



## **LINEA ZERO AT LIGHT + BUILDING 2016**

Founded in 1973 by Enea Ferrari, LINEA ZERO is a company involved in lighting design. The brand combines both made in Italy craftsmanship and the use of 'smart' materials, such as polilux, which enhances the diffusion of light and ensures maximum performances in terms of resistance.

On the occasion of Light + Building 2016 fair in Frankfurt, LINEA ZERO presents the new 2016 collections, which tell the essence of the brand's style, defined with the concept 'smart lighting'.

The Rose Collection is a series of lamps made of polilux, which recall enchanting botanical gardens, combining the shapes of the petals to those of magic and dreamy Chinese lanterns.

Mineral suggestions are the inspiration of the Diamond Collection, consisting of geometric elements in shaped polilux, that reproduce the clean and strict cuts of the precious diamond.

The lamps of the Cloud Collection are ethereal and evanescent, gently dense, like a very fine cotton wool. The skilfully woven strips game creates soft lighting effects: a huge impact.

Lazer floor lamp is characterised by clean design and single volume - lighted with LED – which creates geometric shapes and architectural structure.

For the Kids Line, moreover, LINEA ZERO proposes SuperRocket lamp, inspired by cartoon world. A rocket with pop, fun and witty graphics, conceived to excite kids.

**Link to the press area at [www.lineazero.it/pressarea.html](http://www.lineazero.it/pressarea.html)**

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