

“O”  
by  
Elemental



Artemide®

# Authors

## ↳ Elemental

ELEMENTAL is a Do Tank founded in 2001, led by Pritzker Prize 2016 Alejandro Aravena and partners Gonzalo Arteaga, Juan Cerda, Victor Oddó and Diego Torres.

ELEMENTAL's work stands out for engaging in projects that range from housing to public space, from objects to buildings, covering a wide spectrum of interests. Their unbiased approach to a given question enables the office to enter fields they haven't explored before, generating an original contribution to people's quality of life.



“O is an attempt to reconcile the needs of the natural and the urban environment. Darkness and disappearance will be the contribution of O to nature and public spaces.”

**Elemental**



# “O”

## Elemental

↪ 2018

“O” is an essential element which, when switched off, frames nature and suggests perspectives, constituting an unobtrusive object in space that in no way alters the existing balance.

Introduced in 2018 in the ground and suspended outdoor versions, today it is a perfect lighting appliance for indoor use too, thanks to a cabled option that allows easy relocation. In this case too, the IP protection grade remains suitable for outdoor use. Its lightness is not just formal: its thin aluminium profile is an element in its own right, which can be moved wherever needed, allowing multiple uses and creating a pleasant ambiance anywhere with its soft, non-glaring light. As well as the original 90-cm diameter version, “O” is developed in a smaller, 45cm version and today also in a larger 150cm model. “O” is thus an increasingly comprehensive family of elements that can be used to create dynamic lightscapes.



Artemide  
App





↗ “O” Suspension



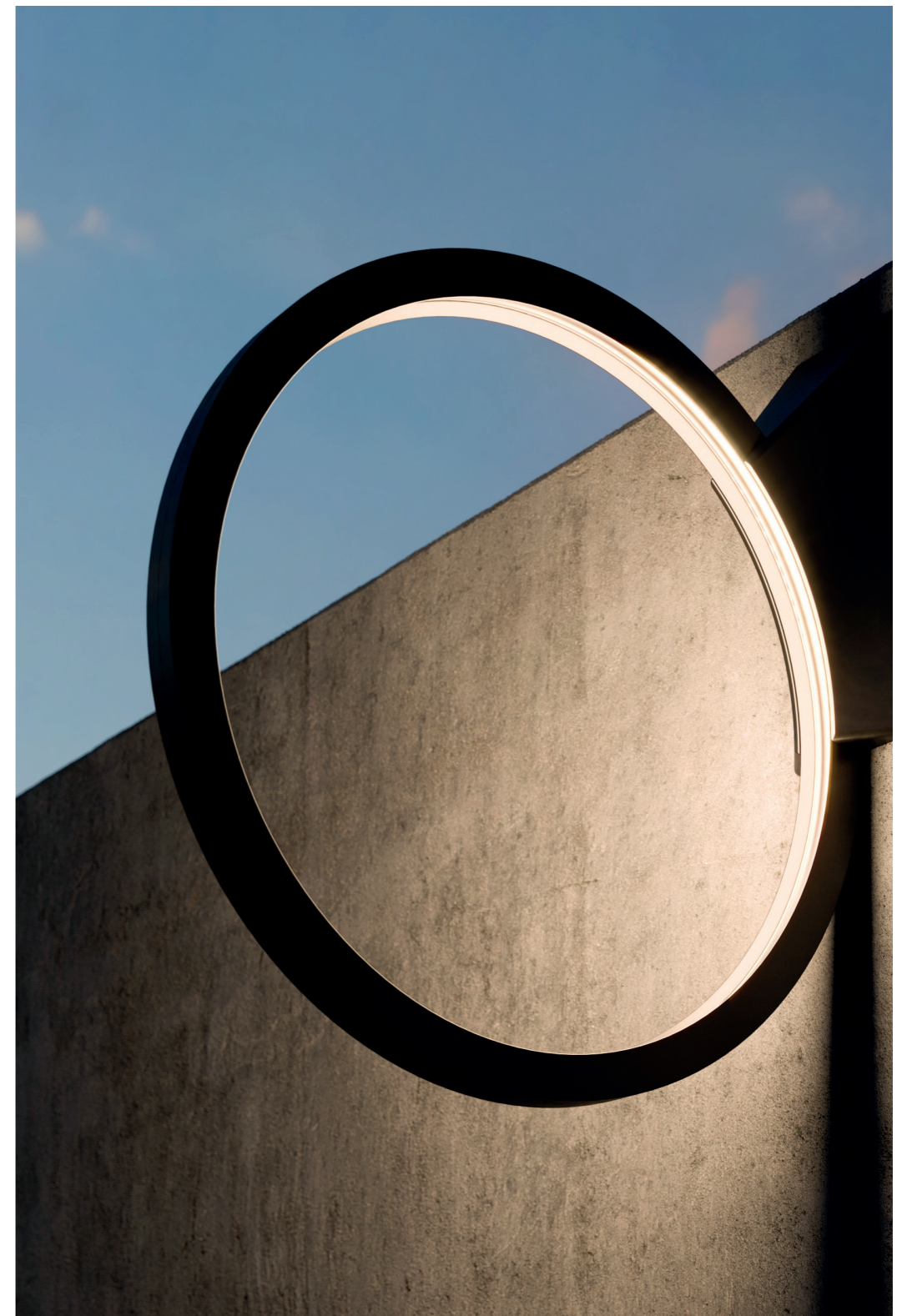
↗ “O” Floor



↗ “O” Floor & “O” 45 Floor



↗ “O” 45 Wall



## ↗ Nature

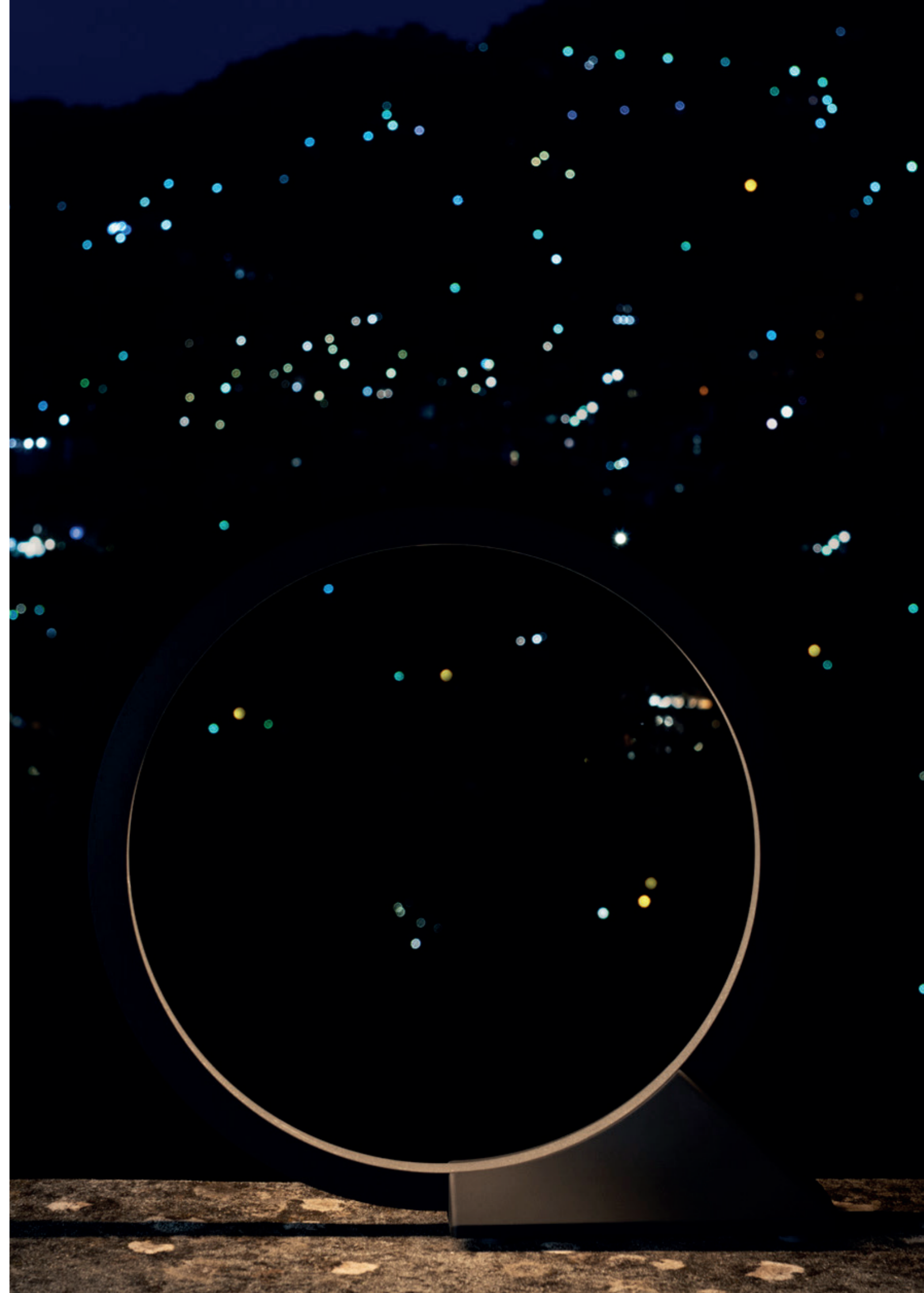
The more the planet becomes urban, the more we appreciate the value of natural spaces. The cities offering the best quality of life are those that were visionary enough to keep portions of untouched nature within their footprint and transform them into public spaces. The problem is that the forces which govern nature and modern urban life, even if guided by good will, tend to pull in opposite directions.

One of the strongest intrusions in the natural order (and yet one of which remains almost unnoticed) is the disappearance of darkness in our cities. In the attempt to make parks safe, we not only invade them with poles and cables; but we forever alter the circadian rhythm, which is crucial for the existence of species, both animal and vegetal.

Our strategy is twofold: on the one hand, it is to design a light for public spaces that can be as imperceptible as possible when it is not used; light without a lamp.

On the other hand, it is to use different types of sensors so that light appears just when needed, light only on demand.

Elemental, 2018





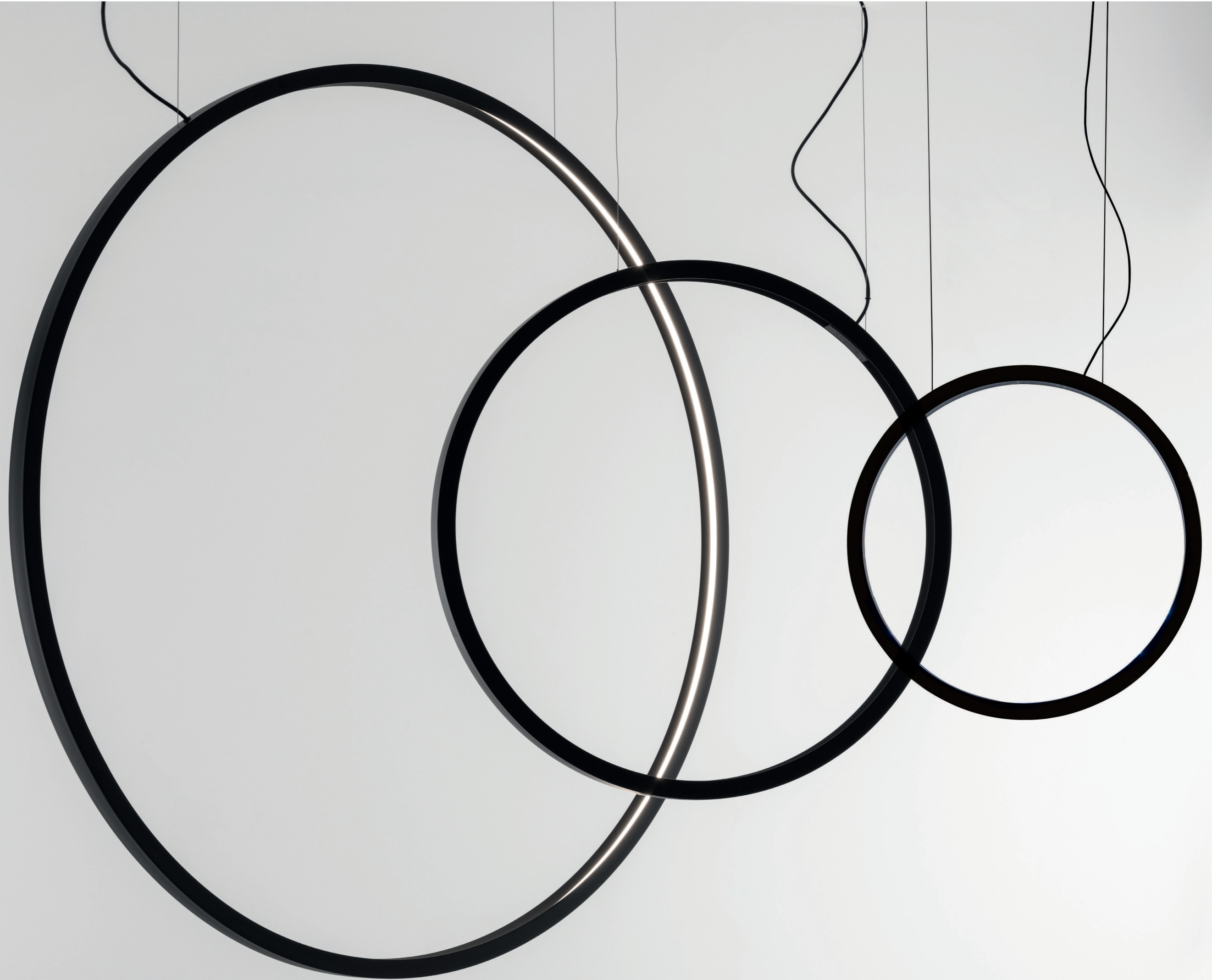
↗ “O” 150



## ↗ From Outdoor to indoor

“O” can be fixed on the floor for outdoor installation with IP67 but is available also a version with plug (IP44/ IP67) perfect for indoor and outdoor application.





# “O” Family

## Materials:

extruded and calandered aluminium ring, silicone diffuser

## Colours:

black painted

## “O” :

Total power: 42W  
Luminaire flux: 1595lm

## “O” 45

Total power: 21W  
Luminaire flux: 859lm

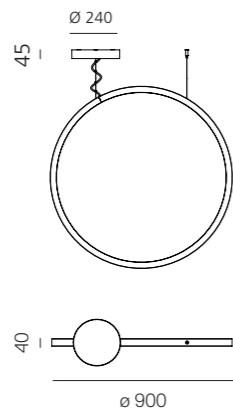
## “O” 150

Total Power: 10w  
Delivered Luminous Flux: 640lm

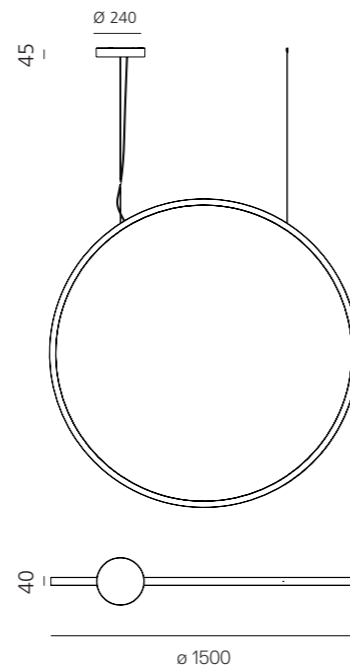
“O” 45 Suspension



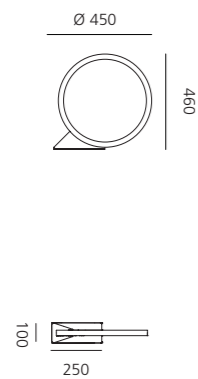
“O” Suspension



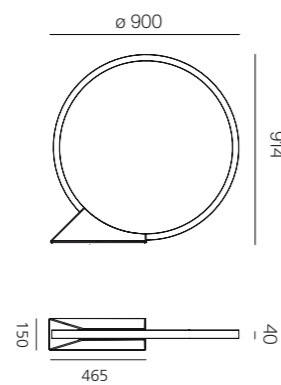
“O” 150 Suspension



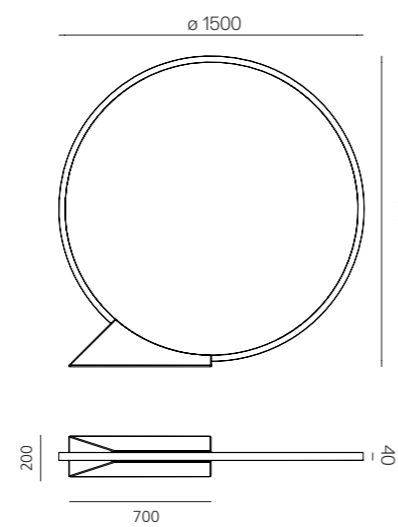
“O” 45 Floor/Wall



“O” Floor



“O” 150 Floor



# “O” Family

## “O” SUSPENSION

IP67					Code
Ø	W	Beam	Flux	CCT	
900 mm	42 W	XF	1595 lm	3000K	T072030

## “O” FLOOR

IP67					Code
Ø	W	Beam	Flux	CCT	
900 mm	42 W	XF	1595 lm	3000K	T071030

## “O” FLOOR INDOOR

IP20					Code
Ø	W	Beam	Flux	CCT	
900 mm	42 W	XF	1595 lm	3000K	T073030
				APP	T073030APP

## “O” 45 SUSPENSION

IP67					Code
Ø	W	Beam	Flux	CCT	
450 mm	22 W	XF	859 lm	3000K	T072130

## “O” 45 FLOOR / WALL / CEILING

IP67					Code
Ø	W	Beam	Flux	CCT	
450 mm	22 W	XF	859 lm	3000K	T071130

## “O” 150 SUSPENSION

IP67					Code
Ø	W	Beam	Flux	CCT	
1500 mm	63 W	XF	3800 lm	3000K	NEW

## “O” 150 FLOOR

IP67					Code
Ø	W	Beam	Flux	CCT	
1500 mm	63 W	XF	3800 lm	3000K	NEW

A  
ATELIER



For further information on "O"  
visit [artemide.com](https://www.artemide.com)

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