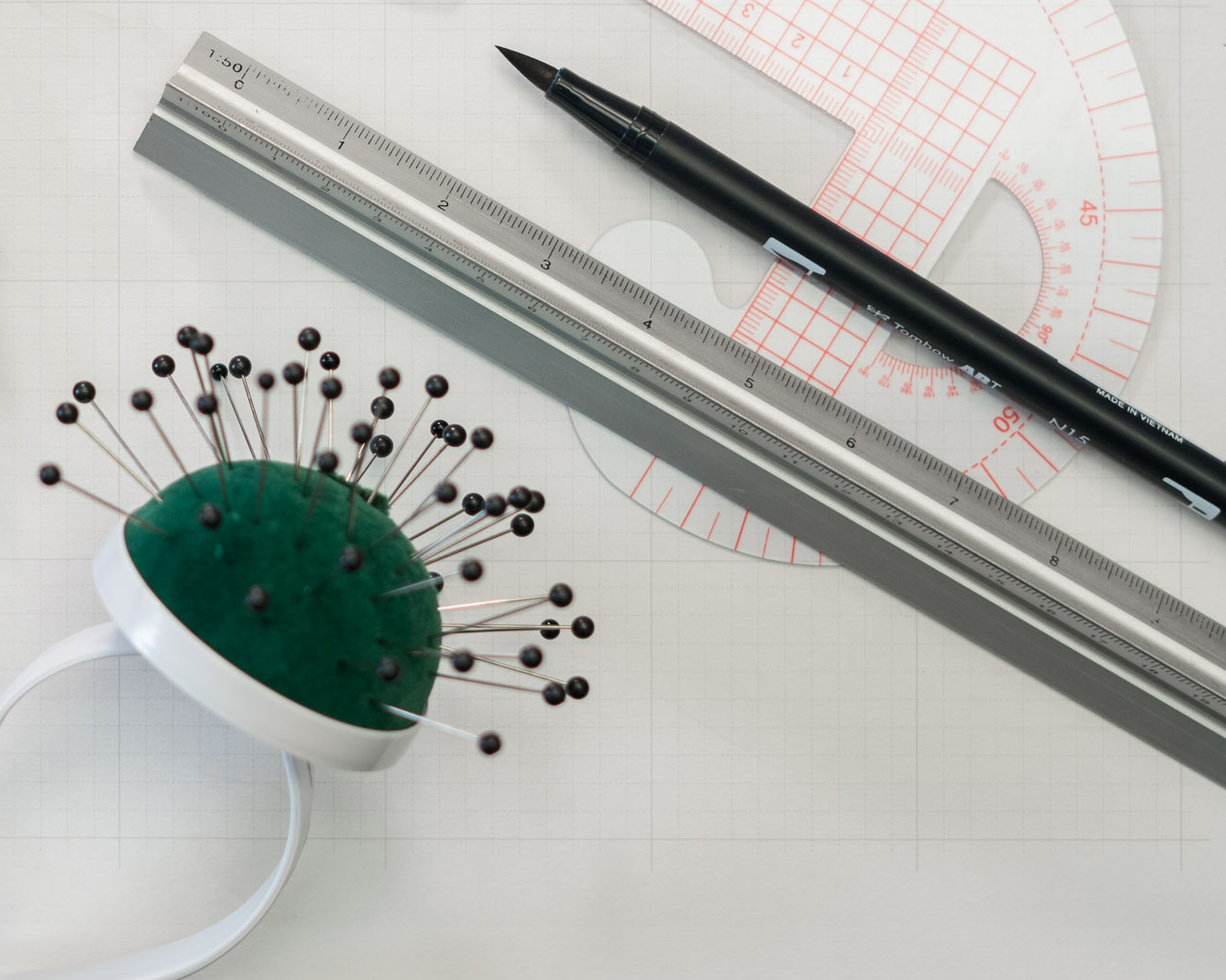


**ALFI**

by José Manuel Ferrero



**Pins of light**

Highly representative of the design creativity of **estudi{H}ac**, *Alfi* was born out of the subtleness, lightness and strength found in the set of pins which is of such as in the dressmaking trade. *Alfi* has been designed for the Spanish company Estiluz as a lighting system, where the combination of compositions and movements modulating the position of each 'pin' creates a microcosm of possibilities leading to plenty of different solutions. Therefore, this lighting source becomes a real 'play of light' to characterize one's habitat in a unique and personalized way and, at the same time, it is conceived as an ideal tool to modulate and control the function of light in the setting. Here functionality combines with a subtle irony alongside the possibility offered to the end user to customize and 'wear light' in a sartorial way, and not surprisingly, since tailoring is one of the concepts that have always inspired José Manuel Ferrero's design approach. Estiluz starting point aimed to create a set of lighting fixtures intended to be used in a wide range of variations: ceiling lights, suspensions, appliques and free-standing lamps. **estudi{H}ac** has been able to identify and develop a creative path that made each lighting fixture of the *Alfi* system something unique and special.

*Alfi* lighting system has been used for a retail project: Rosanflor based in Valencia, a new flower shop.

**NAME**: Alfi

**CLIENT**: Estiluz

**DATE**: 2019

**USE**: lighting system / Led

**INSPIRATION**: pin

**MATERIALS**: metal and hard wired / No plug Glass shade with cap

**COLORS**: customizable

**DIMENSION**: customizable

**AWARDS**: NYCXDESIGN Awards in “Architectural Lighting” category, awards granted by INTERIOR DESIGN magazine.



C/Turia nº 7 bajo

T. +34 963 219 622

46008 Valencia. Spain

press@estudihac.com – [www.estudihac.com](http://www.estudihac.com)

**OGS PR and Communication**

Via Koristka 3, Milano

+39 02 3450610

[info@ogs.it](mailto:info@ogs.it) - [www.ogs.it](http://www.ogs.it)

[press.ogs.it](http://press.ogs.it/)