



**In house Press Office**  
*Rosi Guadagno*  
T +39 0266242425  
guadagnor@luceplan.com  
**Press Office**  
*Keywords Design Relations*  
T +39.0362 70060  
agency@keywords.design

Via E.T. Moneta 40  
20161 Milano Italy  
T +39 02662421  
F +39 0266203400  
info@luceplan.com  
www.luceplan.com

Toronto, May 2018

## “Architecture Thinking”: Luceplan meets Odile Decq in Toronto

### “When many people today speak about design thinking, I speak about architecture thinking – because it’s much more powerful.”

Odile Decq

On the occasion of the conferral of the 2018 Honorary Fellowship on Odile Decq by the Royal Architectural Institute of Canada (RAIC), **Luceplan** is honored to take part in the talk “*Architecture Thinking*” by the French architect and designer, scheduled for **Wednesday May 30, 2018 and organized by TPL Lighting in Toronto.**

Winner of many prizes and honors - most recently the *Jane Drew Prize* in 2016, and the *Architizer Lifetime Achievement Award* in 2017 – Odile Decq is an extraordinary exponent of contemporary architecture and design, whose versatility and creativity are clearly evident in all her works: a complete universe, from urban planning to architecture, product design to art.

During the talk Odile Decq will narrate her vision of architecture and the genesis of her projects, from urban complexes to individual design products, with a special focus on her creations in collaboration with Luceplan.

This is an unmissable opportunity for Luceplan to retrace the phases of a collaboration that began in 2010 and has continued over the years with extraordinary success, thanks to a shared vision and a versatile approach to design, capable of condensing technological innovation, decor impact and functional quality. Luceplan – which has been working with many outstanding international designers – has found an ideal counterpart in Odile Decq to develop a concept of light as a tool at the service of human beings, capable of improving their habitat and their everyday wellbeing.

The lamps designed by Odile Decq have been developed for specific, ambitious architectural projects, for which the company has collaborated to create aesthetic-luminous scenarios of great impact, like the addition to the **MACRO** Museum of Contemporary Art of Rome in 2011. This synergy has produced the iconic **Javelot Macro** lamp, an expression of the dynamic balance between space and structure: an essential, evocative creation in which avant-garde design meets sustainable elegance, creating original landscapes of light.

Experimental research on acoustic comfort forms the basis of the **Pétale** lamp, initially created in 2012 for the futuristic headquarters of **GL Events** in Lyon, and now an exclusive Luceplan product capable of spreading light while reducing noise, making it an ideal solution for lighting and acoustic comfort in offices and large public areas for hospitality and entertainment. **Pétale** has quickly become top-selling acoustic lamp in Canada and the United States.

In 2015 the intense interaction with Odile Decq led the company to ask her to invent a suspension lamp of great theatrical impact. The product she has designed manages to defy the laws of statics, thanks to technology that takes design to the very limits of its potential. **Soleil Noir** is a suspension lamp with an organic form, supported by an asymmetrical cable that keeps the unit poised in perfect balance, spreading soft and homogeneous light. A clear example of Decq’s design prowess, a masterful interpretation of the principles and innovative approach of Luceplan, in a piece of iconic beauty.

Luceplan takes this opportunity in Toronto to confirm its orientation towards internationalization, spreading the know-how of a company that is deeply committed to growth, approaching new challenges with passion and constantly honing its competitive force thanks to fertile, ongoing cooperation with architects and lighting designers. The aim is to share experiences and research on even more expressive and effective ideas, while developing a constructive dialogue among the various professional roles connected with the world of lighting in architecture.

---

**Wednesday May 30, 2018 | 4pm-6pm**  
**TPL Lighting, 25 Ripley Avenue Toronto**