



Elica is an interactive lamp powered by normal socket electricity. You turn it on by blowing towards the helix, and after a few turns, it will stop, leaving the lamp lit on.

To turn it off you simply need to blow again towards the helix.

The idea of Progetto25zero1 is that of changing the gesture and the switch needed to turn on and off a lamp, from a click on a plastic switch to a more natural air blow.

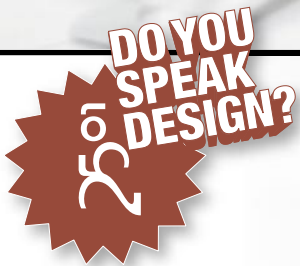
The interaction with the lamp becomes therefore a more natural, poetic and intuitive experience.

Moreover Elica has the following characteristics

- 1) When it is off it glows in the dark, allowing to identify its position without disturbing.
- 2) Elica is separated from its base, so that it can be directed wherever you please.
- 3) Elica respects the environment because the printed circuit board doesn't contain lead.
- 4) Is fitted with an energy efficient light bulb
- 5) The packaging is elegantly designed, it recalls the Italian "dolce vita" style, with some futuristic re-designs
- 6) The instruction booklet has been conceived as if it was a year '50s comic.
- 7) Elica is not only an ambience lamp, but emits an amount of light that is perfect for reading.

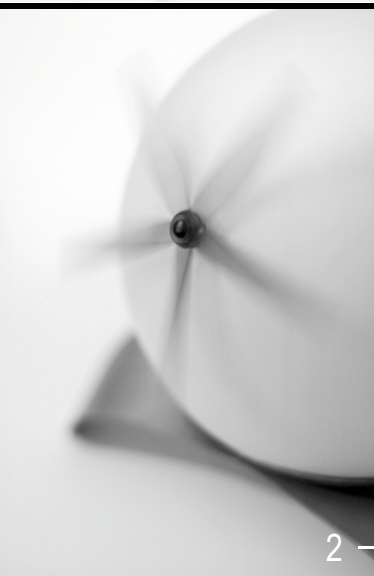
www.elicalamp.com

Elica: in a "breeze" everything changes



*Simple,  
poetic,  
light.*

*Just an  
airblow  
to turn it on  
and off...*



**Details ElicaLamp (EU version):**

Personalized movement sensor mercury free  
Hand high quality glass diffuser  
High quality stainless steel  
High end compact longlife fluorescent light bulb (7W or 9W)  
220V - 230V 50/60Hz  
Special purple led for glow in the dark

**Prezzo**

150€ on  
www.elicalamp.com

**CE Certified:**

CE, Class II, IP20

**Packaging details:**

23 x 23 x 23 cm  
9,06 x 9,06 x 9,06 inch  
weight 2 Kg all inclusive

