



SLAMP:

THE LEADING LIGHT

ZAHA HADID AND SLAMP

AN UNENDING STORY OF LIGHT AND DESIGN

ZAHA HADID

LEADER AND PRIME EXAMPLE OF THE
DECONSTRUCTIONIST MOVEMENT,
WINNER OF THE 2004 PRITZKER
ARCHITECTURE PRIZE, AND VOTED ONE
OF THE 100 MOST INFLUENTIAL PEOPLE
IN THE WORLD, ZAHA HADID
SPREAD HER WINGS AND LANDED
ALL OVER THE WORLD.



Ph. Steve Double

ZAHA HADID BIOGRAPHY

Zaha Hadid, founder of Zaha Hadid Architects, was awarded the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004 and is internationally known for her architectural, theoretical and academic work. Each of her dynamic and innovative projects built on over thirty years of revolutionary exploration and research in the interrelated fields of urbanism, architecture and design. Working with senior office partner, Patrik Schumacher, Hadid was interested in the rigorous interface between architecture, landscape, and geology; her practice integrated natural topography and human-made systems, leading to experimentation with cutting-edge technologies. Such a process often resulted in unexpected and dynamic architectural forms. The MAXXI: National Museum of 21st Century Arts in Rome, Italy and the London Aquatics Centre for the 2012 Olympic Games are perfect examples of Hadid's quest for complex, fluid space. Previous buildings, including the Cincinnati's Rosenthal Center for Contemporary Art, and the China's Guangzhou Opera House have also been hailed as architecture that transforms our ideas of the future with

new spatial concepts and bold, visionary forms. In 2010 and 2011, her designs were awarded the Stirling Prize, one of architecture's highest accolades, by the Royal Institute of British Architects. Other awards include UNESCO naming Hadid as an 'Artist for Peace', the Republic of France honouring Hadid with the 'Commandeur de l'Ordre des Arts et des Lettres', TIME magazine included her in their list of the '100 Most Influential People in the World' and in 2012, Zaha Hadid was made a Dame Commander of the Order of the British Empire by Queen Elizabeth II.



Guangzhou Opera House - Guangzhou, China. Ph. Iwan Baan

THE TRUE STORY

It all began on April 27, 2012, when architect Nigel Coates, Slamp's art director, wrote colleague and schoolmate Zaha Hadid, inviting her to create a lamp for the company.

A few days later, Nigel found himself in Hadid's London neighbourhood to discuss the offer in greater detail. He wrote in his diary, "It has a monastic atmosphere of quiet concentration. I'm shown into a boardroom where we are at least eight around the table, including Zaha's partner Patrik Schumacher, her head of design Melodie, her contract advisor Maha, and Zaha herself. I think, OK, we're getting serious." After showing them several catalogues to give them a taste of Slamp's original, romantic soul, and explaining a bit about their approach to manufacturing, Hadid gives Coates her personal seal of approval.

On May 22, 2012, a few days after their encounter, research and development begins. As with every collaboration with a designer, the first step was to send a kit of Slamp's exclusive materials, as well as an assembled lamp to take apart. By doing so, it's easy to understand how unique these technopolymers really are; resistant and ductile, passing from a thin, "flat" sheet to an opulent, dramatic, and inimitable lamp.

The wait is excruciating, and a day doesn't go by that Slamp's CEO doesn't

ask Mr. Coates, "has anything come back?", referring to sketches, proposals, designs...Finally, on June 15, 2012, an email arrives from ZHD head of designs Melodie Lueng, the Project Manager for the Slamp collaboration. Melodie sends sketches of a glowing sculpture with radial, almost Palaeolithic arms surrounding the light source.

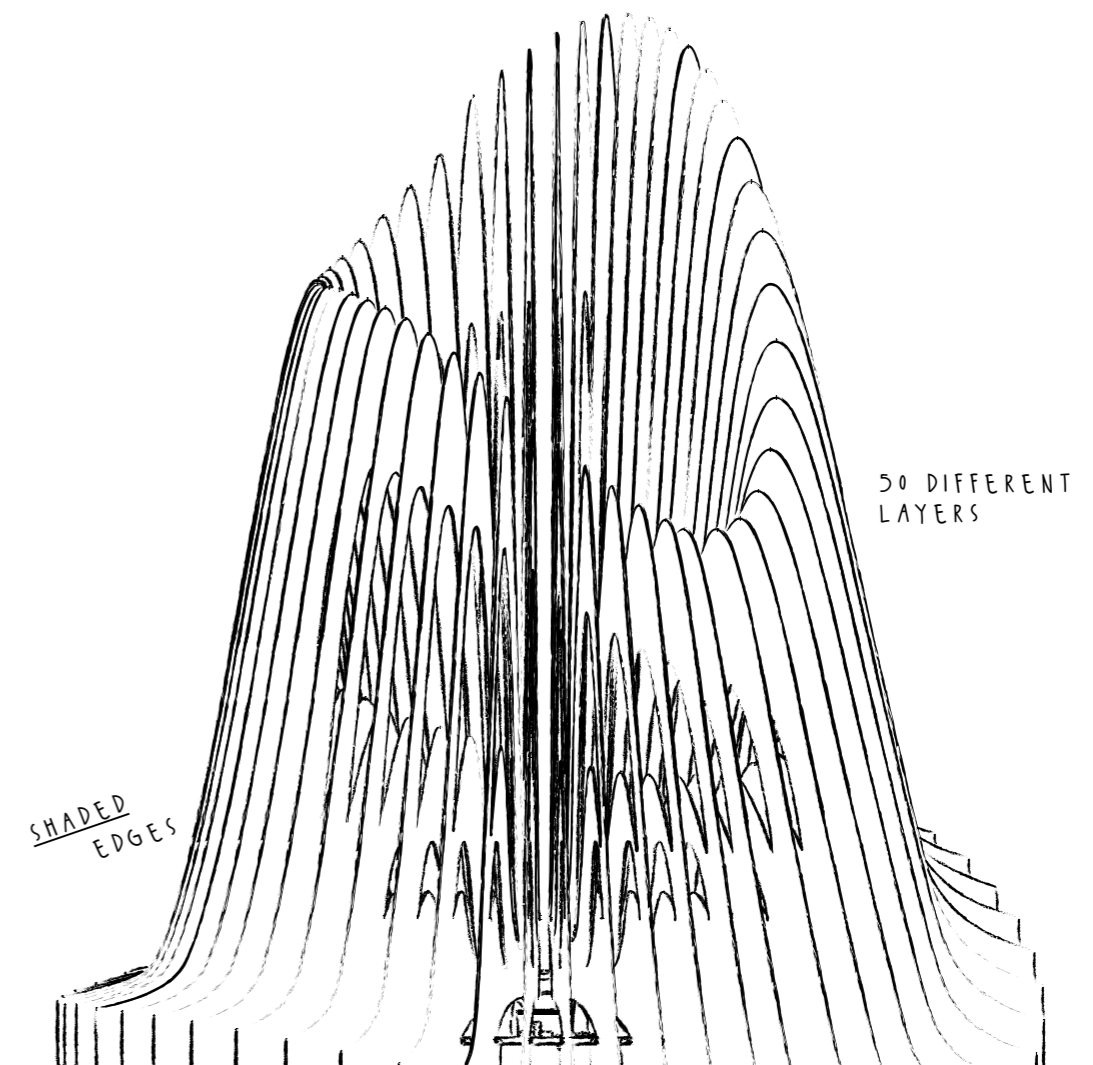
That's when the back and forth between Rome and London begins: Zaha Hadid's team works on perfecting the shape and giving the lamp a revolutionary, avant-garde soul, while Slamp works on developing the engineering and illumination aspects.

Only four days later, on June 19, 2012, Melodie visits Slamp's hub in Rome, Italy. After touring the showroom and production area, she moves to the Creative Department to see some the initial controlled-number cuts in prototyping. They work on different shapes over the next month.

Halfway through July, Melodie and Coates meet in London again, in the Art Director's South Kensington's studio. She works with scissors in hand, cutting, moving around, and stepping back to examine with a critical eye until she literally transforms a prototype into a shape that satisfies her. Meanwhile, the team in Rome continues their research and within ten or so days, finds the best technical method to produce the lamp.

Continue >>

“LIGHT DEFINES
THE WORLD
AROUND US”



THE TRUE STORY

On October 23, another email arrives from Zaha with an elongated version of the previous design, asking to replace it. Slamp's CEO Roberto Ziliani, someone who loves a challenge has a stroke of genius; "why not make both?"

The deciding moment arrives on November 17, 2012, when then Head of R&D, now Slamp's Art Director Luca Mazza flies to London to show Dame Zaha Hadid the definitive prototypes in person. They hang the two options in her Goswell Road studio, both the wider version, and the elongated version. Zaha Hadid and her partner Patrik Schumaker show up with others, and the tension can be cut with a knife. Luca and Nigel explain the engineering and illumination techniques, aspects Studio Hadid fully entrusted to Slamp's know-how. The products have something magic about them, and the light gives them extraordinary energy. They generate sophisticated atmosphere while casting the right glow, even over surfaces like a tabletop. Zaha is especially taken with the wider version, with black shaded edges.

We can say that on November 17, 2012, in London's Goswell Road studio, Aria and Avia come to life.

Between the end of February and the beginning of March, a month before the official launch during Milan's 2013 Euroluca/Salone del Mobile, four

prototypes to be seen by the public are approved. Avia comes in four sizes, both in all white and all black, and Aria in one size, in transparent polycarbonate with printed, shaded black borders. When asked to comment on the final product, Zaha says, "Sweeping motion lifts and turns both Avia and Aria. Like billowing clouds, light ripples across their blurred interplay of solid and void, evolving, compressing and contracting from every angle."

On April 11, 2013, right in the middle of Milan's Euroluca, Nigel receives a call from Melodie to let him know that Zaha may visit the stand herself. The stand is buzzing with designer interviews, clients interested in the newest collections, journalists taking photos to publish them later in their blogs...but no hint of Zaha. The closer it gets to closing time, the more hope grew that she would visit; the Slamp team grows disappointed, and confesses the day after that they'd been thinking, "maybe something came up". Instead, she shows up minutes before the stand closes, in a black coat and her sunglasses holding her hair back from her face. With every step she takes, the crowd separates, and everyone asks themselves if it's actually her. Some take photographs; it's not everyday that one is a meter away from Zaha Hadid. She is imposing yet delicate and open, smiling for an extra moment at anyone who catches her eye. Everyone from Slamp

welcomes her. Luca Mazza shows her the space, bringing her to the centre where her creations, Aria and Avia are on display. She sits on a sofa and silently observes alongside her closest friend and longtime collaborator, Camiran Rasool, owner of the marble company Citco.

This is the beginning of two successful collections that for almost 10 years have seen exhibitions, retrospectives, international projects, and other important events, Dubai's Opus Tower, Seoul's Dongdaemun Design Park, The Tokyo Opera House, Mexico City's Muac, Rome's Maxxi, and Dubai's Heller Gallery.

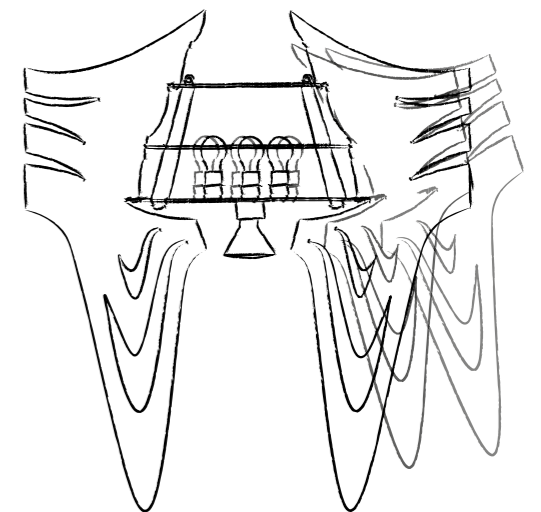
In 2015 the collection expands with Aria Transparent, available in three sizes and fitted with an integrated LED source. It's presented in the 2015 Euroluca stand by Patrik Schumaker himself.

March 31, 2016, less than two weeks before the launch of the luxe Aria Gold, metallised using aluminium vaporisation, the devastating, sobering news of Zaha's passing arrives. Slamp's hub falls silent; there are no appropriate words to describe the loss.

The creative affinity between Slamp and Studio Hadid, the extraordinary people like Melodie Leung, Maha Kutay, and Woody Yao, the constant respect and kindness throughout every step of the design process allow for a continuing relationship, richly evolving to the point of moving beyond simply that of professional to esteemed, personal. In April of 2018, Slamp works with them to present a limited 99 piece collection

in three colours, Blue, Turquoise, and Ultramarine: Avia Edition celebrates Zaha Hadid's first collection for Slamp.

In March 2020, the Avia collection evolves with black and white versions that fade from top to bottom, replacing the current versions in the catalogue. The fades are offset 5mm from the borders, that when illuminated, trace the same "irregular, almost Palaeolithic arms" that Zaha designed in 2012. A tribute to her genius, her visionary, glowing architecture, on a smaller scale. As an emotional Maha Kutay noted in speech after winning the DesignEuropa prize, "it may simply seem like a lamp...but Zaha's DNA is inside it".



ZAHA HADID'S MOST IMPORTANT WORK IN CHINA



MICA | Meixihu International Culture & Arts Centre – Changsha, China.
Ph. Virgile Simon Bertrand



Cultural Center Heydar Aliyev - Baku, Azerbaijan.
Ph. Helene Binet



Galaxy Soho | Beijing, China. Ph. Hufton+Crow



Internationa Airport | Beijing, China. Ph. Hufton+Crow



Transparent and shiny like crystal, but light, unbreakable, and flexible: Aria Transparent is made of Cristalflex®.

ZAHA HADID AND SLAMP
HAVE COLLABORATED
SINCE 2013 TO CREATE VISIONARY,
**FLUID, DYNAMIC GLOWING
ARCHITECTURE**, THAT BRING
THE ARCHITECT'S REVOLUTIONARY
AND **ICONIC SEMANTICS** TO
DOMESTIC AND HOSPITALITY
INTERIORS.

HADID'S MASTERPIECES ARE
AVAILABLE IN A TOTAL OF
18 SIZES AND FINISHES, **ALL
HANDCRAFTED** IN SLAMP'S ATELIER
JUST OUTSIDE OF ROME.

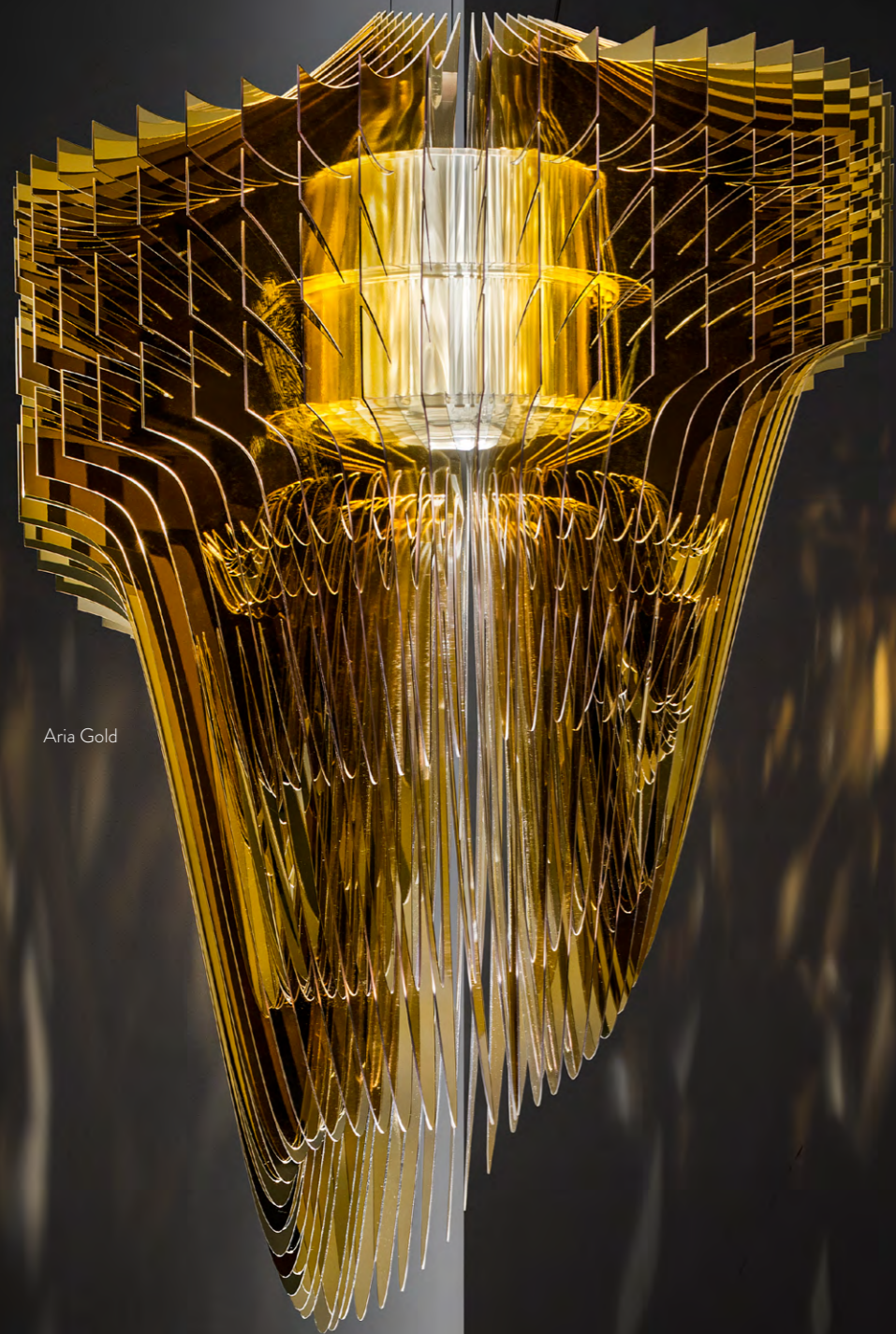
ARIA

design by
ZAHA HADID

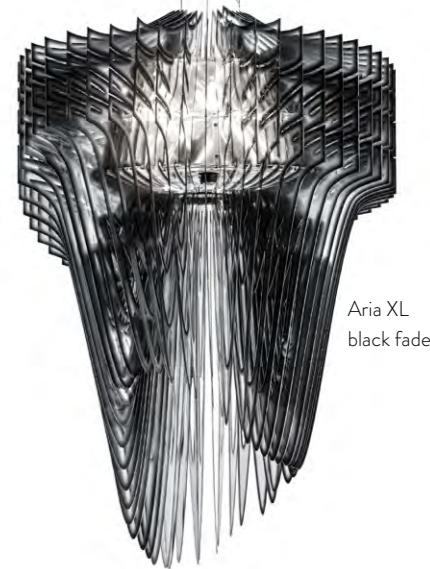


Aria was aware with:





Aria Gold



Aria XL
black fade

EVERY ONE OF
ZAHA HADID'S CREATIONS
FOR SLAMP ARE MADE
OF **50 INDIVIDUAL LAYERS**
THAT EXPRESS HADID'S
TRADEMARK FLUID DYNAMISM.

THE ARIA COLLECTION IS AVAILABLE
IN **3 DIFFERENT FINISHES/COLOURS**:
FULLY TRANSPARENT, METALLIC
GOLD THROUGH HYPERBARIC
VAPORISATION, AND BLACK-
BORDERED, THAT OUTLINES EACH
LAYER WHEN TURNED ON.

AVIA BLACK & WHITE
WITH PRINTED BLACK AND WHITE FADE

design by
ZAHA HADID



Avia black fade



Avia white fade





Avia White fade

THE CREATIVE AFFINITY
WITH STUDIO HADID
AND THEIR EXTRAORDINARY
STAFF ALLOWS FOR AN
EVER-EVOLVING,
CONTINUOUSLY ENRICHED
RELATIONSHIP.

IN APRIL OF 2018, SLAMP WORKS
WITH THEM TO PRESENT **A LIMITED
99 PIECE COLLECTION** IN THREE
COLOURS, BLUE, TURQUOISE,
AND ULTRAMARINE: **AVIA EDITION**
CELEBRATES ZAHA HADID'S FIRST
COLLECTION FOR SLAMP.

AVIA EDITION

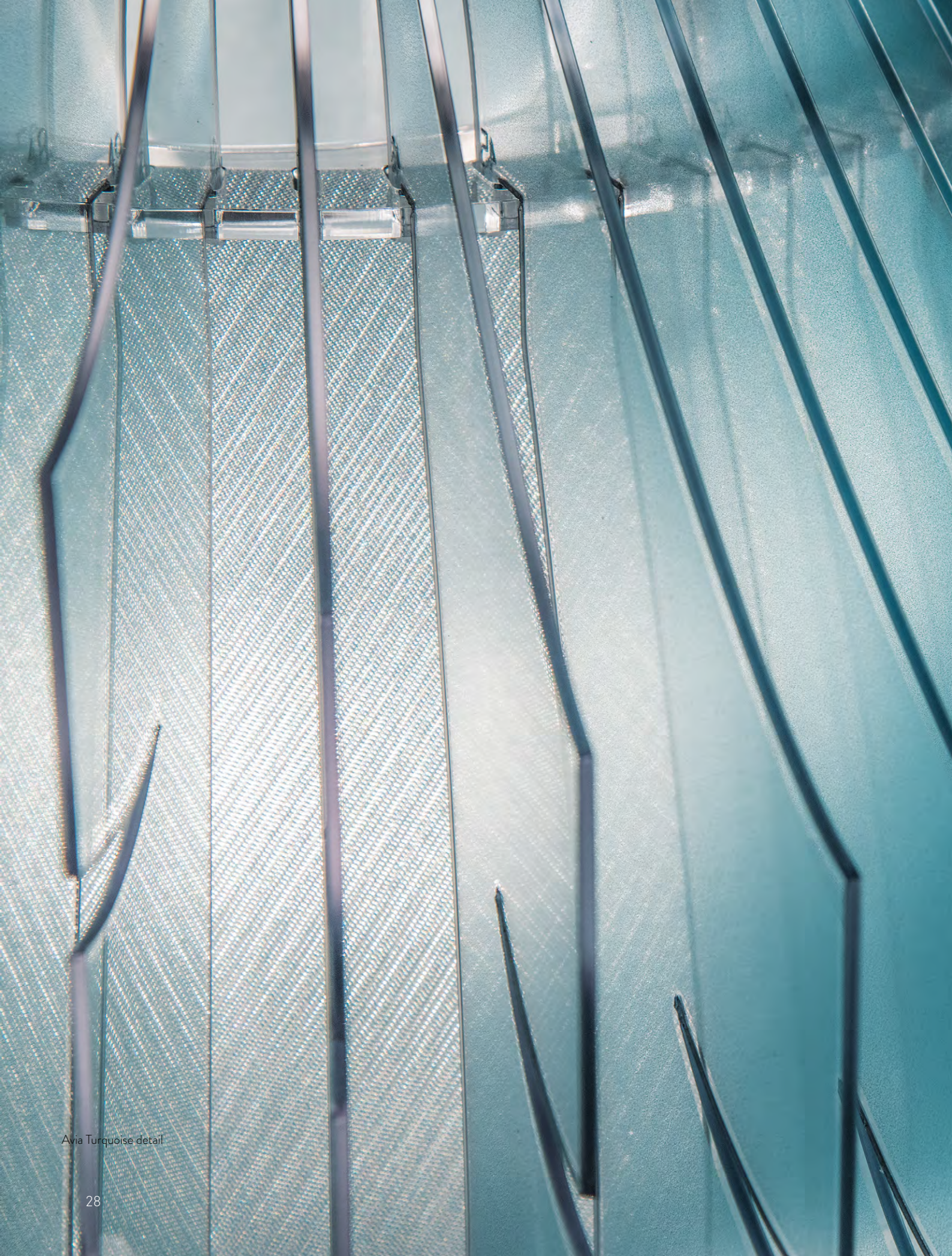
CAPSULE COLLECTION SERIES OF 99



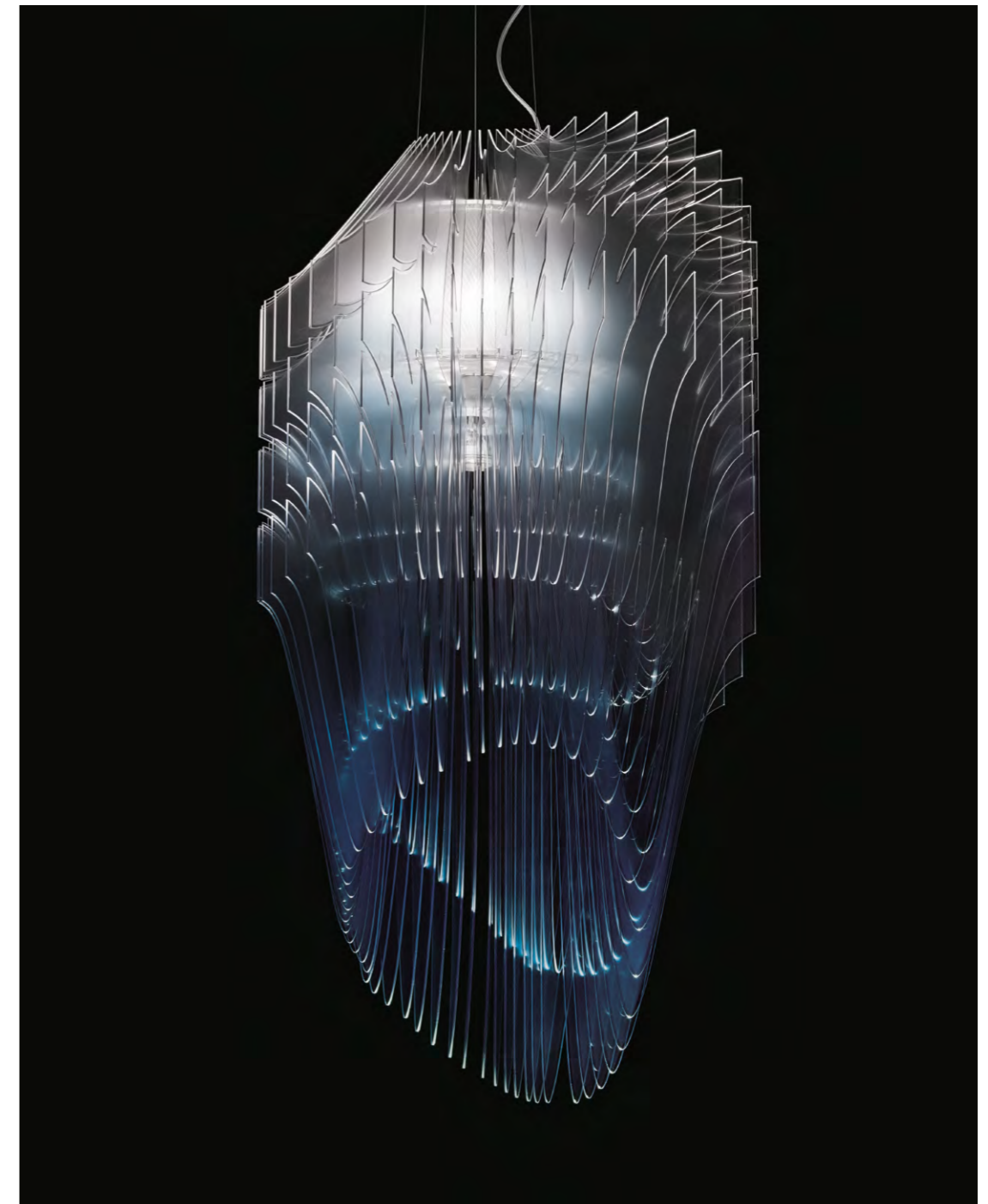
Avia Blue, Turquoise e Ultramarine.



EVERY PIECE IS INDIVIDUALLY
NUMBERED, PRINTED ON THE LAMP
ITSELF AND THE CERTIFICATE OF
AUTHENTICATION.



Avia Turquoise detail



Edition is part of the exclusive Capsule Collection: 99 pieces, each in bright, vivid colours.
Pictured: Avia Ultramarine.



SPECIAL EDITION

for

OPUS TOWER, DUBAI

Dimension: Ø42 x h 73 cm; Bulbs: 2 x 12W E27 LED Filament + 1X11W E27 Spot LED



ZAHA HADID DESIGN GALLERY | LONDON

Ph. Luke Hayes

SOLO EXHIBITIONS

TWO SUCCESSFUL COLLECTIONS THAT FOR ALMOST 10 YEARS HAVE SEEN EXHIBITIONS, **RETROSPECTIVES**, **INTERNATIONAL PROJECTS**, AND OTHER IMPORTANT EVENTS, DUBAI'S **OPUS TOWER**, SEOUL'S **DONGDAEMUN DESIGN PARK**, THE **TOKYO OPERA HOUSE**, MEXICO CITY'S **MUAC**, ROME'S **MAXXI**, AND DUBAI'S **HELLER GALLERY**.



ARTGALLERY
TOKYO OPERA CITY



TOKYO OPERA CITY ART GALLERY | TOKIO, JAPAN



MAXXI | MUSEO NAZIONALE DELLE ARTI DEL XXI SECOLO,. ROME, ITALY





DONGDAEMUN DESIGN PLAZA | SEUL





MUAC | MEXICO CITY, MEXICO



MUAC
MUSEO UNIVERSITARIO ARTE CONTEMPORÁNEO

HELLER
| GALLERY |



HELLER GALLERY | Dubai





“ SWEEPING MOTION
LIFTS AND TURNS BOTH
AVIA AND ARIA.
LIKE BILLOWING CLOUDS,
LIGHT RIPPLES ACROSS
THEIR BLURRED INTERPLAY
OF SOLID AND VOID, EVOLVING,
COMPRESSING AND
CONTRACTING FROM
EVERY ANGLE ”

ZAHA HADID

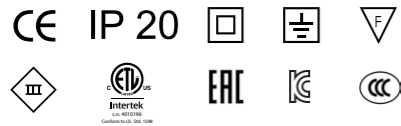
TECHNICAL SUPPORT AT YOUR SERVICE

SLAMP has an in-house team of lighting professionals ready to give clients technical support during every step of their project.

Our Architecture Department offers **FREE SERVICES**, including:

- **LIGHTING CALCULATIONS** (DIALUX)
- **RENDERING**
- **FAST PHOTO-INSERTIONS**
- **TECHNICAL SUPERVISION FOR LARGE INSTALLATIONS**
- **EXHIBITIVE LAYOUTS FOR STOREFRONTS AND SALES CORNERS**
- **PERSONALISED PRODUCTS FOR BESPOKE PROJECTS**

Slamp lamps are internationally certified.
The CB reports are valid in 82 countries.



OUR TECHNICAL AREA IS ACCESSIBLE 24H
ON OUR WEBSITE, WITH 2D AND 3D FILES, PHOTOMETRIC CURVES, AND HI-RES PHOTOS.





OPUS
TOWER



DUBAI - UNITED ARAB EMIRATES



HOTEL



DESIGN BY:
ZAHA HADID ARCHITECTS




AVIA SUSPENSION XS
EXPRESSLY DESIGN FOR OPUS TOWER






DE BLAUWE DAME
RESTAURANT

 KASTEEL HOENSBROEK
NETHERLANDS

 RESTAURANT

 DESIGN BY:
WOLF VERLICHTING

 ARIA TRANSPARENT
SUSPENSION



TOFFEE
FASHION BOUTIQUE

-  SANREMO - ITALY
-  FASHION BOUTIQUE
-  ARIA GOLD SUSPENSION









Ph. Vincenzo Romagnoli



LA KUCINA
RESTAURANT

-  FOGGIA, APULIA
ITALY
-  RESTAURANT
-  DESIGN BY:
CORFONE+PARTNERS
-  ARIA TRANSPARENT
SUSPENSION



LABORATORIO OLFATTIVO
PERFUM SHOP

 TORINO - ITALY

 PERFUMERY

 DESIGN BY:
AEON STUDIO

 ARIA GOLD
SUSPENSION



Ph. Marco Urbani



CLIENTS CONTRACT





SPC PROJECT

OFFICE

 MENARA PRIMA IN KUNINGAN AREA,
JAKARTA, INDONESIA

 OFFICE

 DESIGN BY:
FAJAR W., WAR ARCHITECT

 ARIA TRANSPARENT
SUSPENSION



LAGOONA BEACH
RESORT



BUDAIYA , BAHRAIN



HOTEL



DESIGN BY:
MOHD HAFARIDZUAN HARUN



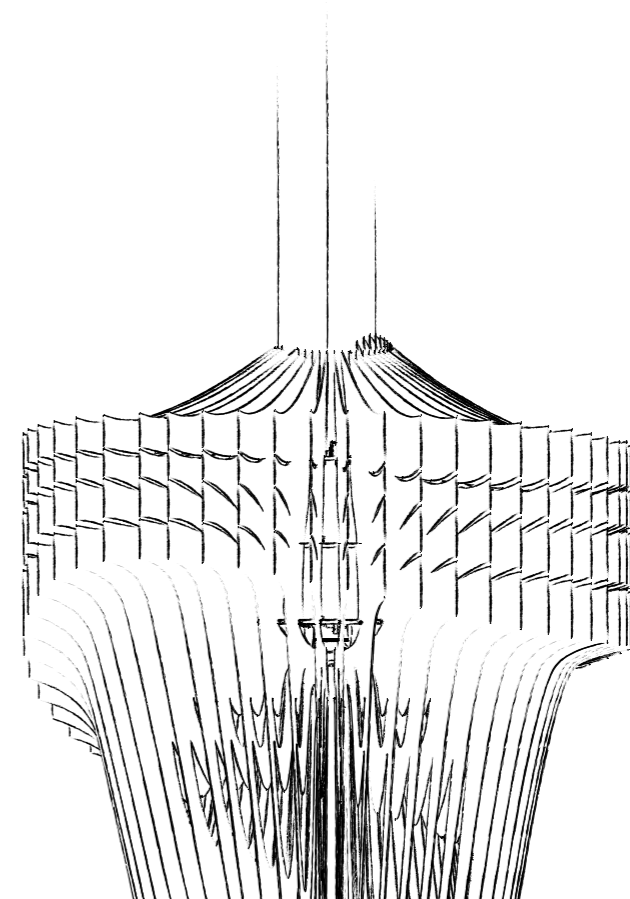
AVIA SUSPENSION

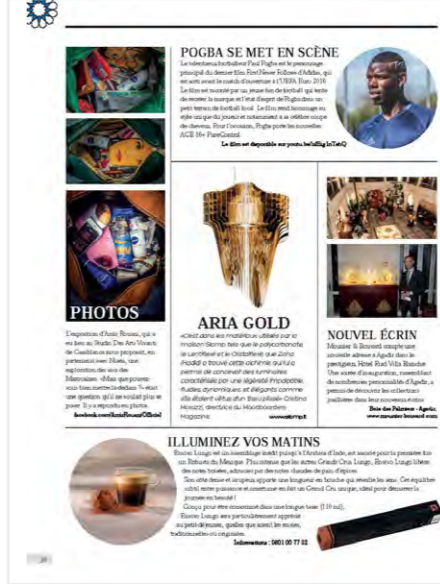
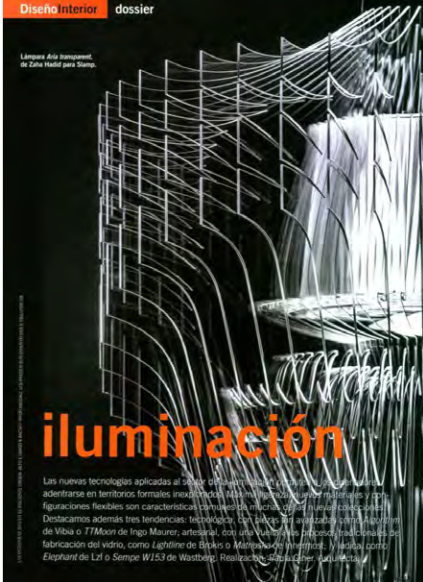


Ph. Marco Urbani

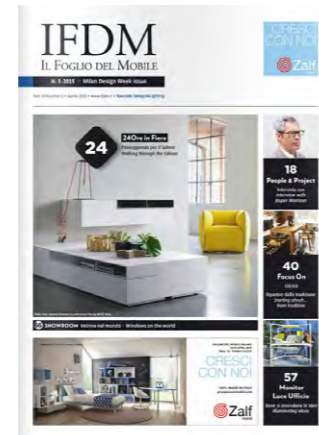


LIKE A HAUTE
COUTURE MAISON,
EVERY LUMINOUS SCULPTURE
REQUIRES A PRECISE RITUAL
THAT TRANSFORMS A FLAT
SHEET INTO A THREE
DIMENSIONAL SHAPE,
FILLED WITH
MAGICAL LIGHT





BEST EDITORIAL





“ LIGHT CHANGE
THE COLOUR AND THE TEXTURE
OF SURROUNDING OBJECTS,
AS WELL AS THEIR **SPATIAL PERCEPTION**
LIGHT'S **PROFOUND SIGNIFICANCE**
CAN BE IDENTIFIED IN HOW GENERATES
INFINITE POSSIBILITIES OF
DEFINING THE WORLD
AROUND US ”

ZAHA HADID

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HANDMADE IN ITALY

ALL SLAMP PRODUCTS ARE PRODUCED AND ASSEMBLED IN ITALY



Tutte le lampade Slamp sono conformi alla Normativa RAEE
All Slamp lamps are RAEE Standards compliant

Products are patented throughout the world and conform to the leading electrical safety standards. For any further info please ask your Slamp representative.





SLAMP:
THE LEADING LIGHT