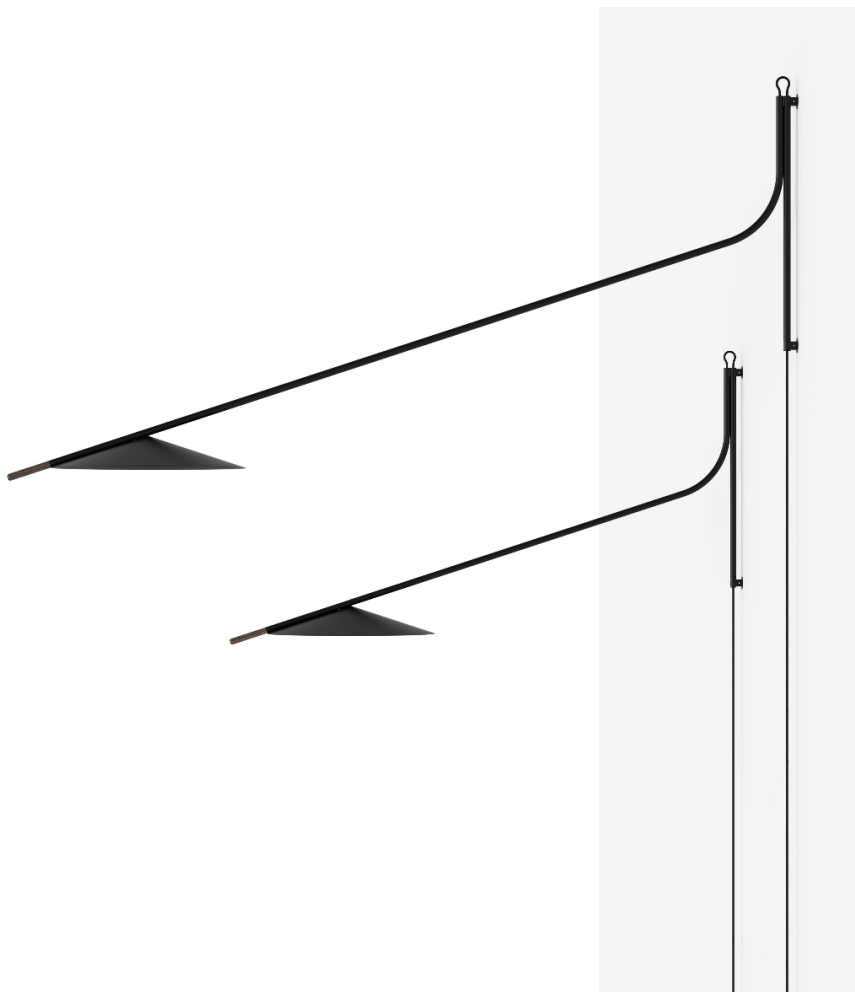
3.Glifo

Reduced to the essential

A “glyph” is a graphic sign that for its symbolic nature is stylized and essential. Such is this lamp, made by a vertical element and a thin oblique arm, which moves elegantly away from the wall when the lamp is moved into space.

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3.Yan

The delicacy of a flower

Yan is a collection of lamps with a taste of antique charm in which glass, held by an essential metal structure, expands like a bud about to bloom. Yan light spreads softly, creating a romantic and evocative atmosphere.

Marco Piva

Emotional and functional: such is the language that characterizes the creations of Marco Piva, architect and industrial designer. In 1977 he founded Studiodada Associates, one of the best known in the Radical Design period, while from the Eighties he has been active under the name of Studio Marco Piva, and deals with projects ranging from architecture to interior and industrial design.





4.Impatto

A falling star

Impatto was born from the idea of capturing a celestial phenomenon in an instant, such as the falling of a meteor, and make it eternal. Evanescent and light, the lamp is composed by an opal glass sphere on which a transparent fabric is stretched.

Stormo Studio

Stormo is a design practice founded in 2017, ranging from product design to artistic direction. Through visual narrative, the studio aims to fuel the dialogue between industry and design, pursuing a balance among aesthetics, functionality and emotional content.





5.Sop

Such stuff as homes are made on

Sop is a discreet suspension lamp, revealing all its elegance when lit. It is made of concrete, a material that spreads a delicate and soft light. Hexagonal in shape, it is made complete by a Led on the bottom.

Umberto Asnago

Designer at Penta Light for over ten years, Umberto Asnago has always been involved in designing for home decoration. He is the author of many Penta historical collections.





6.Ludo

A gesture, a light

Ludo is a table lamp born after observing how people interact with a luminous item. Hence the idea of a cylinder interrupted by a crack spreading a light that becomes more intense the more it is opened. The switch is also important, rethought as an aesthetic element and no longer merely functional.

by Colzani & Novati

Two different personalities linked by the same passion for design. Edoardo Colzani and Luca Novati have a design approach based on the centrality of the detail and on the research for solutions that integrate form and function.





7.Mira

Design meets technology

Between design and technology, Mira collection takes its name by a variable star of the Cetus constellation. Floor lamp and table lamp consist of a rod and one, two or three luminaries, to be adjusted in height and in orientation.

Gaia Ronchetti

Architect, designer and creative spirit: Gaia Ronchetti combines these three souls in her handmade creations, which blend instinct and rationality, geometry and dream, lightness and material concreteness, making design an absolutely gratifying sensory experience.





8.Morsetto

A metaphysical sculpture

As in a clamp, the illuminating sphere of this lamp is supported by the base, which keeps it in balance. The result is a sort of a metaphysical object, hanging between a technical apparel and a piece of art.

Carlo Colombo

Carlo Colombo is considered to be one of the most important Italian architects and designers. Author for some of the most important brands of Italian design, in 2016 was nominated one of the “100 Italian excellences” and he won, during his career, a long list of awards, including the Elle Decor International Award, the Red Dot Design Award, the IF Product Design Award and the Wallpaper* Design Award.





9.Vela

Timeless elegance

An elegant volume, almost a representation of a gesture, hides the luminaire and draws a sophisticated and ethereal indirect light. Vela is a wall lamp worth living alone or combined with similar elements, even in different finishings.

BrogliatoTraverso

Alberto Brogliato and Federico Traverso founded their design studio in 2014, after graduating in Architecture and investigating several techniques, from blown-glass in Venice to traditional Japanese ceramics. Their approach to design is called "No time, no space" and refers to their will to make objects with a timeless design that fits any context.





10.Tile

Multifaceted and multifunctional

The shape meets the functionality in Tile, modular lamp that allows to create an infinite number of combinations between luminaries and sound adsorbing elements. A game of light and matter suitable for all environments, domestic or collective.

Sebastiano Tosi

Designer from Geneva, Sebastiano Tosi moves from design to architecture. He cooperates with many brands in several areas, both in Italy and abroad.





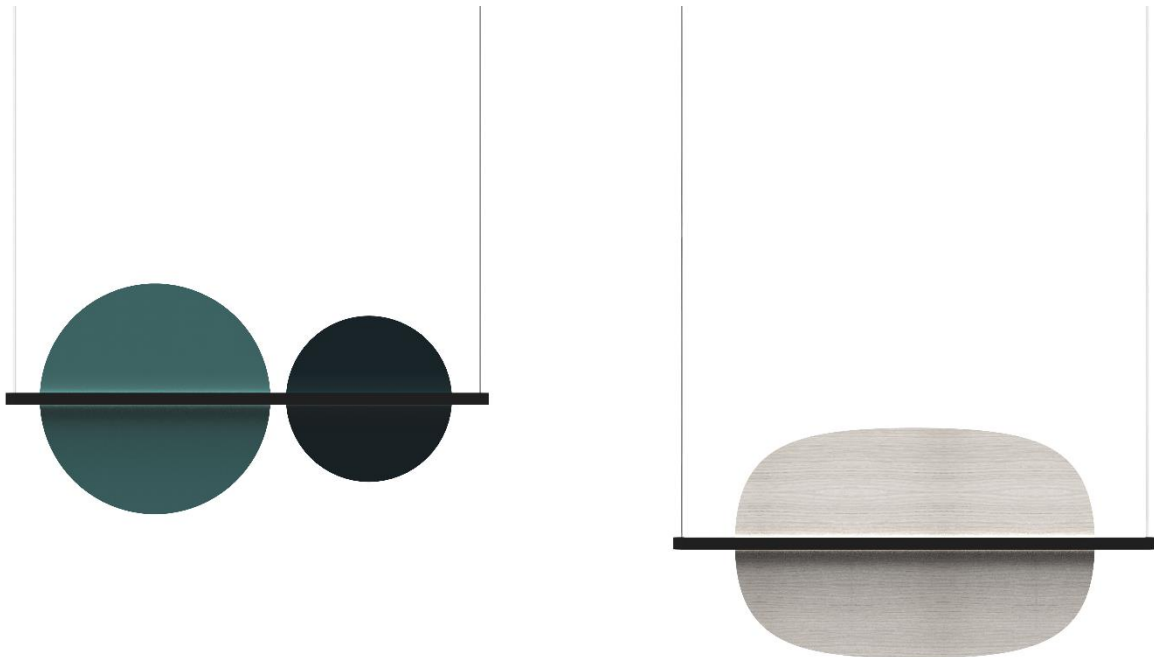
11. Hang out

The beauty of geometry

A straight line, a circle and an ellipse. These are the three elements on which Hang out is based, a suspension lamp with a minimal and contemporary design. Circular and oval elements are freely inserted on the horizontal luminaire, geometries dressed up from time to time in different materials and colours.

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ARREDOLUCE

ARREDOLUCE Milano 1943

A TRIBUTE TO HISTORY AND TO THE MASTERS WHO HAVE MADE
ITALIAN LIGHTING GREAT

Established in Monza in 1943 by Angelo Lelii, a brilliant entrepreneur and designer, Arredoluce is a piece of Italian design history.

Among the collaborators stand the names of Gio Ponti, Ettore Sottsass, Nanda Vigo, Achille and Pier Giacomo Castiglioni, Vico Magistretti and Franco Albini, in addition to Angelo Lelii, man of great intuitions and author of some projects that have become iconic of the brand as well as of Italian design.

Today, after forty years, Arredoluce is born again inside Gruppo Penta: a tribute to history and to the masters who have made Italian lighting great.



All the past that we know (and therefore we live in our present), All the present we know (and therefore we live), All the future we sense and prepare (and therefore we live: working is only for the future) They are simultaneous in our knowledge: they only exist in our existence.

Giò Ponti, Amate l'architettura

In Euroluce 2019 Penta Group will present 6 re-edition of Arredoluce Masterpieces.



1. Cobra

A lamp and a sculpture with a vertical layout, Cobra was one of the first lamps to use an adjustable magnetized globe. Designed by Angelo Lelli, it is a classic both for its elegant shape, reminding a piece of art by Brancusi, and for the technical skills required in the manufacturing process.

1962

COBRA

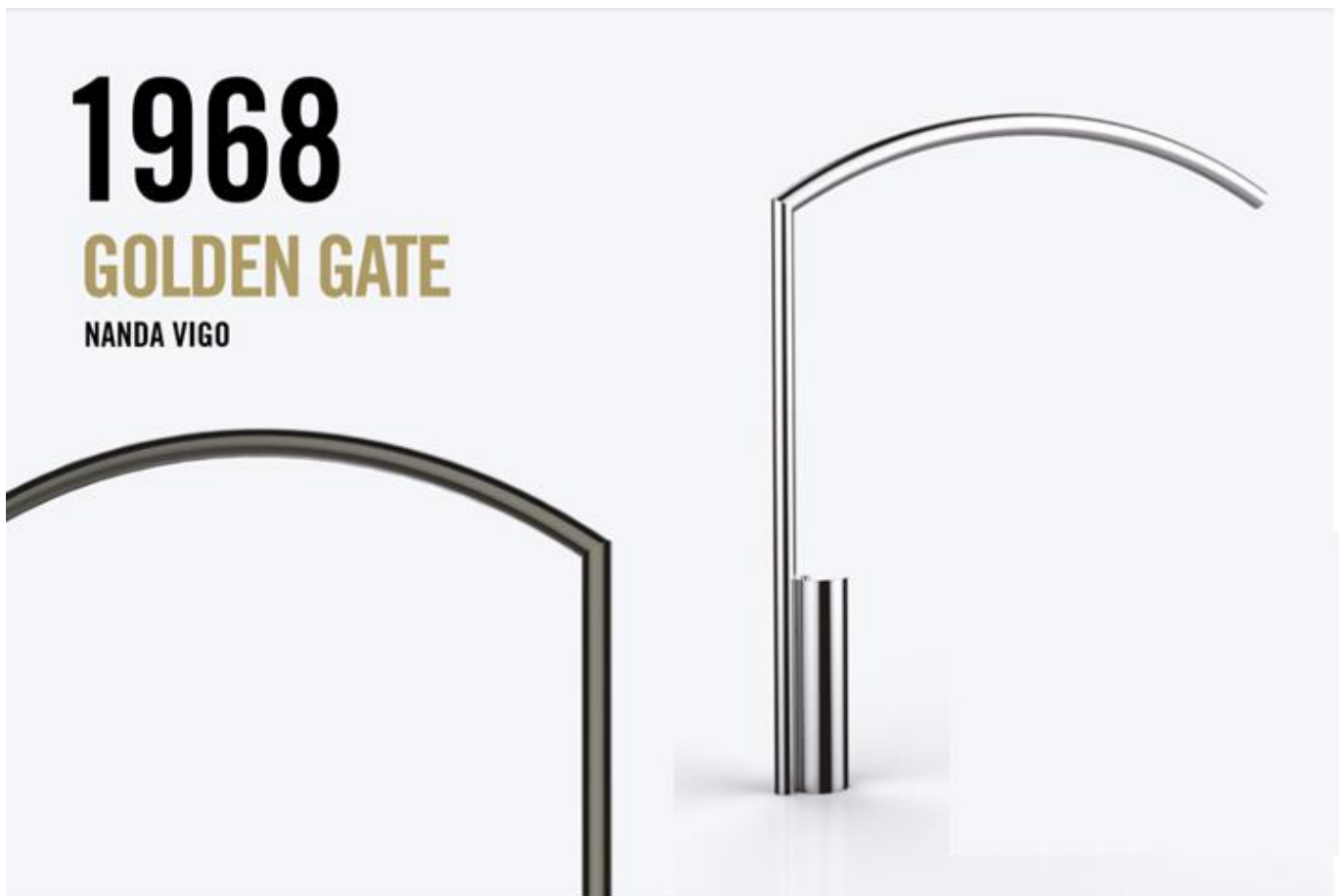
ANGELO LELII





2. Golden Gate

Archetype of pop design, Golden Gate by Nanda Vigo is a floor lamp with a great formal elegance, where the illuminating arch is grafted onto a steel rod almost two meters high. As a witness of originality for its times, the original name: Futurama.





3. Pavone

Between 1957 and 1970 the association between Angelo Lelii and Gio Ponti, probably the most famous Italian architect and designer, is at its highest. Witness to this relationship is Pavone, a spectacular suspension lamp where two concentric circles of illuminating spheres are supported by a complex brass ogive structure.





4. Argo

Suspension lamp of botanical inspiration, Soffione has been designed by Angelo Lelii in 1963. The central illuminating sphere is retained by a brass structure which gives the lamp a compact and vaguely futuristic look.

1963

ARGO

ANGELO LELII





5. Stellina

Icon of Arredoluce, this lamp became history when it was included in the supply that the brand sent to the Kennedy family, and was designed by Angelo Lelii in the early Fifties. It is a table lamp with an enameled shade that can be moved up and down to adjust the intensity of the light, which also filters through the star-shaped decorations.





6. Triennale

Icon of Arredoluce, symbol of an era and source of inspiration for many objects to follow over time, Triennale is perhaps the best known project by Angelo Lellii. Presented at the VII Milan Triennale in 1947, it is a floor lamp with a linear structure and three adjustable arms, each ending with a diffuser coloured in red, yellow and blue.



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CONTACT PERSON

PATRICK SIMONI – Marketing and Communication Director

patrick.simoni@pentalight.it



pentalightgroup.it