



ELEMENTS

ATELIER ARETI

ELEMENTS

The Elements collection was conceived within the framework of a rigorous design exercise. The task we imposed on ourselves was to reinterpret the simple light composition of base + arm + illuminating element and find innovation within this restrictive frame.

Our aim was to take one of these 3 elements - (1) the base (2) the arm (3) the illuminating element, and to transform it such that it would give this simple archetype a new identity.

We wanted our intervention to be simple, yet powerful. In the archetype, the base is usually a round pill box, the arm is usually a tube, and the illuminating element is either a globe, a cone or a strip.

The second defining concept of the Elements series is to use color as an additional dimension to further express the novelty of each simple composition. It is the first time that we have used color across all series of one collection.

The simplicity of the composition allowed for color to play a clarifying role. Adding color to a design can either strengthen or weaken the design. Adding color to an already complex shape might weaken the overall composition. In the Elements series however, the strength of the composition is based on the new relationship between 3 simple elements and in this context color serves to highlight this theme.

An example is the **Array** series - the base remains a simple round pillbox, the 'arm' remains a simple round tube, but the illuminating element is neither a globe, cone or strip as expected in the archetype, but a number of small tubes arranged along the main tube.

The **Tube with globes and cones** series again the elements of the base, arm and globe remain - but the composition differs from that of the archetype with the globe placed on the side of the tube rather than on the top.

In the **Tube and globe** series, we are attaching an illuminated rotating tube to the classic 'arm' element.



556OL desk light in black and pink, colour concept C
552OL floor light in pink and light green, colour concept D

PROFILES

The Profiles series replaces the usual round tube with an unusual profile for the stem.

The first iteration of this series uses an undulating shape with soft waves that create soft shadows and light reflections along the stem.

552OL
desk light in white, red and pink, colour concept D



OUTLINES



553OL
pendant light in red, pink and white, colour concept D



553OL
desk light in black and light green, colour concept C

The Outlines series replaces the typical round foot / ceiling rose with a more particular outline.

The shapes derive from modifications on the original round shape, by using for example addition or subtraction of arches along the perimeter of the circle.



561OL desk light in black and light blue, colour concept C
553OL floor light in orange yellow, pink and white, colour concept D





555OL floor light in black, sand and white, colour concept C
555OL pendant light in intense green, colour concept A
563OL desk light in red, pink and white, colour concept D
559OL wall light in light blue, colour concept A

TUBE WITH GLOBES AND CONES



555OL
pendant light in black, red and white, colour concept C

This light is centred around a thick tube with either globes or cones. All elements in this light are solid and relatively similar in size. The stem is not a thin filigree element, but rather a volume, just as the globe or cone. This gives the light the appearance of a composition of volumes. In this composition, colour takes on an important role.

555OL
desk light in black and light green, colour concept C



OFF CENTRE



556OL
pendant light orange yellow and pink, colour concept D

By offsetting the central stem to the side, this very familiar composition takes on a new character. It remains a simple light, but the asymmetry creates a more sculptural character.



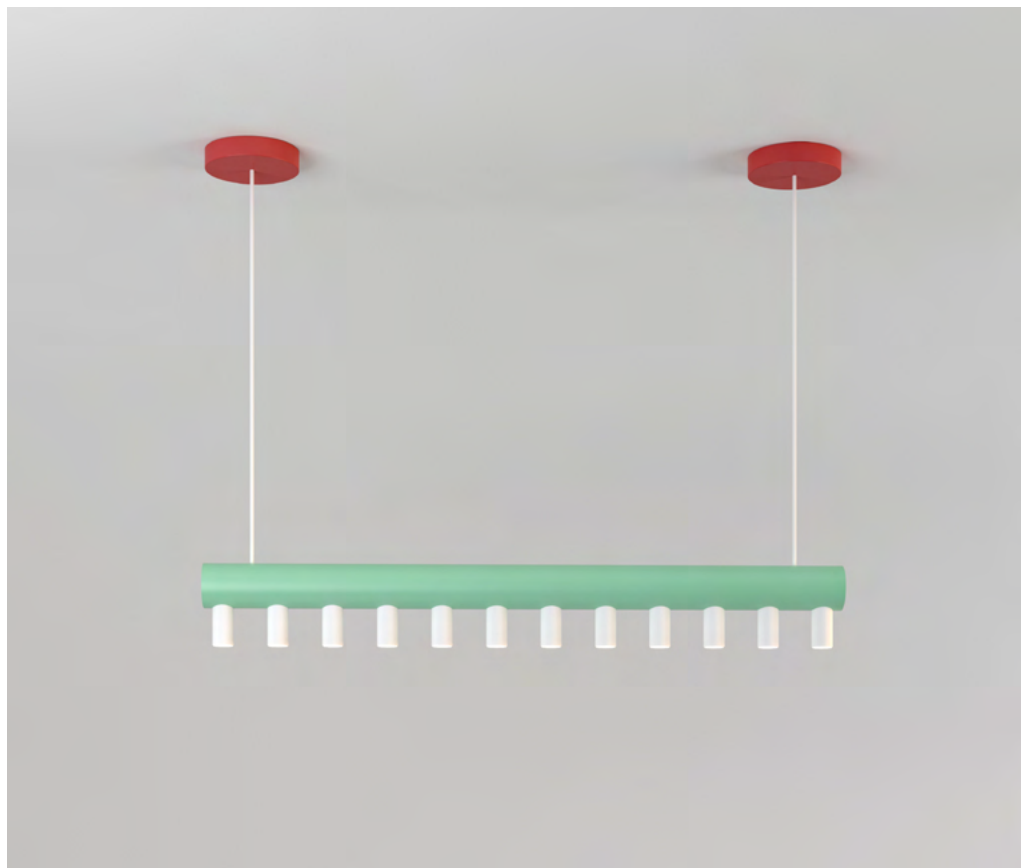
556OL
floor light in black and blue, colour concept C



559OL floor light in blue, colour concept A
557OL wall light in black, light yellow and white, colour concept C

ARRAY

The Array light has an unfamiliar form and stands out as a sculptural object. Light emerges from the short tubes attached to the long main tube.



557OL
pendant light in red, light green and white, colour concept D



557OL
desk light in black, pink and white, colour concept C

ASYMPTOTE



559OL
pendant light in orange yellow, colour concept A

Asymptote is a simple light where the base merges into the tube along a smooth curve.

PARALLEL TUBES



560OL
pendant light in red, pink and white, colour concept D

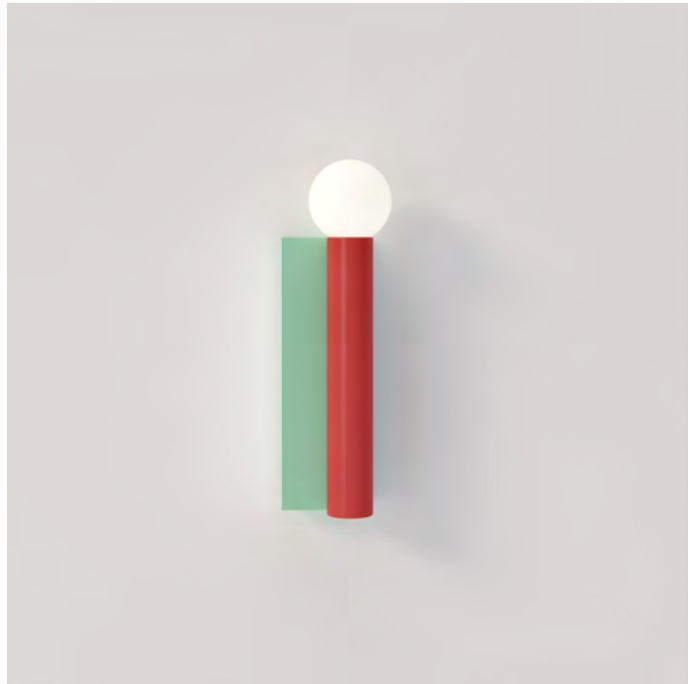
The Parallel Tubes light is composed of several thin tubes of varying colour. They are arranged horizontally or vertically, depending on the type.



560OL
wall light in light blue colour concept A

TUBE AND RECTANGLE

Two long elements, one with a round and one with a rectangular profile are combined to create a simple composition. A version with a globe attached to the circular tube exists as well.



561OL
wall light in light green and red, colour concept D



561OL
desk light in intense green and pink, colour concept D



552OL desk light in light green and white, colour concept B
561OL floor light in black, white and light yellow, colour concept C

TUBE AND TRIANGLE



563OL
desk light in red, pink and white, colour concept D

This light is composed of a triangle as a base / ceiling rose and a tube crossing its middle.



563OL
wall light in blue and black, colour concept C



564OL
floor light in black and blue, colour concept C

TUBE AND GLOBE



564OL
pendant light in red and sand, colour concept D

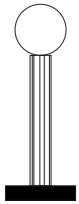
This simple light has two illuminating elements - an adjustable tube and a globe. Together they create a playful composition.



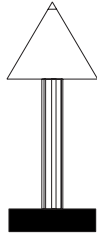
564OL
desk light in black and light green, colour concept C

PROFILES

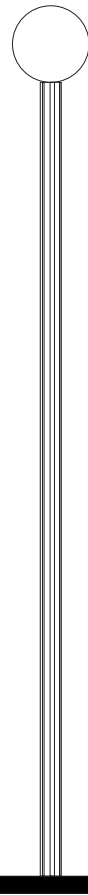
desk light
552OL-D01



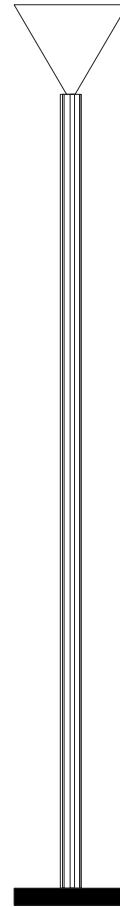
desk light
552OL-D02



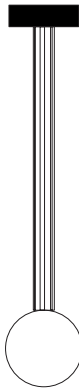
floor light
552OL-F01



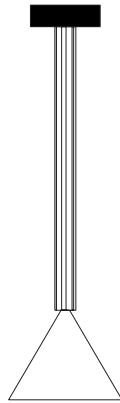
floor light
552OL-F02



pendant light
552OL-P01



pendant light
552OL-P02



OUTLINES

desk light / cut cylinder
553OL-D01



desk light / free shape
553OL-D02

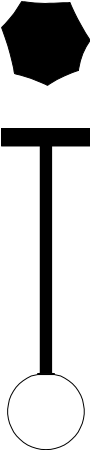


desk light / egg shape
553OL-D03



OUTLINES

pendant light / cut cylinder
553OL-P01



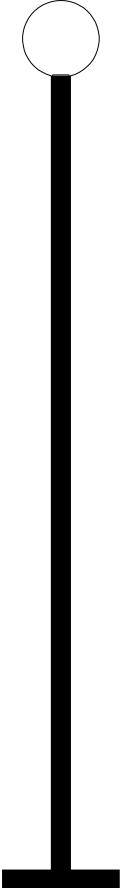
pendant light / free shape
553OL-P02



pendant light / egg shape
553OL-P03



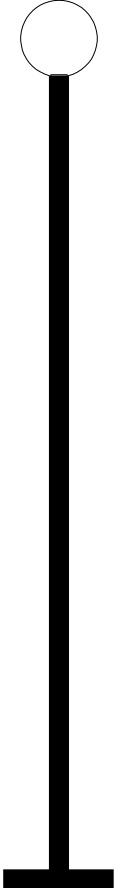
floor light / cut cylinder
553OL-F01



floor light / free shape
553OL-F02

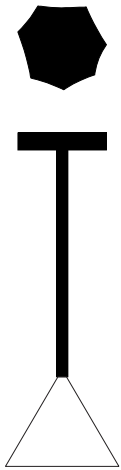


floor light / egg shape
553OL-F03

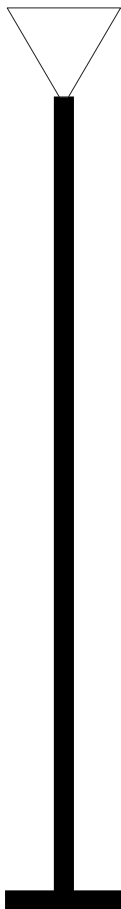


OUTLINES

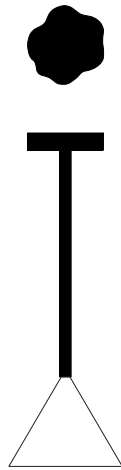
pendant light / cut cylinder
553OL-P04



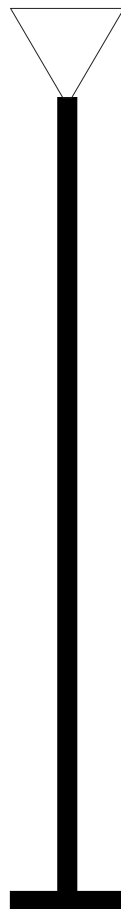
floor light / cut cylinder
553OL-F04



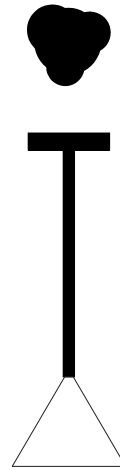
pendant light / free shape
553OL-P05



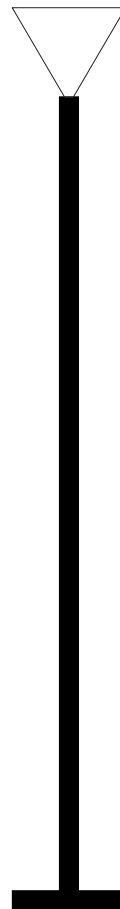
floor light / free shape
553OL-F05



pendant light / egg shape
553OL-P06

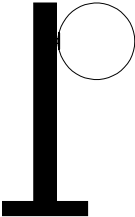


floor light / egg shape
553OL-F06

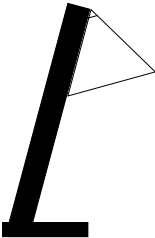


TUBE WITH GLOBES AND CONES

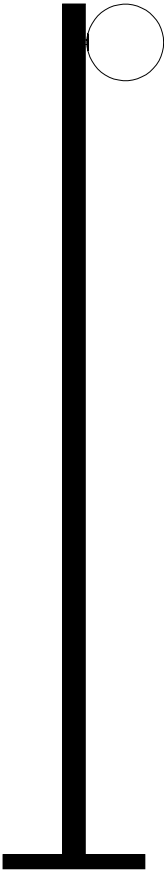
desk light
555OL-D01



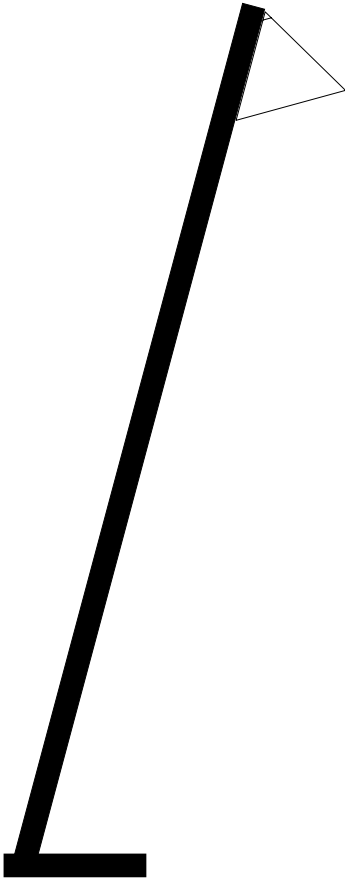
desk light
555OL-D02



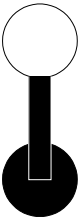
floor light
555OL-F01



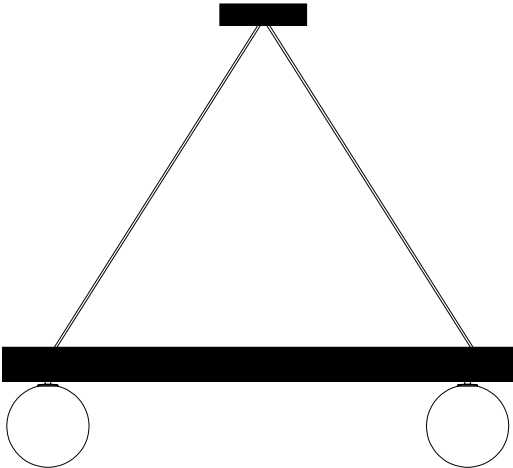
floor light
555OL-F02



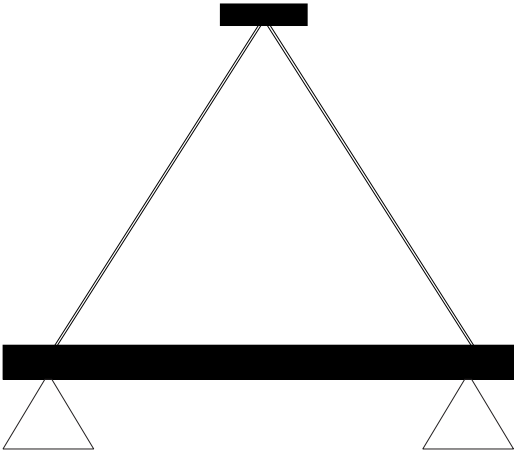
wall light
555OL-W01



pendant light
555OL-P01

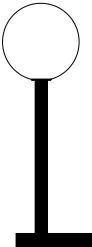


pendant light
555OL-P02



OFF CENTRE

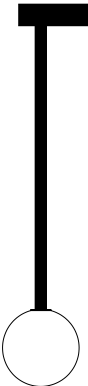
desk light
556OL-D01



floor light
556OL-F01



pendant light
556OL-P01

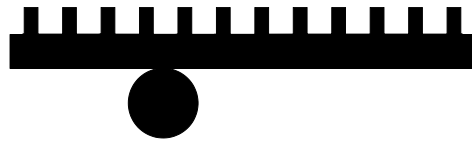


ARRAY

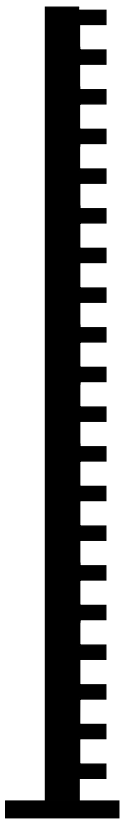
desk light
557OL-D01



wall light
557OL-W01



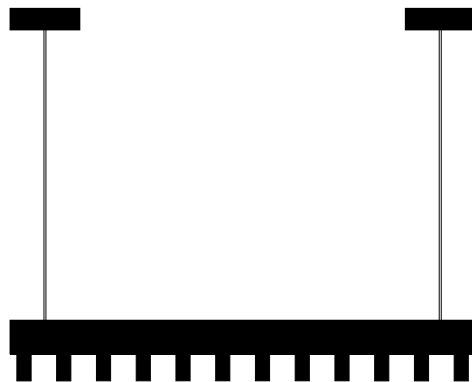
floor light
557OL-F01



ceiling light
557OL-C01



pendant light
557OL-P01

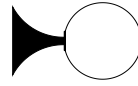


ASYMPTOTE

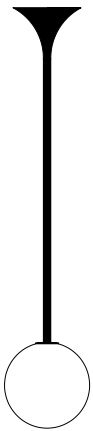
desk light
559OL-D01



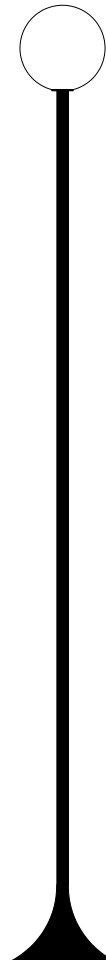
wall light
559OL-W01



pendant light
559OL-P01

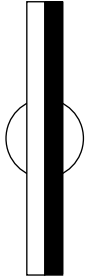


floor light
559OL-F01

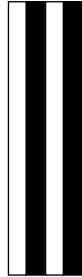


PARALLEL TUBES

wall light
560OL-W01



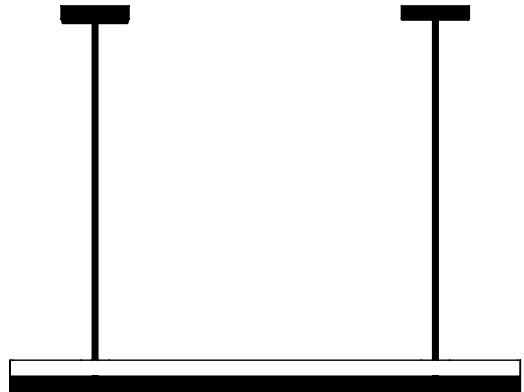
wall light
560OL-W02



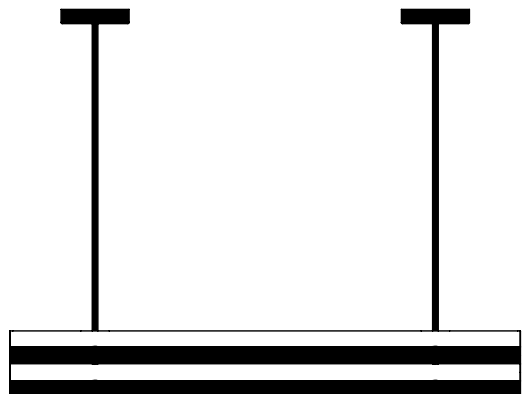
floor light
560OL-F01



pendant light
560OL-P02

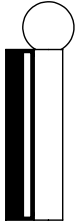


pendant light
560OL-P03

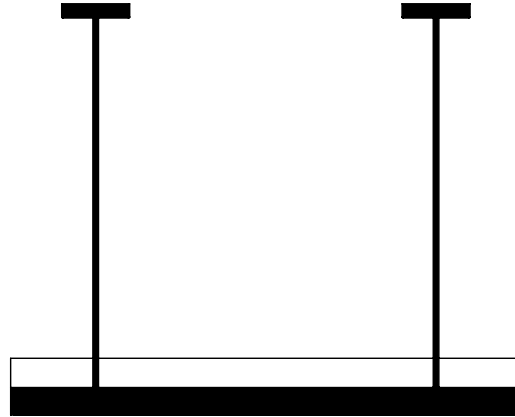


TUBE AND RECTANGLE

desk light
561OL-D02



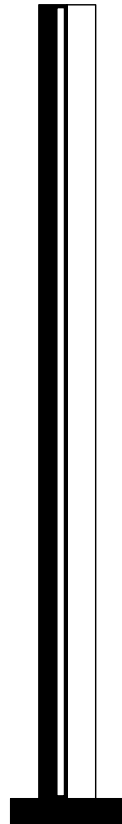
pendant light
561OL-P01



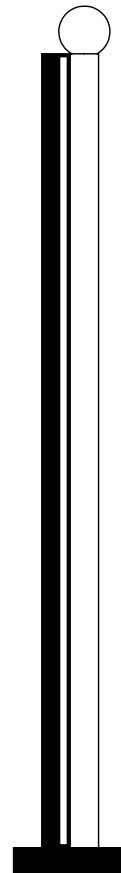
wall light
561OL-W01



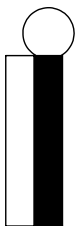
floor light
561OL-F01



floor light
561OL-F02

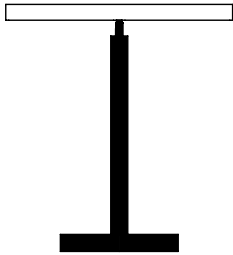


wall light
561OL-W02

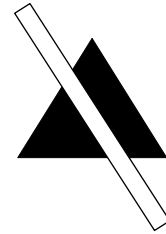
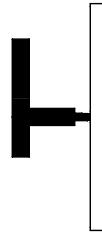


TUBE AND TRIANGLE

desk light
563OL-D01



wall light
563OL-W01

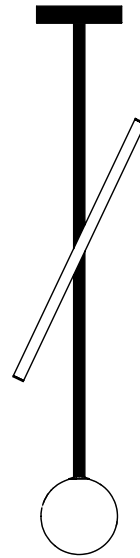


TUBE AND GLOBE

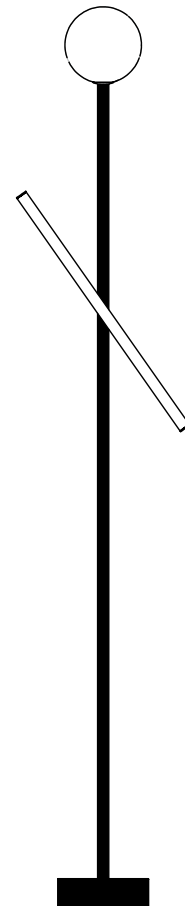
desk light
564OL-D01



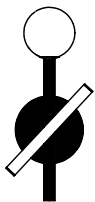
pendant light
564OL-P01



floor light
564OL-F01



wall light
564OL-W01



COLOUR CONCEPT A

Monochrome



COLOUR CONCEPT B

White + one colour



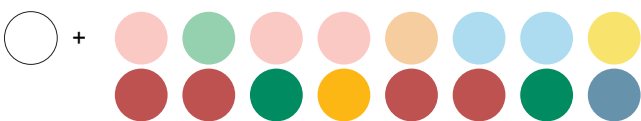
COLOUR CONCEPT C

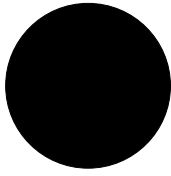
Black, white + one colour



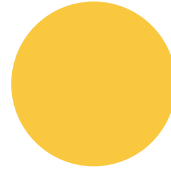
COLOUR CONCEPT D

White + two colours

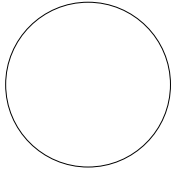




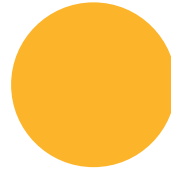
01
Black



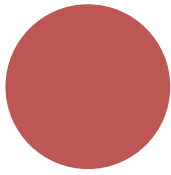
07
Intense yellow



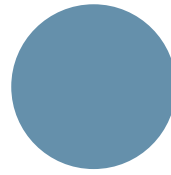
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White



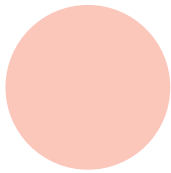
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Orange yellow



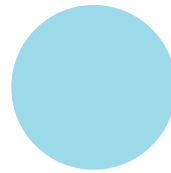
03
Red



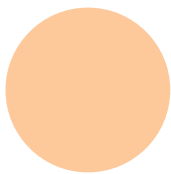
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Blue



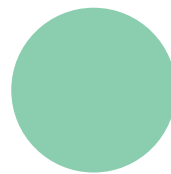
04
Pink



10
Light blue



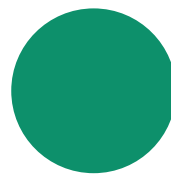
05
Sand



11
Light green



06
Light yellow



12
Intense green

ATELIER ARETI

Atelier Areti is an interdisciplinary design studio established by sisters Gwendolyn and Guillane Kerschbaumer.

Gwendolyn and Guillane's background is in visual arts – drawing and sculpture, architecture and design. Their work reflects this interest in both the object and space, exploring and existing between the sculptural quality of the object and its spatial dynamic.

'We strive to develop something new and beautiful through our work. We are driven by curiosity and the desire to explore works that touch us on a deeper, direct emotional level as well engage us in a more conscious conceptual way.

These artistic ambitions need to be developed in the actual material product. The material realization gives the design it's place in our daily life. A well made object will be valued for a long time; we aim to create pieces that remain relevant through their beauty, function and quality.'

Gwendolyn and Guillane's international background informs both their work and their way of working across countries, making Atelier Areti a multicultural studio at heart.

The design team works with Gwendolyn and Guillane between Trieste Italy and London UK.

The manufacturing team is located in Germany. The lights are made there from start to finish. Most of the single components are made in-house and the manufacturers collaborate with local expert workshops for processes for which they lack specialized equipment such as galvanization or extrusion processes.

The making of our pieces require both – very skilled craftsmanship as well as cutting edge technology. Our pieces often need a very experienced craftsman to perform delicate welding or polishing work by hand, as well as complex machined pieces that can only be made by state of the art automated technology. The manufacturers are equipped with a number of sophisticated machines, which are regularly expanded, allowing Areti to make a large number of components specifically for our designs in-house.

Areti also work with specialists in the areas of LED technology, electrical components, glass (both mouth blown and flat hand made) most located close by as well.

In our furniture collection we use noble materials such as marbles made in Italy and stone from Greece; both are countries with a long-standing tradition in stone-masonry and marble sculpture. The wooden pieces are made in central European countries with vast forests, allowing us to work with locally sourced materials.



**GWENDOLYN
KERSCHBAUMER**

Gwendolyn was born in 1976 in Innsbruck and is Austrian / French with Austrian, French and Iranian roots.

She obtained a Bachelor in Visual Arts with a concentration in sculpture from Duke University, NC graduating magna cum laude, receiving the Visual Arts Department's Mary Duke Biddle award.

She received her Master in Architecture from Harvard University and a Master in Advanced Architectural Studies in sustainable building from the ETH (Swiss Federal Institute of Technology), Zurich.

Among others, Gwendolyn worked at the architectural offices of Peter Eisenman Architects New York, Kleihues und Kleihues Berlin, MVRDV Rotterdam and Wiel Arets Architects Amsterdam.

Gwendolyn was head of research at 'laba' / EPFL (Swiss Federal Institute of Technology Lausanne) for 3 years, where she researched contemporary developments in the fields of architecture, urban design and planning.

**GUILLANE
KERSCHBAUMER**

Guillane was born in 1981 in Innsbruck and is Austrian / French with Austrian, French and Iranian roots.

She completed an art foundation program in Paris before studying Art History and Archaeology at the Sorbonne in Paris, receiving a DEUG degree.

She went on to study Product Design at Central Saint Martins where she graduated in 2006.

Guillane worked for several years as an interior designer in London before starting Atelier Areti with her sister Gwendolyn.

