

UNSEEN
Studiopepe



**WHEN LIGHT AND SCULPTURE
BECOME ONE**

January 2021

Petite
Friture



« We wanted to preserve our idea of pureness of light with a more modern technique.

The process was very challenging because of the lighting technique.

We would love to keep the traditional neon effect but with a LED technology. »

Arianna Lelli Mami S Chiara di Pinto

UNSEEN : A TESTIMONY OF THE PAIR'S TECHNICAL AND AESTHETIC PROWESS

Developed in collaboration with the talented Milanese design duo Studiopepe, "Unseen" is a set of modular curved LED-light tubes that seemingly float in space.

The collection is a sleek lighting ensemble, proof of astounding technical mastery and profound simplicity.

"Unseen" creates a unique visual language with symbol-like curves that sublimates the pureness of light.

The graphic lines of the lighting elements have been adapted to a range of wall and ceiling fixtures where each individual piece can be placed vertically or horizontally.

The 2-metre high suspension chandelier is the ultimate demonstration of "Unseen" technical virtuosity.

While emphasising on a playful and sophisticated design, Petite Friture has succeeded in releasing a collection that arouse emotions with its unique, elegant, and sensitive touch.



Unseen
Studiopepe

MATERIAL
LED, silicone, polycarbonate, brass, painted steel LED

DIMENSIONS
Wall lamp
Ø :34,4cm |13,54 inch
W : 7cm | 2,75 inch

Table lamp
Small table lamp
L :28cm |11 inch
H : 28cm |11 inch

Large table lamp
L :40cm |15,75 inch
H : 60cm |23,63 inch

Pendant light
Pendant system - 3 pendants
L :105cm |41,33 inch
W : 53cm |20,87 inch
H : 82cm |32,28 inch
Pendant system - 5 pendants
L :180cm |70,86 inch
W : 73cm |28,74 inch
H : 82cm |32,67 inch

Chandelier
H : 210 cm |82,68 inch
Ø :100 cm |39,38 inch

PRICE
Wall lamp :
€ 900
Table lamp :
Small : €650
Large : € 1 300
Pendant light :
3 pendants : €3 200
5 pendants : €5 800
Chandelier : €12 000

AUDACIOUS COLLECTION

A sleek lighting ensemble made up of symbol-like curves that create a unique visual language that sublimates the pureness of light.

A contemporary collection that sublimates the pureness of light. A unique and technical approach of LED light while respecting the traditional rendering of neon light.

STUDIOPEPE

Studiopepe is a design agency founded in Milan in 2006, by Arianna Lelli Mami and Chiara Di Pinto.

Their multidisciplinary approach, including interior design, product design and creative direction, draws on an iconographic and visionary identity. Their poetic and rigorous language is based upon experiments and research on colors and materials.

Studiopepe deploys its expertise worldwide with retail, contract and private projects. The studio's team is composed of 15 professionals, architects, interior designers and product designers.

In 2018, Arianna Lelli Mami and Chiara Di Pinto exhibited a light installation in Milan, at a private venue called Club Unseen. Somewhere between a sensory, visual and aesthetic experience, the project seduced Amélie du Passage. From this collaboration, tinted with intuition and optimism, Unseen was born.

COLLABORATIONS WITH PETITE FRITURE

UNSEEN : lightings (2020)

LINKS TO VISUALS
Cut-out
Packshot
Lifestyle & 3D
Videos