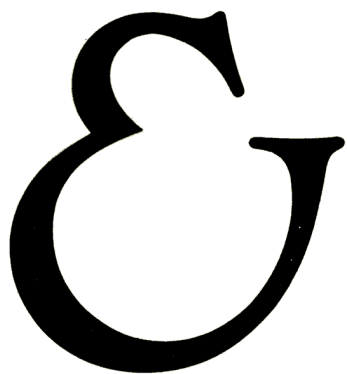


BAROVIER



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INFORMA

April 2007

### Credits

Art direction: Franco Raggi

Graphics: Marco Strina

Photos: Marco Magoga Studio Pointer

Prepress: Pluscolor

Printing: Grafiche SIZ

General Manager: Massimo Bovi,

Technical Office: Sara Pedrali

## Forma

INNOVATIVE IDEAS, UNEXPECTED COLORS, UNUSUAL JUXTAPOSITIONS:  
WELCOME TO THE NEW FORMA CATALOGUE FOR 2007

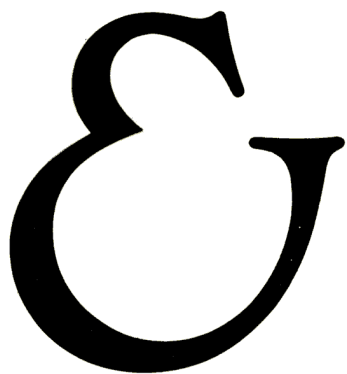
**T**hree years after the last edition, the Forma catalogue springs to new life. Alongside the most successful collections, some of which have been revisited in their colors and materials, Forma introduces a new theme: the dismantling and redesign of the chandelier.

We asked several designers to rethink the classic concept of the chandelier, to invent new forms and new styles. The results range from straight lines to sinuous curves to squares of light.

The new collections are rounded out by unconventional ceiling lamps and a number of new table and floor lamps.



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### The catalogue

Created by graphic designer Marco Strina, who has handled the company's image for years, the new Forma catalogue has an extremely sober visual attitude in keeping with the style of Barovier&Toso catalogues in general, the first edition of which debuted in 2004. The new edition displays the product against a neutral ground, giving ample space to enlargements of details which are then cropped in unusual ways, like the view of a chandelier seen from below. The alternation between black and white backgrounds emphasizes the most intriguing features of the collections and of the workmanship that underlies them, giving the catalogue an intense expressive power.



### Mood

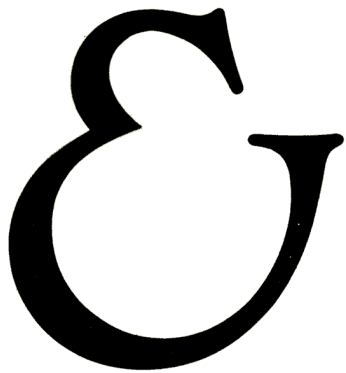
An unusual chandelier, where the arms are arranged horizontally and do not gravitate around a centre - as is usually the case. Three versions, borrowing the arms from equally famous Barovier&Toso chandeliers: Taif, Taymyr, Redon. They are available with eight or twelve lights. The fitting is chromed and the height is adjustable.

**Design:** Franco Raggi

**Colors available:** liquid green, liquid orange, liquid yellow, black, violet, grey, white, red.



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***Luxor***

A chandelier with a classic structure, but without the usual lampholder candles: the “solid” glass arms, lit from below, are colorless and transparent and can be 12, 16 or 20 in number, with various dimensions and forms, combined to give rise to seven models, in an interplay of reflections and winding shapes. The metal parts are chromed.



**Design:** Daniela Puppa  
**Colors available:** crystal

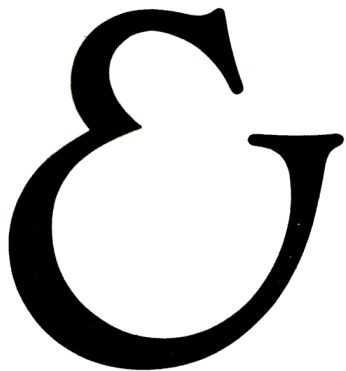
***Duedi***

A two-dimensional view of the Taif chandelier: a wall lamp - which is also a frame of light - characterised by two Taif arms contained in a satinized nickel frame, illuminated by LEDs. Available in two sizes: 65x65 cm and 130x65 cm (WxH).



**Design:** Giorgia Brusemini  
**Colors available:** liquid green, liquid yellow, red.

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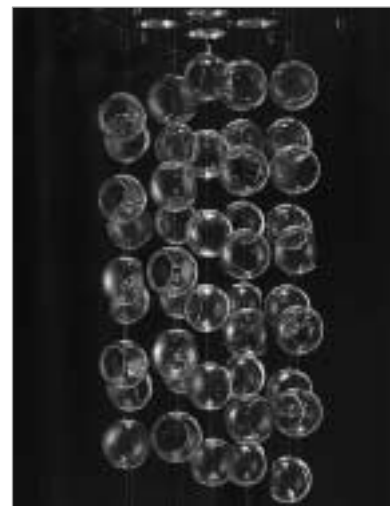
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### *Optical*

A series of chandelier/ceiling lights composed of a cascade of spheres crafted with a “bark-like” effect and hand-cut, on which the light of the halogen downlighters - up to 9, boxed into the chromed support - is reflected, creating attractive lighting effects. Three sizes are available, each in two heights, making a total of six models.

**Design:** Barovier&Toso

**Colors available:** crystal, grey



### *Medley*

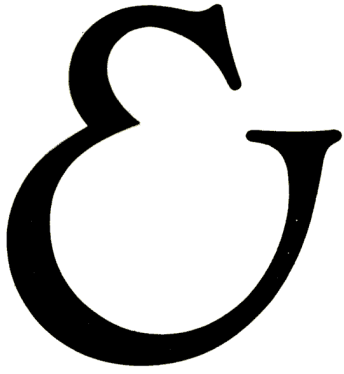
A mixture of different forms and crafting styles, joined together by a steel cable that descends from the chromed ceiling fixture where the halogen downlighters (from four to nine) are boxed in. The central element is always colored, surrounded by identical transparent or grey elements. There are six models, differing in the dimensions of the supports and heights of the elements.

**Design:** Barovier&Toso

**Colors available:** crystal or grey with liquid orange, liquid cedar or amethyst central element



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***My Marilyn***

Diffuser made of white glass and precious rock crystals that, like bracelets, wrap around the base of the lamp, almost like the arm of a movie star. Opaque black paint for the exposed metal parts.



**Design:** Giorgia Brusemini  
**Colors available:** crystal/white

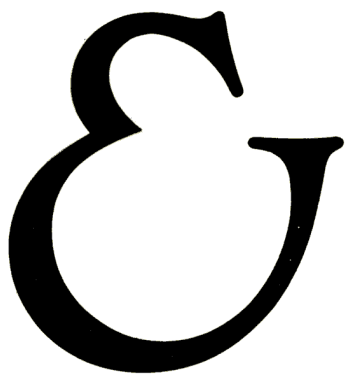
***Ra***

Slender, elegant, light: a table lamp and floor lamp that are reminiscent of the sceptres of ancient gods. The hot working of the mirrored crystal creates a pattern onto which the light is refracted. The base is satined.



**Design:** Franco Raggi  
**Colors available:** mirrored crystal

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***Shadow - Taif***

A refined suspension lamp: a cascade of transparent octagons, hanging from the pastorals that are characteristic of the Taif chandelier, enveloped by a white or black lampshade onto which they project their shade. The metal parts are chromed, the electrical components transparent.

**Design:** Barovier&Toso

**Colors available:** liquid green, liquid orange, liquid yellow, black, violet, grey, white, red.



***Shadow***

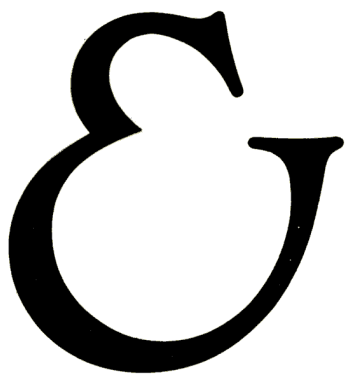
Interplays of shadows projected onto the black or white lampshade by glass elements with two different shapes: spiral or leaf. It is available in the pendant or table lamp version. The fitting is chromed and the electrical components are transparent.

**Design:** Barovier&Toso

**Colors available:** crystal, liquid cedar, grey



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***Lisa***

Mirror glass, crafted with a “bark-like” effect, is the characteristic of a cheerful or elegant table lamp available in three different colors, with white or black lampshade. The fitting is chromed, wiring and switches are transparent.



**Design:** Barovier&Toso

**Colors available:** liquid cedar, liquid orange, grey

***Domo***

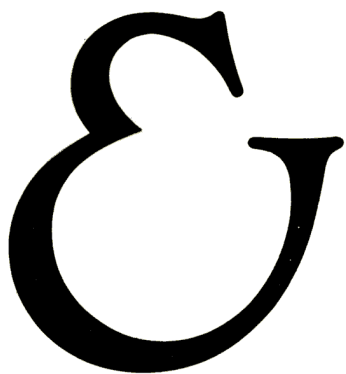
An elegant decomposition of the classic chandelier, reminiscent of three Barovier&Toso chandeliers: Maine, Maryland and Nevada. Available in two sizes with 8 or 12 lights and with white or black lampshades, it has chromed metal parts and transparent electrical components. The height is adjustable.



**Design:** Franco Raggi

**Colors available:** crystal, grey, liquid cedar

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***Lara, Marta, Vania***

Very successful floor and table lamps, proposed in the liquid colors and also in the suspension version. The lampshade is white or black, the metal parts are chromed. Clear plastic for wires and switches.

**Design:** Barovier&Toso

**Colors available:** liquid orange, liquid yellow, liquid green.



***Bossa Biba***

Asymmetry is the surprising characteristic of this chandelier, which draws inspiration from a famous model by Angelo Barovier. Twelve lights and chromed metal parts.

**Design:** Barovier&Toso

**Colors available:** crystal, red, liquid cedar.



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Press Room Area at [www.barovier.com](http://www.barovier.com) (registration necessary)