

# MAGIS

Lost by BrogliatoTraverso



# Brogliato Traverso



## Profile:

After graduating in Architecture from Venice University, Italy and various experiences – from learning how to blow glass in Murano to working traditional ceramics in Japan – Alberto Brogliato and Federico Traverso founded BrogliatoTraverso design studio in 2014. 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.

BrogliatoTraverso work by subtracting, creating a detailed sign, but almost invisible. With these finely hinted forms,

their creations establish deep intimate empathy with the users and their surroundings, respecting both of them. Their fine simplification process delivers projects addressing the needs of consumers and made for various companies, including Magis, Cappellini, Guzzini, Infiniti, Il Fanale/Torremato and more.

These partnerships have won the studio many international awards, including ADI Index, the Red Dot Design Award, German Design Award, iF Design Award and Good Design Award.



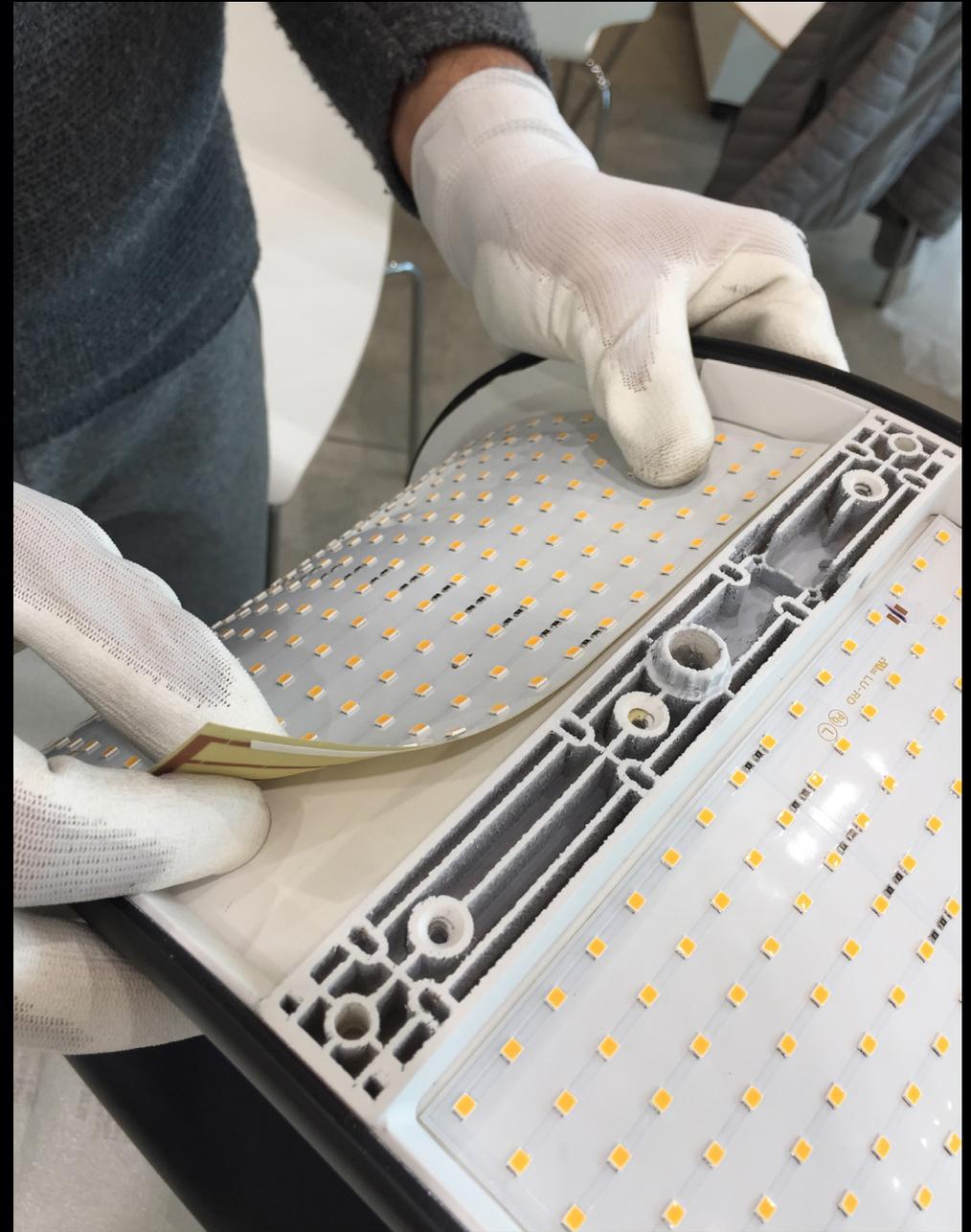
# Design and

Lost is Magis' first lamps collection. The concept stems from the designers' desire to rethink the classic lampshade, eliminating the entire structure and keeping only the perimeter, generating a central void.

The result is a strong and essential graphic sign represented by a circle just 2 cm thick that hides a dimmable LED light source that extends over the entire circumference and marks the boundaries of a void.

The void is the protagonist. As if sucked into a black hole, every subjective sign and technical aspect disappears, leaving only the silence of the central void. Almost invisible, yet full of character, Lost turns empty space into magic, creating a dreamlike, contemporary atmosphere.

Available in suspended, floor, ceiling/wall and table-top versions, Lost offers an archetype of Studio BrogliatoTraverso's distinctive "no time, no space" design: a timeless, purist aesthetic that fits perfectly into any setting.

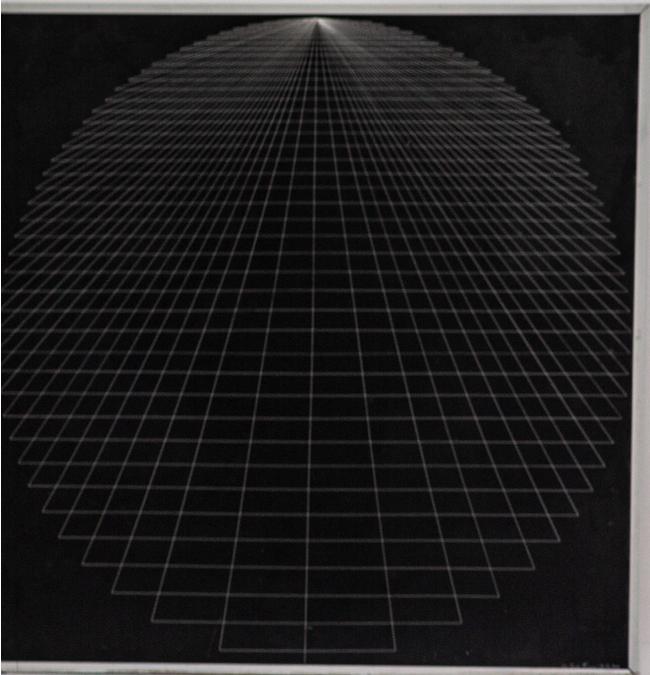


# Engineering



“Lost is a lamp that makes the void its leading actor, a lamp that creates an aura of light, a very refined and elegant light”

*Brogliato Traverso*



# Information



# Product

Reducing all the technical aspects to a circle, this was the great challenge carried out by Magis with the designers Brogiato Traverso for Lost. Simple and essential in shape, this lamp contains a very complex internal structure that required a long period of research which mainly concerned the lighting engineering part. In fact, the light spreads in a neutral and homogeneous way over the entire curved surface, thanks to the coupling of the LEDs to a flexible board.

Lost is available in suspended, floor, ceiling/wall and table, with the light source in two sizes: the S size mounts a board with 252 LEDs, the L size mounts one with 1406 LEDs, which produce a warm white light, suitable for any type of situation both home and contract. Just a touch on the inner perimeter of the circle to turn it on and off and a prolonged contact to dim the intensity.

Lamp body in painted ABS. Multi-led diffuser in PMMA (polymethylmethacrylate), especially designed to avoid Multi Shadow effect and dazzle.

## TABLE/FLOOR

Base in painted die-cast aluminium. Stemp in painted steel tube.

Light source included : for the S size, 252 Mid Power LED 3000k CRI90 1200 Lm power 9W. For the M and L size, 1406 Mid Power LED 3000k CRI90 5000 Lm power 30W. Touch switch with dimmer function. Power supply included. Cable length:2 m

## SUSPENSION

Light source included : for the S size, 252 Mid Power LED 3000k CRI90 1200 Lm power 9W. For the L size, 1406 Mid Power LED 3000k CRI90 5000 Lm power 30W. Touch switch with dimmer function. Power supply included. Cable length:4 m

## WALL/CEILING

Light source included : for the S size, 252 Mid Power LED 3000k CRI90 1200 Lm power 9W. For the L size, 1406 Mid Power LED 3000k CRI90 5000 Lm power 30W. Touch switch with dimmer function. Power supply included.



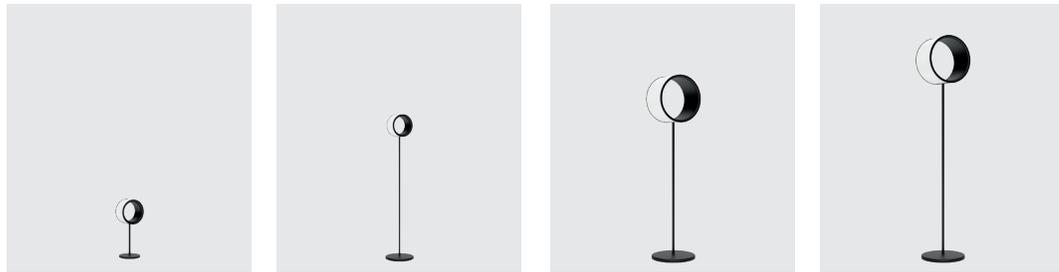
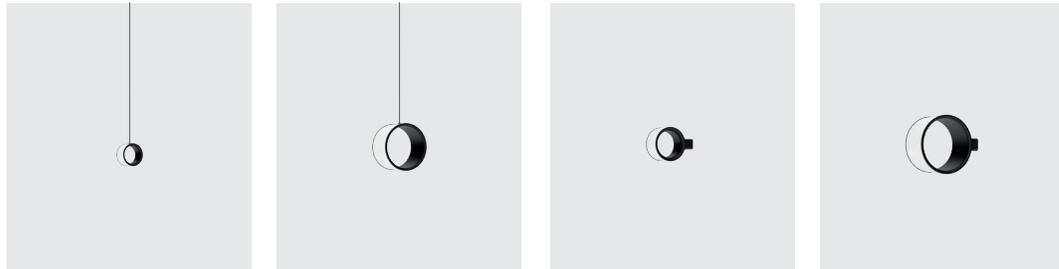


Table lamp

Floor lamp S  
h 111 cm

Floor lamp M  
h 140 cm

Floor lamp L  
h 170 cm



Suspension lamp S

Suspension lamp L

Wall and ceiling lamp S

Wall and ceiling lamp L

Lamp /



black  
5140

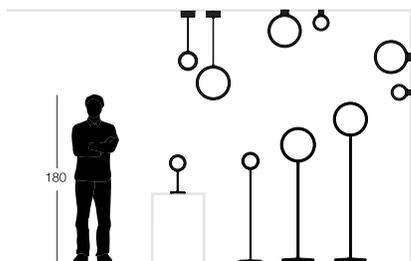
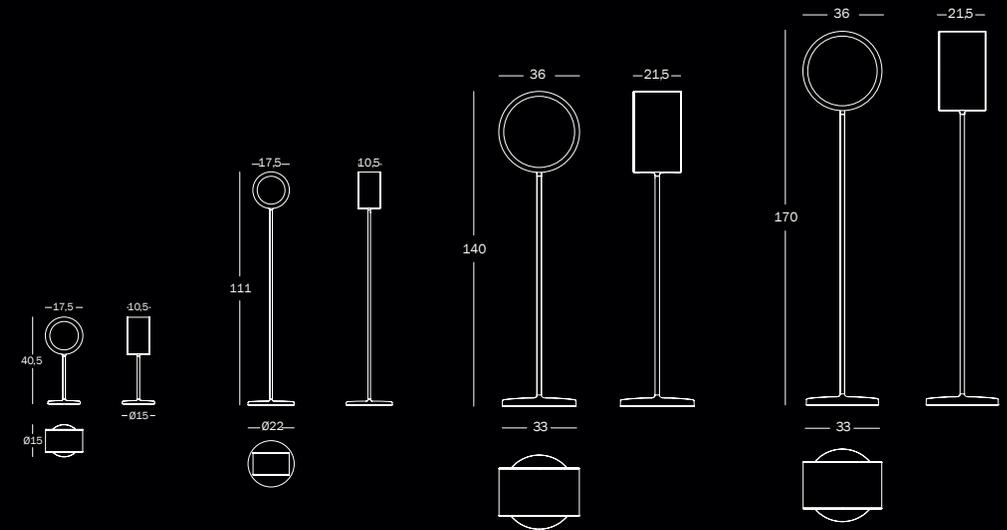


Table lamp

Floor lamp S

Floor lamp M

Floor lamp L

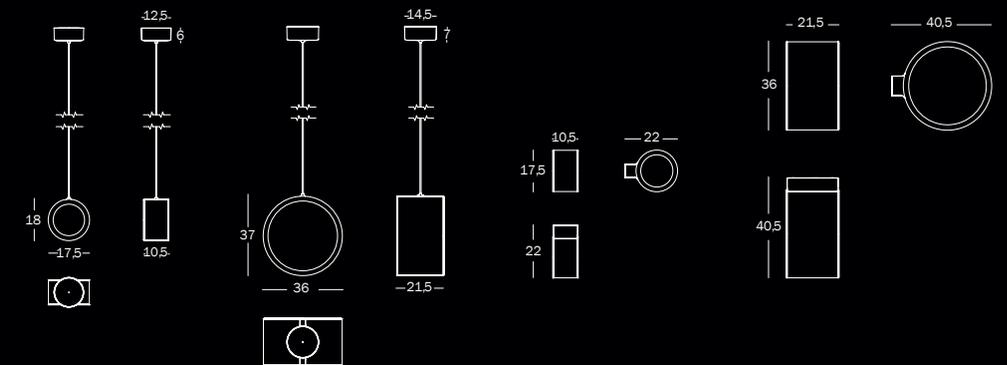


Suspension lamp S

Suspension lamp L

Wall and ceiling lamp S

Wall and ceiling lamp L



#### PLEASE NOTE

The safety of the product may be ensured only by following these instructions for installation and use. Please keep them in a safe place for future reference.

#### CAUTIONS

- Ensure to switch off the mains power supply when installing the product and when carrying out any operations on it.
- The product must not be modified in any way or tampered with. Any modification may affect its safety and make it dangerous for use. MAGIS will not accept any responsibility for products that have been modified in any way.
- To ensure the continued safety of the product, in case of damages to its external power supply cable, the cable must be replaced by the manufacturer, by an authorised technical support service, or by an equivalent qualified electrician only.
- For indoors use only. Max. ambient temperature 35°C
- The device is free from photobiological emission hazards.
- the product must be disposed of separately from general domestic waste.

#### CLEANING INSTRUCTIONS

- For cleaning the product, use a soft cloth only, dry or moistened with soap and water.
- Please note: do not use alcohol or solvents.



