



PRESS RELEASE

Soft Blown by Nichetto Studio

The Italian design practice's first foray into the universe of lighting with Lladró

London, May 2023.- Nichetto Studio, the Italian design practice based in Stockholm, founded by Luca Nichetto, launches a collaboration with Lladró. The *Soft Blown* collection is composed of two lamps: the *Afloat* chandelier and the *Airbloom* table lamp. Available in a variety of color ranges, the collection draws inspiration from the convivial spirit of balmy, sunny days when the streets are lined with performance artists effortlessly crafting colorful and intricate balloon creations.

Nichetto Studio is a prominent name in the global design scene. Its founder, Luca Nichetto, was born in the island of Murano and has become a benchmark in lighting design with a style that masterfully plays with soft shapes and bright colors.

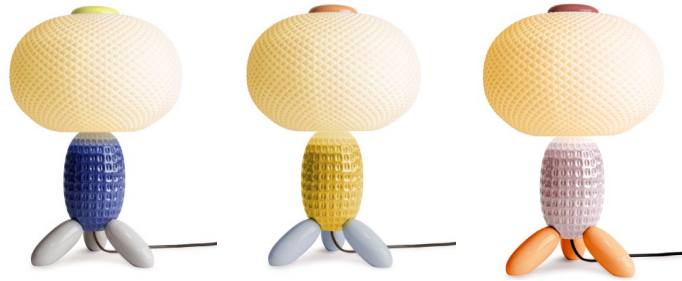
Soft Blown is the result of Nichetto Studio's first collaboration with Lladró. It is a collection that debuts with two pieces, a chandelier, and a table lamp, presented at Salone del Mobile in Milan, in April 2023.

This collection highlights the creative possibilities that arise from combining the knowledge of Nichetto Studio together with the craftsmanship and heritage of Lladró's porcelain lighting making it possible to approach any shape and type of decoration whilst establishing a creative exchange with unique results.

Thus, ***Soft Blown*** with its evocative imagery recreates the playful world of balloons and inflatables in the ***Airbloom*** table lamp and the ***Afloat*** chandelier.

Airbloom is made up of a white central lampshade, made of translucent hand-ornamented porcelain, and a series of modules available in three color ranges in a glossy finish.

Evoking balloon art and other skilfully hand-blown pieces, the illusion of weightlessness belies the porcelain structure of the ***Airbloom*** table lamp. Drawing inspiration from the airy construction of such items, Nichetto Studio has created a playful but functional object with an unexpected, fanciful quality. The oval-shaped stem is carved with classic patterns reminiscent of summer's inflatable pool loungers, intricate designs that embody Lladró's unique mastery of porcelain art. With its woven-effect surface, the spherical top emits a warm glow, infusing the room with a subtle, elegant light.



Afloat has a central body with 6 modules, in the same color ranges as ***Airbloom***, combined with globe shades in translucent white porcelain.

True to form, Nicheo Studio artfully blends playfulness and creativity with everyday functionality in the *Afloat* suspension lamp. Inspired by the intrinsic ease of summer with its ubiquity of street performers and balloon art, the lamp is composed of a string of porcelain “balloons” pieced together to create the illusion of weightlessness and form the final geometry. Carved with classic patterns influenced by those often found on inflatable pool loungers, the blending and medley of textures convey Lladro’s time-honored heritage of porcelain art. The engraved bulbs radiate a soft light that showcases the detail of the design in its finest light.





NICHETTO STUDIO

Luca Nichetto founded his eponymous multidisciplinary design practice in Venice, Italy in 2006, specialising in industrial design, product design, and design consultancy. From the very beginning, Nichetto Studio worked with a number of different brands and organisations; these collaborations were to become a cornerstone of his work and his influence had soon expanded far beyond Venice and Italy's borders. Treviso-born designer Francesco Dompieri joined the studio as a partner in 2007. In 2011 Nichetto opened a second studio in Stockholm, Sweden, catering to an ever-growing number of requests for collaboration from international companies. Soon, the studio's work was broadening from its initial focus on designed objects. Today, the studio works with a variety of brands and clients from around the world and its expertise is sought out across all design disciplines. A deep passion for, and knowledge of, industrial and craft manufacturing processes runs through every aspect of the studio's work. Its projects abound in carefully selected cultural references and a keen attention to detail. The practice's unique position within both Scandinavian and Italian design culture has given Nichetto Studio worldwide acclaim that extends far beyond the confines of the design industry.

LUCA NICHETTO / IRREVOCABLY SUSTAINABLE DESIGN

Luca Nichetto was born in Venice in 1976, where his artistic talents were inspired by the famous Murano glassmaking industry, which employed members of his family. His career effectively started in his school days, where holidays were spent selling his designs to local factories, before he went on to study at the city's Istituto Statale d'Arte and then take a degree in industrial design at the local Università Iuav di Venezia (IUAV), graduating in 1998. The following year, he joined the Murano-based glassmaker Salviati, later becoming a product designer and consultant for the lighting company Foscarini. He took the leap to set up his own practice in the city, Nichetto Studio, in 2006. Five years later came another major turn in his career, when he moved to Stockholm, Sweden, to start his family and opened a second studio there, combining his Italian flair with the Swedish spirit of modernity and sustainability. Over the years, Luca has served as art director for many international design brands and gained a reputation as a multidisciplinary designer. He has lectured and led workshops at several universities, including serving as a professor of design at the IUAV, and has sat on juries for various international design competitions. His work is often featured in prestigious exhibitions worldwide and has been the subject of retrospectives in cities including London, New York, and Beijing. His highly researched, innovative projects have earned him an impressive array of international awards for designs that range from products, accessories, and furniture to architecture, exhibition design, and branding"

"There are many similarities between this material and glass, which I know quite well from my origins. Both have a very close relationship with fire and heat, and also with skill and tradition. I work so that these processes are seen in a contemporary way and also to get the younger generations to appreciate it, trying to re-educate people so that they understand the value of things".



LLADRÓ LIGHTING, WARMTH AND DECORATIVE STRENGTH OF ORGANIC INSPIRATION

Lladró's lighting line combines the elements of light and earth to achieve a delicate balance between creativity and artistic innovation and artisan technique. Chandeliers and table, wall or floor lamps that go far beyond their function. Customizable and enveloping lighting that takes advantage of the exceptional qualities of porcelain.

LLADRÓ, THE PORCELAIN OF THE 21ST CENTURY

For 70 years, Lladró has cultivated exceptional know-how around porcelain, in its only factory in the world, in Valencia. Sculptors and artisans elaborate each piece delicately through an artisan process that combines ancestral techniques and a palette of their own unmistakable colors. Lladró also explores the enormous creative potential of this noble material through collaborations with prestigious designers and contemporary artists. Sculptures, lighting, proposals for interior design and fashion accessories make up the universe of the firm. Known worldwide, Lladró is an ambassador for Spain in the more than 120 countries where it exports its creations through a select network of its own boutiques and distributors.

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