

...it is what it is and
ain't nothing else...

Vesol



DF cross L 140 color
green and yellow

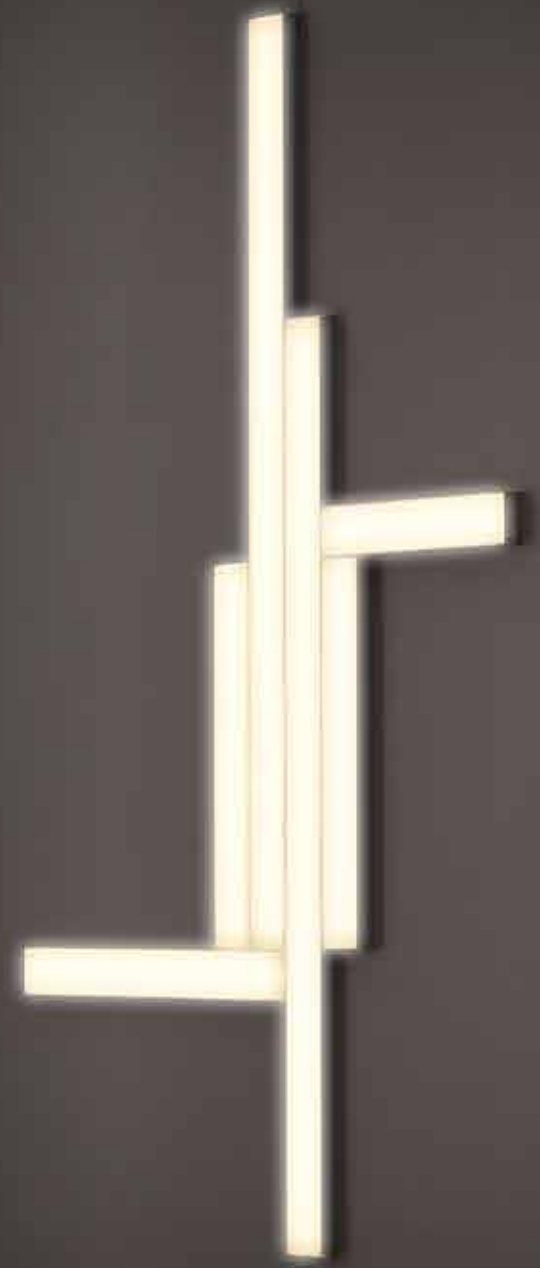
e-memo

...it's what it is and
ain't nothing else...

...it's what it is and
ain't nothing else...



Donald Judd nasce a New York nel 1923, nel Queens, da una famiglia molto ordinata e 14 anni entra in Seminario a Brooklyn che abbandona nel 1952 insieme al fratello gemello andando ad arruolarsi nell'aeronautica americana. La storia di Judd è abbastanza singolare: entra nel mondo dell'arte letteralmente dalla porta di servizio. Inizia a lavorare come impiegato nell'ufficio delle poste del Guggenheim Museum e poi come guardiano al Museum of Modern Art dove incontra Sol LeWitt e il fascino rivelerà dei suoi pensieri diventando uno dei maggiori influenti del movimento minimalista universalmente noto per la forte valenza iconica delle sue opere e delle sue sculture fatte con lampade a fluorescenza industriali di uso comune. Nei primi lavori, chiamati *scans*, Judd dichiara che l'idea di utilizzare le lampadine gli è venuta in mente osservando i *body mode* di Marcel Duchamp, da allora il suo legame al neon diventa indissolubile generando la corrente della *neo art*. Judd è stato in grado di definire il modo in cui percepiamo lo spazio pittorico e scultoreo coinvolgendo lo spettatore in una sorta di estasi per trascinarlo più in raccoglimento.



organized and not-organized elements



DF parallel L 400
oblique
bicolor
from blue on yellow to yellow on blue

DF

tributo a *dan flavin*, l'artista newyorkese che da giovane incontra al MoMA di new york *sol lewitt* e si lascia influenzare dal suo pensiero diventando tra i maggiori iniziatori del movimento minimalista generando poi la corrente della *neon art* - sculture luminose, ed astrattismo geometrico, con forte valenza iconica fatta di semplici tubi fluorescenti di uso comune capaci di coinvolgere lo spettatore in una sorta di estasi che anticipa il raccoglimento, segna l'inizio di una nuova forma espressiva fatta di luce, colori, segni a volte spirituali.

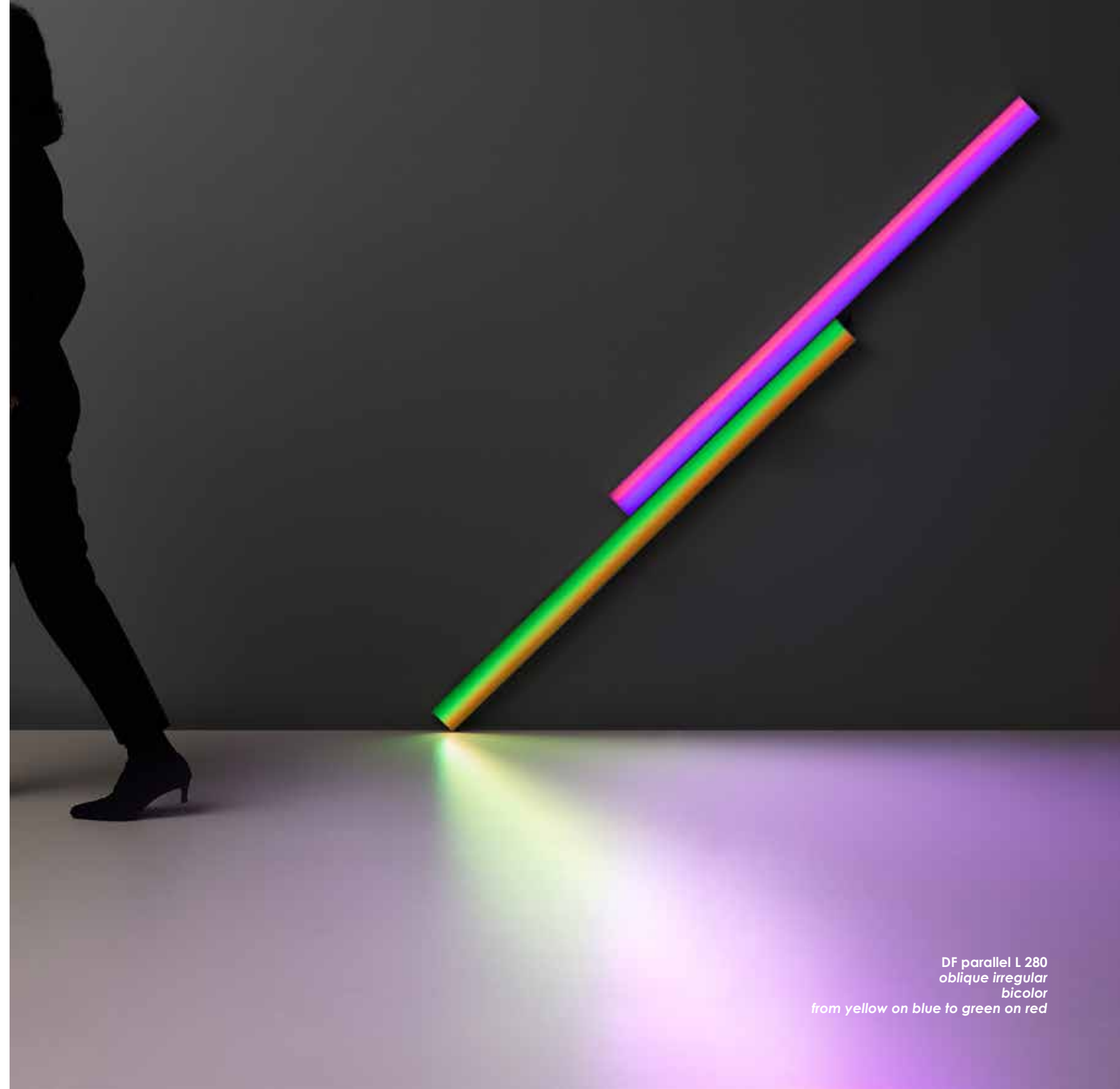
untitled (senza racconto) il nome di molte opere quasi un invito al lettore a soffermarsi solo o principalmente sull'aspetto visivo del lavoro che racchiudeva in *it is what it is and ain't nothing else*.

così dal suo primo tubo *neon* abbiamo reinterpretato ed attualizzato il suo concetto di luce scultoreo che si illumina quanto basta, ma solo per creare una sensazione. abbiamo utilizzato efficienti sorgenti *led* in bianco o nei colori primari, creato le suggestive fusioni di colore *bicolor*, risultato della nostra ricerca ed innovazione in semplicità. il voler interagire con chi guarda e provocare suggestioni visive è stato il nostro punto di arrivo e la risposta è davanti ai vostri occhi: non un apparecchio ma una sensazione !

a tribute to dan flavin, new yorker artist who met sol lewitt at the new york moma when he was young and let himself be influenced by his thinking, becoming one of the major initiators of the minimalist movement, then generating the current of neon art - luminous sculptures, and geometric abstractionism, with a strong value icon made of simple commonly used fluorescent tubes capable of involving the viewer in a sort of ecstasy that anticipates recollection, marks the beginning of a new form of expression made of light, colours, sometimes spiritual signs.

untitled (without story) the name of many works almost an invitation to the reader to linger only or mainly on the visual aspect of the work that he enclosed in it is what it is and ain't nothing else.

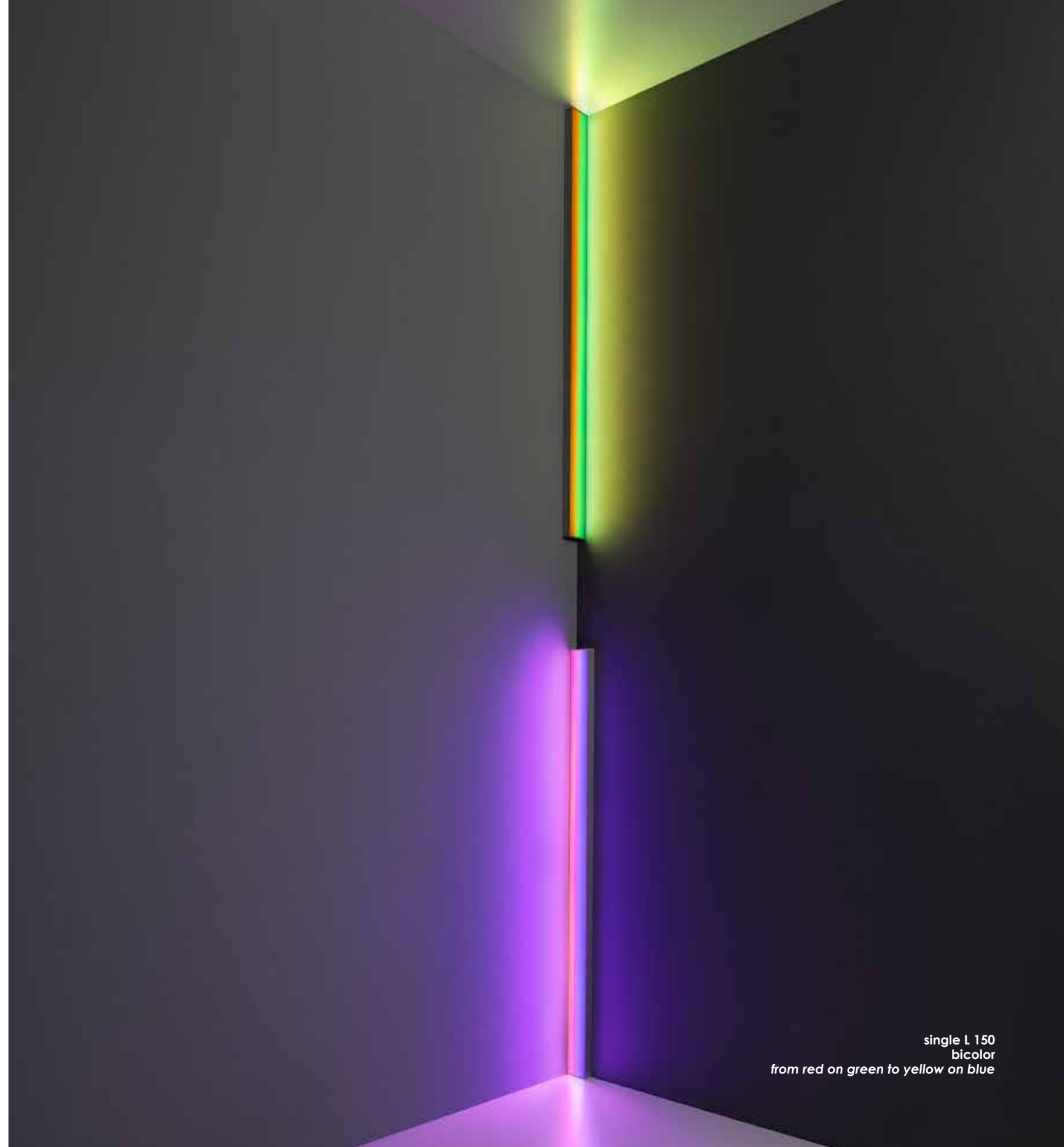
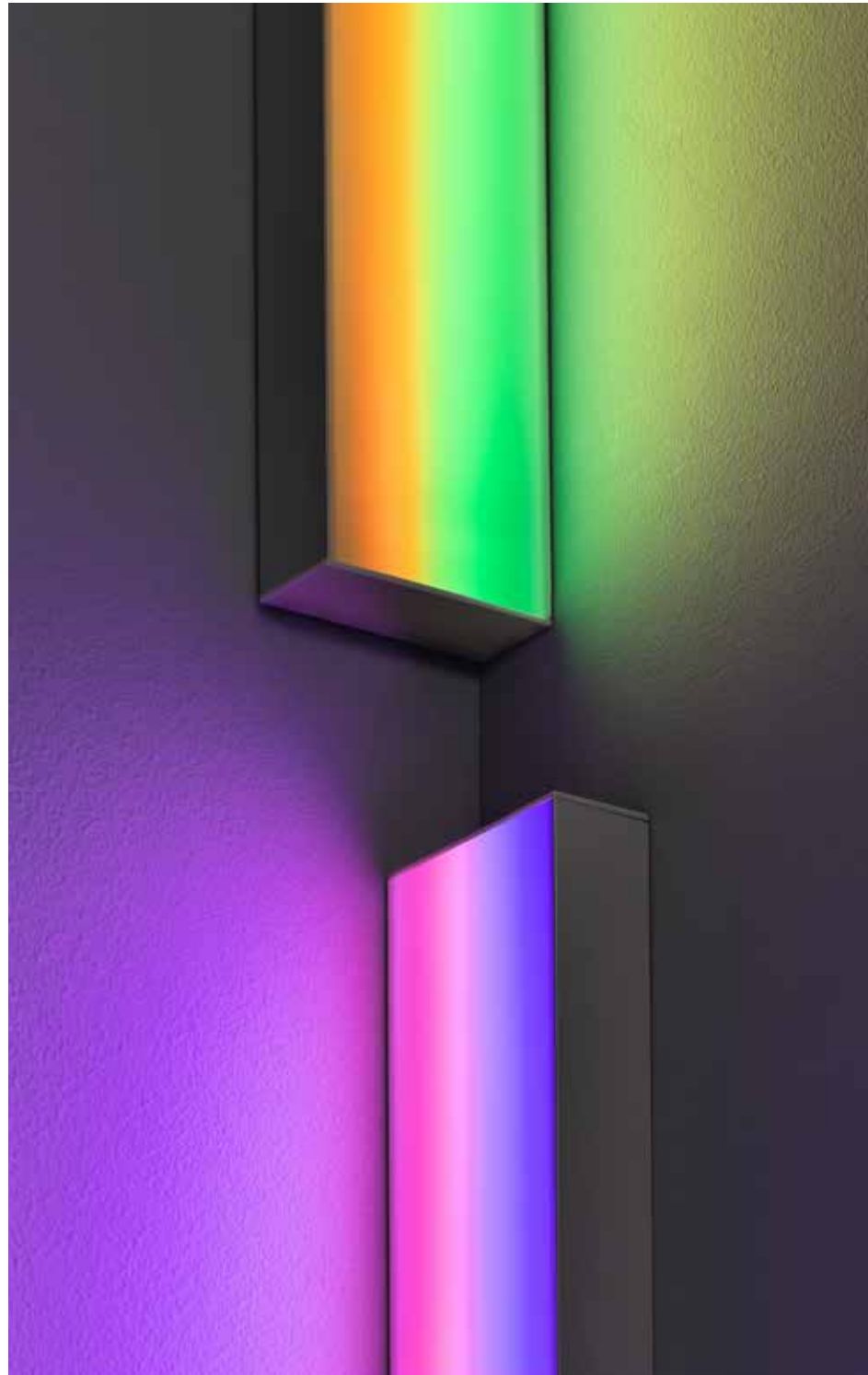
so from his first neon tube we have reinterpreted and updated this concept of sculptural light that lights up just enough, but only to create a sensation. we used efficient LED sources from white to primary colors, to suggestive bicolor color fusions, the result of our research and innovation in simplicity. the desire to interact with the viewer and provoke visual suggestions was our point of arrival and the answer is before your eyes: not a device but a sensation !



DF parallel L 280
oblique irregular
bicolor
from yellow on blue to green on red

**interagire
con chi
guarda
per provocare
suggerzioni
visive**

*interacting
with the viewer,
eliciting visual
suggestions*



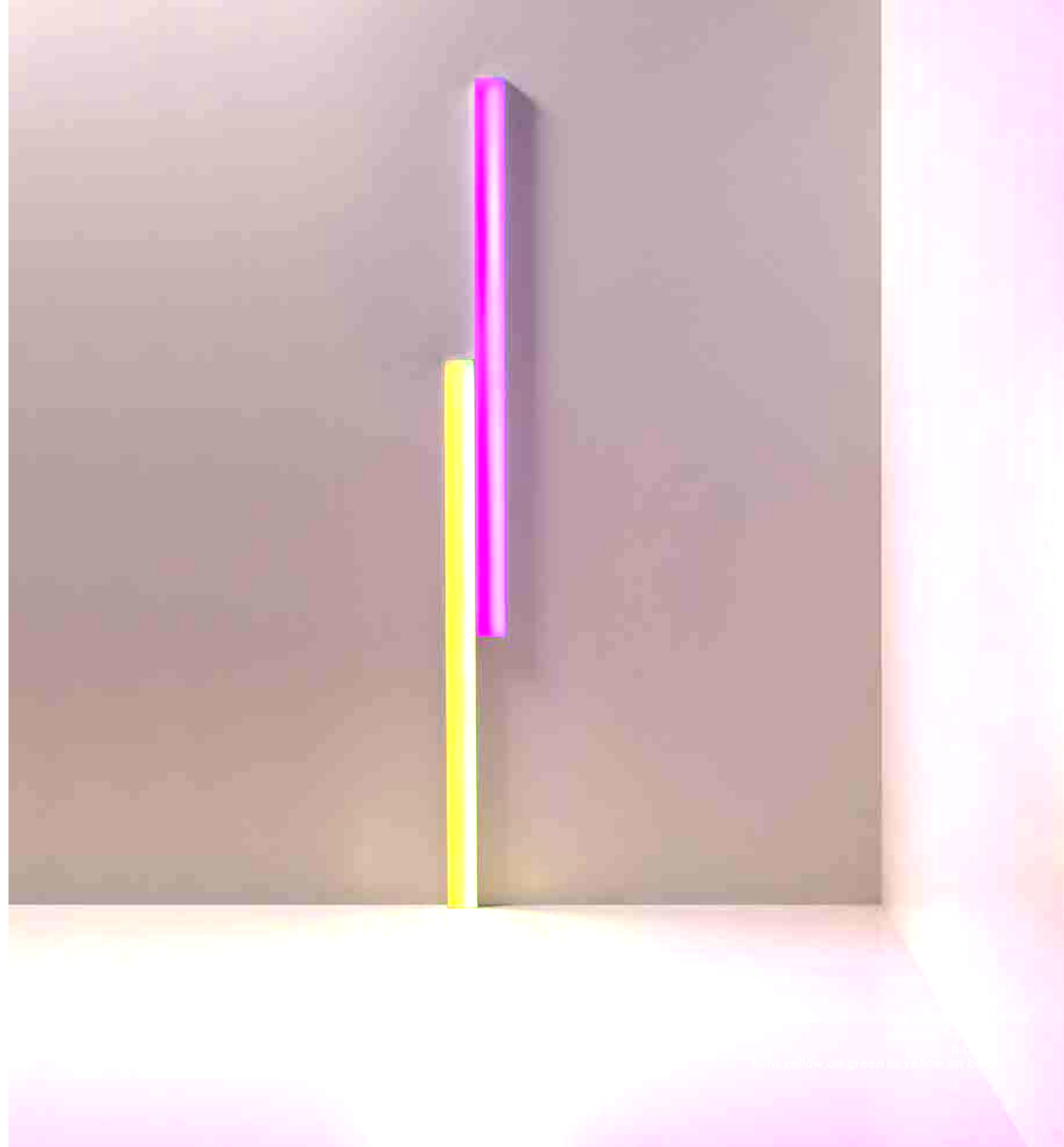
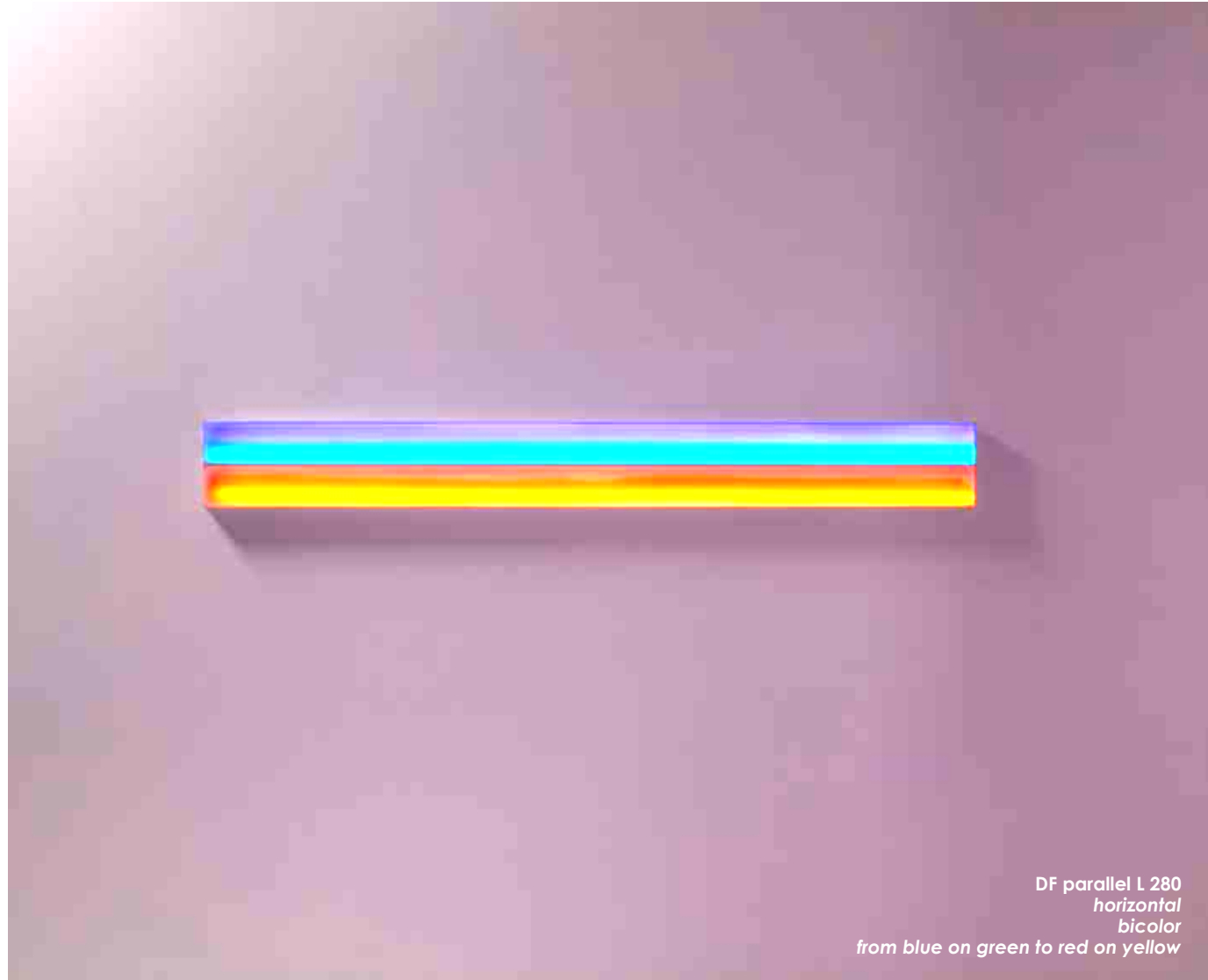
single L 150
bicolor
from red on green to yellow on blue

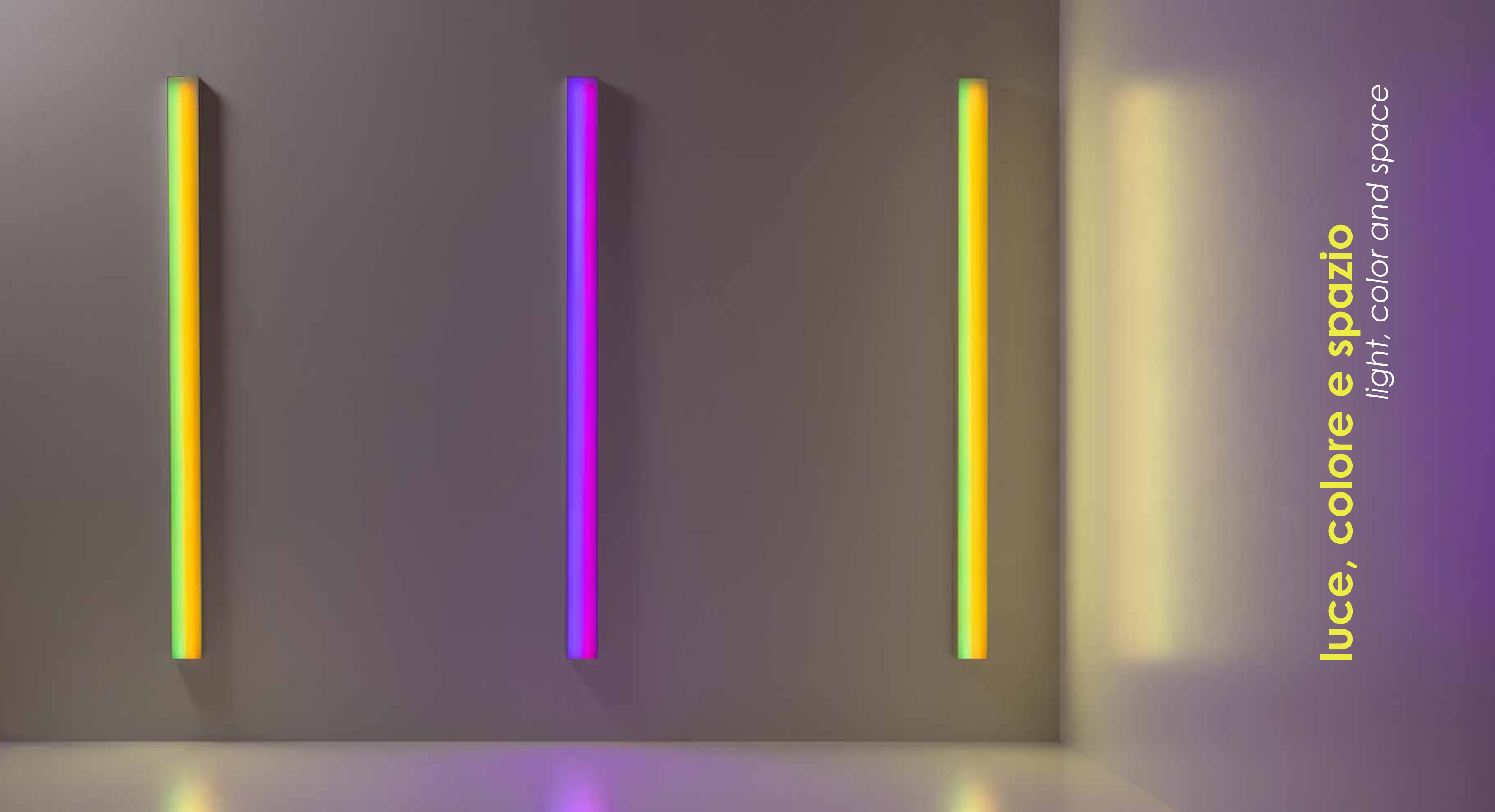
la luce muta lo spazio diventa scultura, entra in relazione con l'architettura e ci accompagna verso la lettura degli elementi di stampo modernista. astrattismo geometrico di cui dan flavin potrebbe essere considerato un prosecutore lasciando tracce che si avvicinano alla teologia, non solo intesa come processo logico e filosofico ma anche percorso verso la religiosità.

light alters space and becomes sculptural, entering into a relationship with architecture and guiding us towards an interpretation of purely visual and modernist elements. Geometric abstraction, of which Dan Flavin could be considered a continuation, leaving traces of proximity to theology, not only understood as a logical and philosophical process but also as a path towards spirituality.



DF parallel L 280
horizontal irregular
bicolor
from blue on green to red on yellow





luce, colore e spazio

light, color and space



DF T L 480
regular
color
red and white



DF parallel L 600
regular
wrapped
rose

esecuzione speciale a richiesta / special version on demand

atti di luce che definiscono gli spazi

acts of light that define spaces

una o più lampade, di uno o più colori e dimensioni *standard*, uguali o legate tra loro da proporzioni modulari, vengono collocate nello spazio, configurando delle installazioni che modificano luminosità e colore dell'ambiente: non vi è alcun riferimento contenutistico o simbolico, ma pura affermazione oggettiva dei materiali e della loro organizzazione.

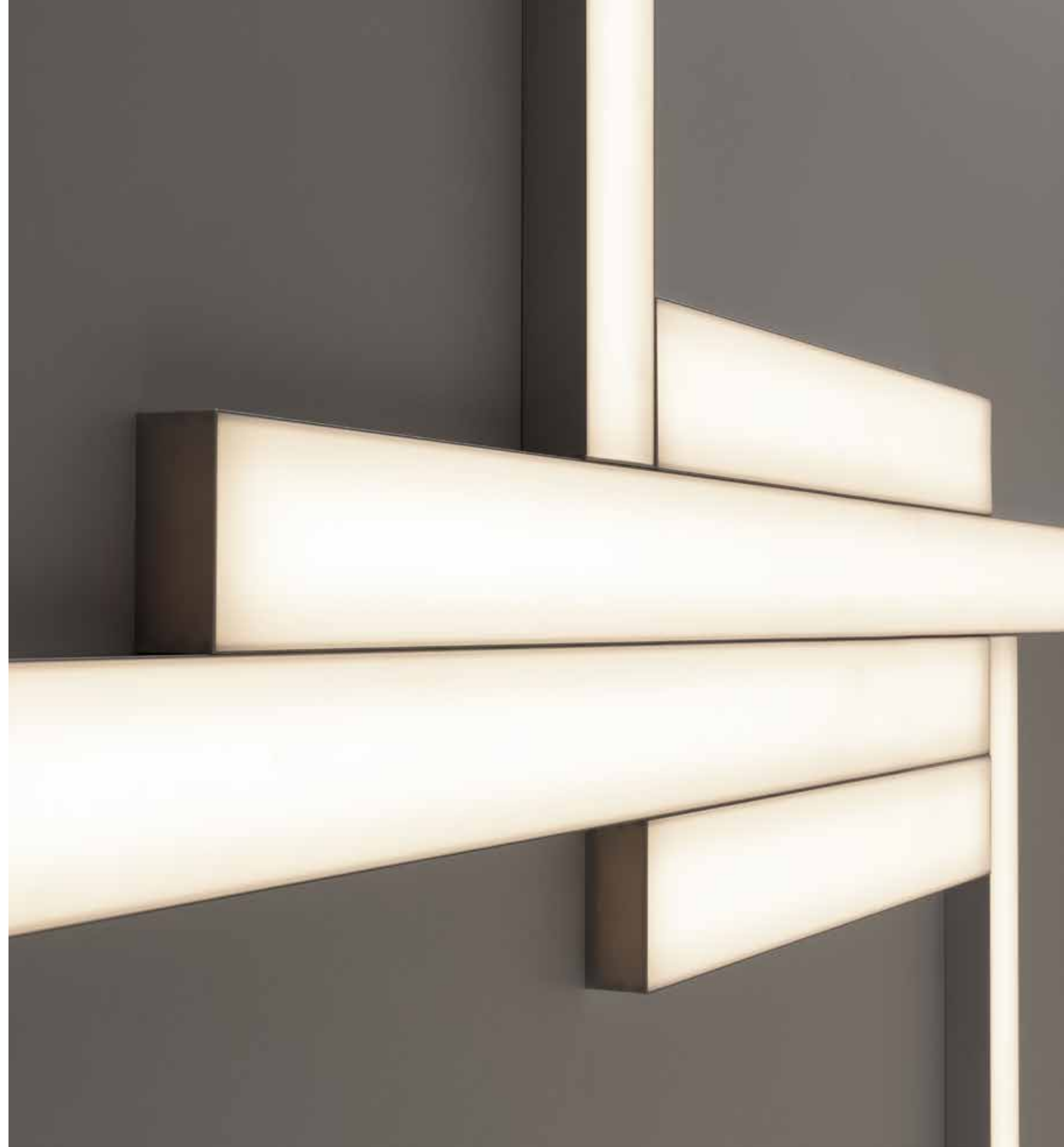
one or more lamps, of one or more standard colors and sizes, either identical or connected to each other through modular proportions, are placed in space, configuring installations that alter the brightness and color of the environment: there is no content or symbolic reference, but a pure objective statement of the materials and their organization.

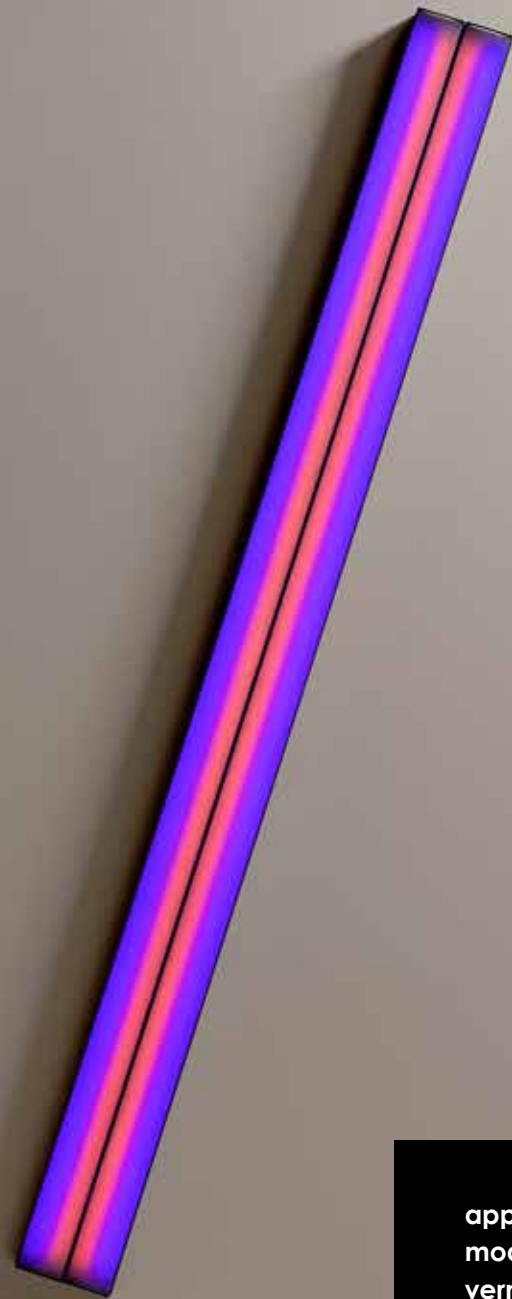


DF parallel L 200
wrapped
rose, white and light blu
esecuzione speciale a richiesta / special version on demand



DF unusual L 520
vertical
w-white

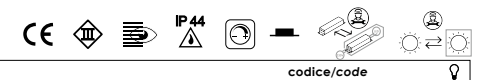
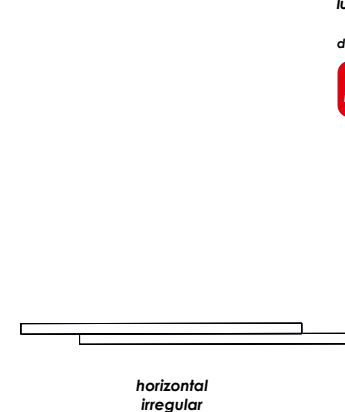
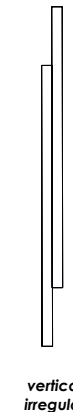
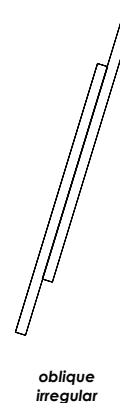
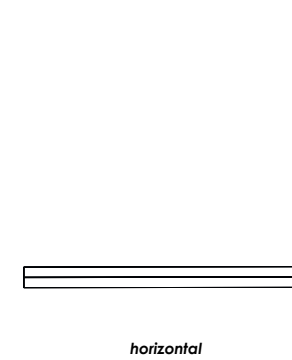
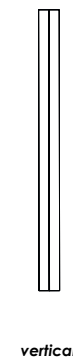
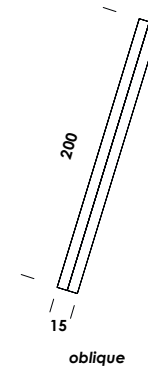
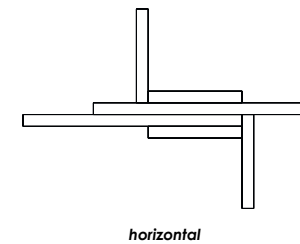
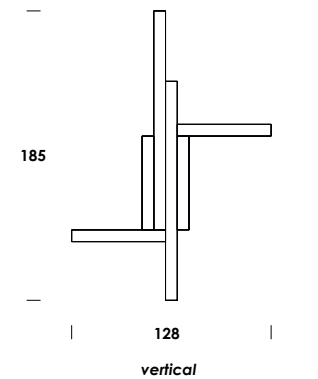




apparecchio parete/soffitto. elementi strutturali componibili e modulari da 50 a 200cm, struttura in alluminio naturale, finiture verniciato. diffusore in pmma opale. strip-led color, bicolor e white. driver dimmerabile integrato.

wall/ceiling luminaire. elements sectional and modular structural elements from 50 to 200cm, natural aluminum structure, painted finishes. opal pmma diffuser. color, bicolor and white strip-led. integrated dimmable driver.

DF 2023



finiture/finishes codice/code

DF unusual L 520/sp wall/ceiling color-bicolor dim 0-10 alluminio anodizzato - opale - color-bicolor a scelta sp01471
70w 24V - 230V anodized aluminium - opal - color-bicolor to choose

fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

DF unusual L 520/sp wall/ceiling w-white dim 0-10 alluminio anodizzato - opale sp01472
35w 24V 3100lm 3000K - 230V anodized aluminium - opal

fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

DF unusual L 520/sp wall/ceiling w-white dim 0-10 plus alluminio anodizzato - opale sp01473
210w 24V 22850lm 3000K - 230V anodized aluminium - opal

fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

download



DF parallel L 400/sp wall/ceiling color-bicolor dim 0-10 alluminio anodizzato - opale - color-bicolor a scelta sp01474
53w 24V - 230V anodized aluminium - opal - color-bicolor to choose

fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

DF parallel L 400/sp wall/ceiling w-white dim 0-10 alluminio anodizzato - opale sp01475
26w 24V 2400lm 3000K - 230V anodized aluminium - opal

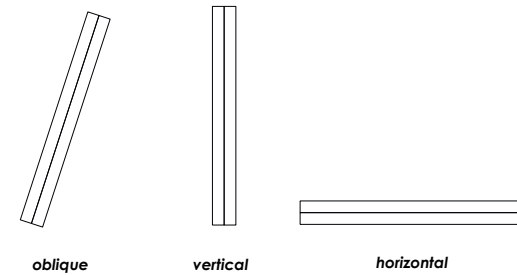
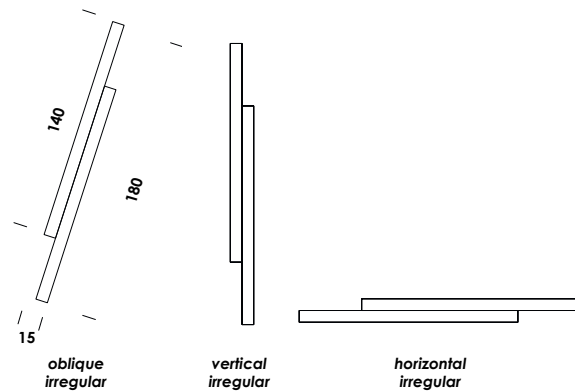
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

DF parallel L 400/sp wall/ceiling w-white dim 0-10 plus alluminio anodizzato - opale sp01476
160w 24V 17000lm 3000K - 230V anodized aluminium - opal

fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

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DF parallel L 280/sp wall/ceiling
color-bicolor dim 0-10
 37w 24V - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

finiture/finishes	codice/code
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alluminio anodizzato - opale - color-bicolor a scelta sp01459
 anodized aluminium - opal - color-bicolor to choose

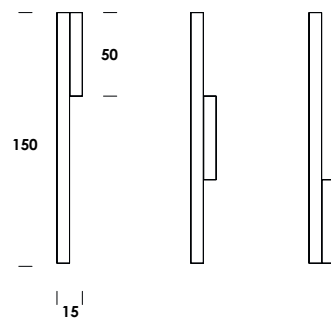
DF parallel L 280/sp wall/ceiling
w-white dim 0-10
 18w 24V 1680lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01460
 anodized aluminium - opal

DF parallel L 280/sp wall/ceiling
w-white dim 0-10 plus
 110w 24V 12300lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01461
 anodized aluminium - opal

download



DF parallel L 200/sp wall/ceiling
color-bicolor dim 0-10
 26w 24V - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale - color-bicolor a scelta sp01462
 anodized aluminium - opal - color-bicolor to choose

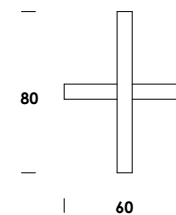
DF parallel L 200/sp wall/ceiling
w-white dim 0-10
 13w 24V 1200lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01463
 anodized aluminium - opal

DF parallel L 200/sp wall/ceiling
w-white dim 0-10 plus
 80w 24V 8800lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01464
 anodized aluminium - opal

download



DF cross L 140/sp wall/ceiling
color-bicolor dim 0-10
 18w 24V - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

finiture/finishes	codice/code
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alluminio anodizzato - opale - color-bicolor a scelta sp01465
 anodized aluminium - opal - color-bicolor to choose

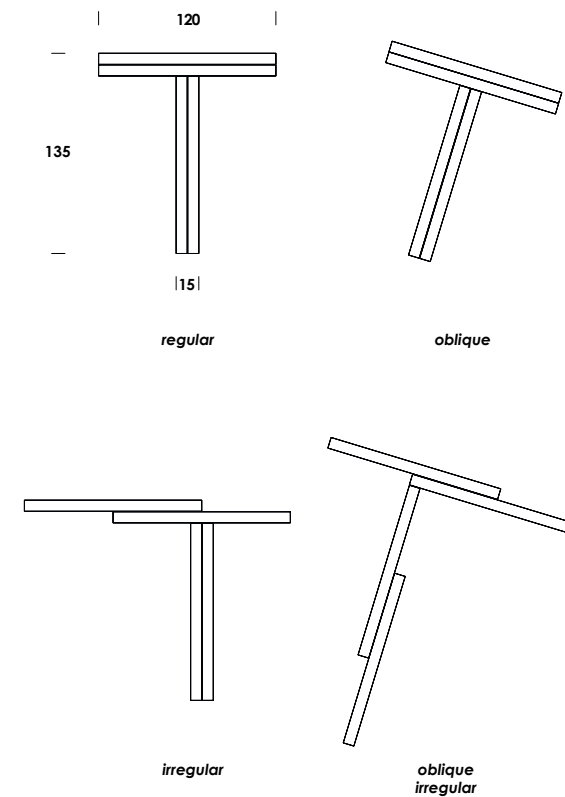
DF cross L 140/sp wall/ceiling
w-white dim 0-10
 9w 24V 840lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01466
 anodized aluminium - opal

DF cross L 140/sp wall/ceiling
w-white dim 0-10 plus
 55w 24V 6000lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01467
 anodized aluminium - opal

download



DF T L 480/sp wall/ceiling
color-bicolor dim 0-10
 65w 24V - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale - color-bicolor a scelta sp01468
 anodized aluminium - opal - color-bicolor to choose

DF T L 480/sp wall/ceiling
w-white dim 0-10
 32w 24V 2900lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

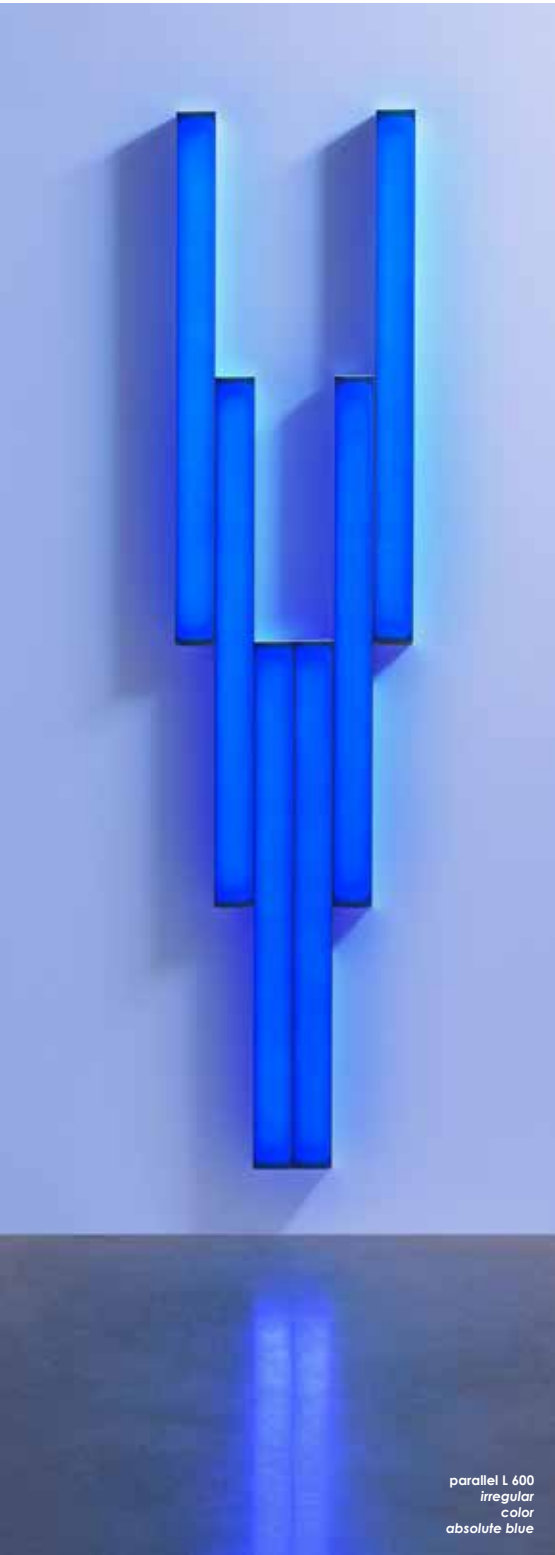
alluminio anodizzato - opale sp01469
 anodized aluminium - opal

DF T L 480/sp wall/ceiling
w-white dim 0-10 plus
 80w 24V 21000lm 3000K - 230V
 fornito con driver remoto e modulo led-strip
 luminaire contains remote driver and led-strip

alluminio anodizzato - opale sp01470
 anodized aluminium - opal

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parallel L 600
irregular
color
absolute blue



DF parallel L 600/sp wall/ceiling
color-bicolor dim 0-10
82w 24V - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

finiture/finishes	codice/code
alluminio anodizzato - opale - color-bicolor a scelta anodized aluminium - opal - color-bicolor to choose	sp01480

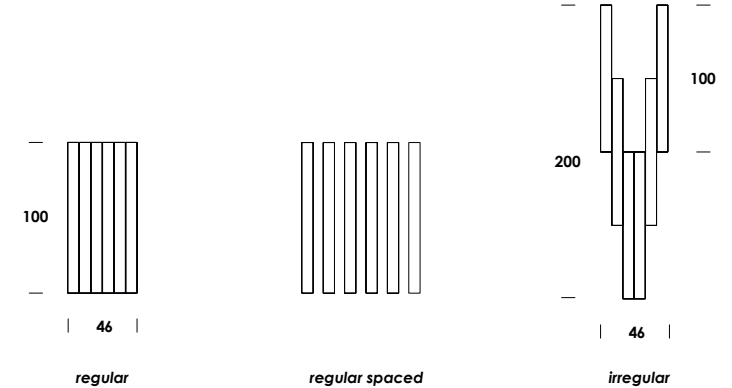
DF parallel L 600/sp wall/ceiling
w-white dim 0-10
40w 24V 3600lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01481
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DF parallel L 600/sp wall/ceiling
w-white dim 0-10 plus
235w 24V 26000lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01482
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download



single L 140
bicolor
from blue on yellow



DF single L 120/sp wall/ceiling
color-bicolor dim 0-10
15w 24V - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

finiture/finishes	codice/code
alluminio anodizzato - opale - color-bicolor a scelta anodized aluminium - opal - color-bicolor to choose	sp01494

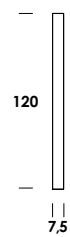
DF single L 120/sp wall/ceiling
w-white dim 0-10
8w 24V 720lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01486
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DF single L 120/sp wall/ceiling
w-white dim 0-10 plus
45w 24V 5200lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01487
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DF single L 140/sp wall/ceiling
color-bicolor dim 0-10
18w 24V - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

finiture/finishes	codice/code
alluminio anodizzato - opale - color-bicolor a scelta anodized aluminium - opal - color-bicolor to choose	sp01495

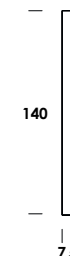
DF single L 140/sp wall/ceiling
w-white dim 0-10
9w 24V 840lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01488
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DF single L 140/sp wall/ceiling
w-white dim 0-10 plus
55w 24V 6000lm 3000K - 230V
fornito con driver remoto e modulo led-strip
luminaire contains remote driver and led-strip

alluminio anodizzato - opale anodized aluminium - opal	sp01489
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	finiture/finishes	codice/code
DF single L 150/sp wall/ceiling color-bicolor dim 0-10 20w 24V - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale - color-bicolor anodized aluminium - opal - color-bicolor	a scelta to choose sp01496
DF single L 150/sp wall/ceiling w-white dim 0-10 10w 24V 900lm 3000K - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale anodized aluminium - opal	sp01490
DF single L 150/sp wall/ceiling w-white dim 0-10 plus 60w 24V 6600lm 3000K - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale anodized aluminium - opal	sp01491

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[Istruzioni instructions](#)
[3D](#)
[data sheet](#)

DF single L 200/sp wall/ceiling color-bicolor dim 0-10 27w 24V - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale - color-bicolor anodized aluminium - opal - color-bicolor	a scelta to choose sp01497
DF single L 200/sp wall/ceiling w-white dim 0-10 13w 24V 1200lm 3000K - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale anodized aluminium - opal	sp01492
DF single L 200/sp wall/ceiling w-white dim 0-10 plus 80w 24V 8800lm 3000K - 230V fornito con driver remoto e modulo led-strip luminaire contains remote driver and led-strip	alluminio anodizzato - opale anodized aluminium - opal	sp01493

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[Istruzioni instructions](#)
[3D](#)
[data sheet](#)

- a richiesta driver a bordo dim DALI con maggiorazione
dim DALI driver built-in with surcharge on demand
- a richiesta scatola-driver a parete e spina EU con maggiorazione
wall-mounted box-driver and EU plug with surcharge on demand
- a richiesta wrapped con maggiorazione - colori pag. 85
wrapped with surcharge on demand - colors pag. 85
- a richiesta struttura verniciato bianco-nero-ottone con maggiorazione
structure painted white-black-brass with surcharge on demand
- a richiesta altre dimensioni di elementi/composizioni con maggiorazione
other elements/compositions dimensions with surcharge on demand

color primari / primary led color

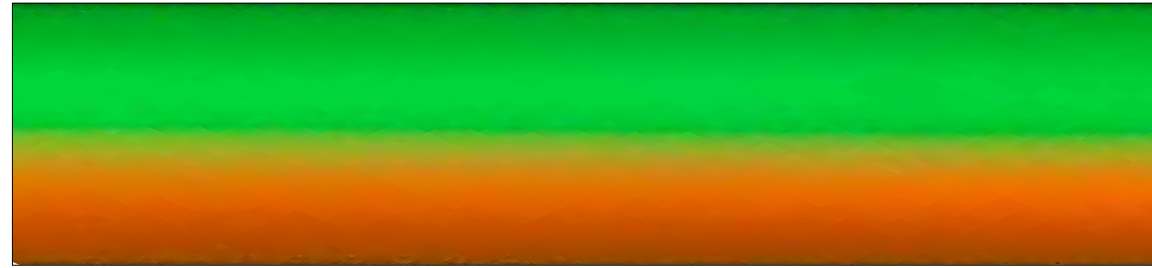
	C3 • red (620nm)
	C1 • green (520nm)
	C2 • blue (460nm)
	C4 • yellow (1800K)

wrapped on white special color

standard	a richiesta / on demand		
wrap4 • light blue 053	wrap3 • celeste 056	wrap1 • middle grey 074	wrap2 • dark grey 073
wrap8 • rose 085	wrap5 • telemagenta 077	wrap6 • turquoise 054	wrap7 • lime 063
	wrap9 • orange 034	wrap10 • reddish brown 079	

single L 150
bicolor
from green om yellow

bicolor fusione di colori / color pairings



B1 • from green on red



B2 • from blue on yellow



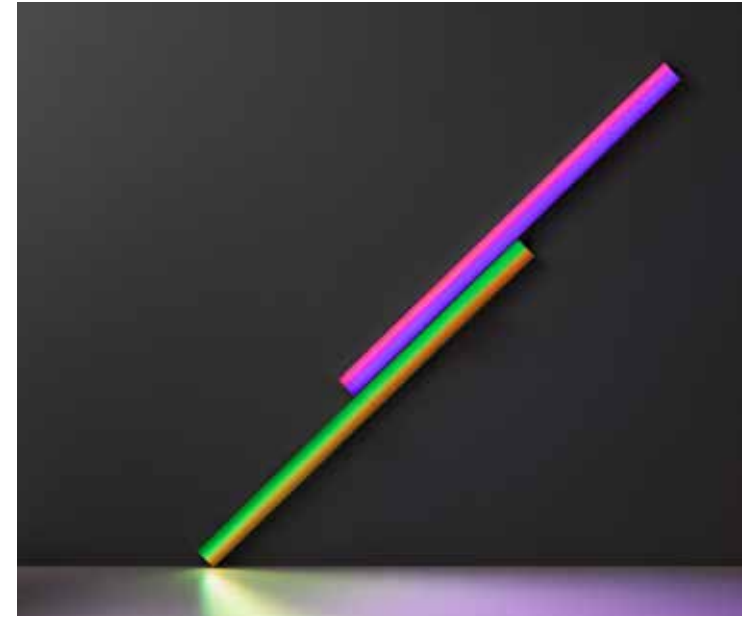
B3 • from yellow on green



B4 • from blue on green



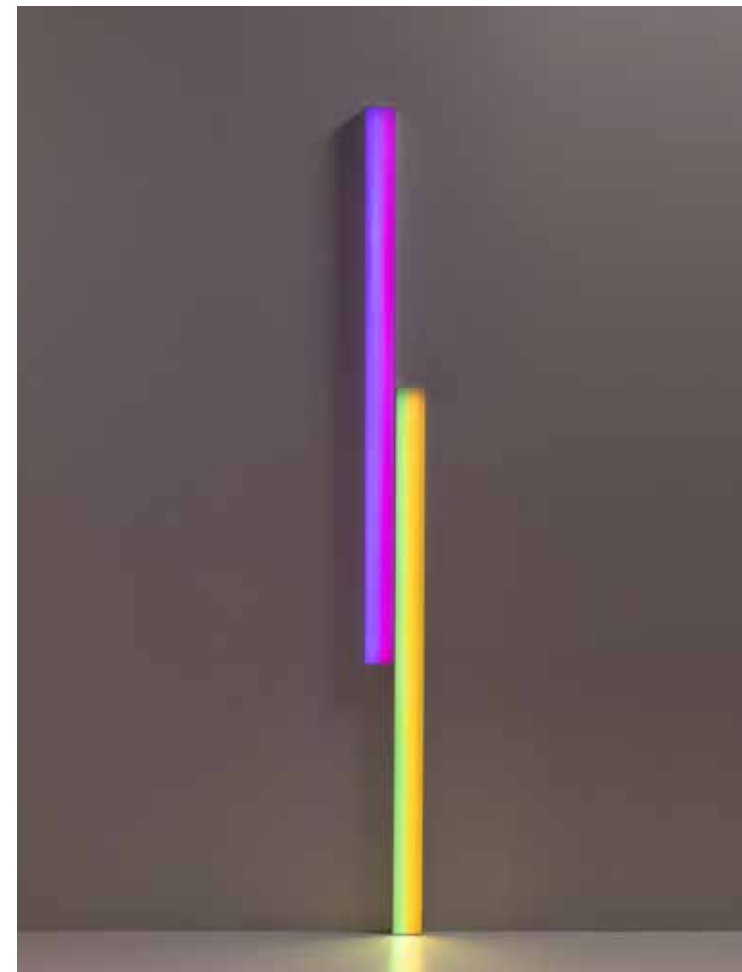
B5 • from red on yellow



B1 + B2



B1 + B2



B2 + B3




B4 + B5

DF canvas



luce, colori, parole.

una tela,
forma di espressione
visiva e mezzo
versatile per
trasmettere messaggi
ed emozioni.
un'affascinante forma
di espressione artistica
contemporanea
che cattura
l'immaginazione e
aggiunge un tocco
di luce e colore al
quotidiano.



primary light structures
sockets, bulbs and color
on white canvas-one

per... la parete DF canvas-one



per... la parete DF canvas

finiture/finishes	codice/code	prezzo/price
tela su telaio in legno pvc trama - inkjet stampato rosso dimensioni 40 x 50 x 8 cm - peso 1 kg fornito di 3 lampade E27 chiare led cod lamled051 rosso spina eu + cavo L. 200cm assemblata	obj00118	a richiesta on demand
canvas on wood frame pvc frame - inkjet print red dimensions 40 x 50 x 8 cm - weight 1 kg included 3 E27 led bulbs clear red cod lamled051 assembled plug eu + cable L. 200cm		

primary light structures sockets, bulbs and color on red canvas-two



per... la parete DF canvas

finiture/finishes	codice/code	prezzo/price
tela su telaio in legno pvc trama - inkjet stampato verde dimensioni 50 x 70 x 8 cm - peso 1,5 kg fornito di 4 lampade E27 chiare led cod lamled051 verde + 4 lampade E27 led cod lamled132 frosted spina eu + cavo L. 200cm assemblata	obj00120	a richiesta on demand
canvas on wood frame pvc frame - inkjet print green dimensions 50 x 70 x 8 cm - weight 1,5 kg included 4 E27 led bulbs clear green cod lamled051 + 4 E27 led bulbs cod lamled132 frosted assembled plug eu + cable L. 200cm		

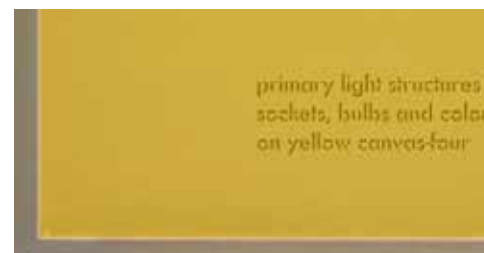
primary light structures sockets, bulbs and color on green canvas-three



per... la parete DF canvas

finiture/finishes	codice/code	prezzo/price
tela su telaio in legno pvc trama - inkjet stampato giallo dimensioni 50 x 70 x 8 cm - peso 1,5 kg fornito di 4 lampade E27 chiare led cod lamled051 giallo spina eu + cavo L. 200cm assemblata	obj00119	a richiesta on demand
canvas on wood frame pvc frame - inkjet print yellow dimensions 50 x 70 x 8 cm - weight 1,5 kg included 4 E27 led bulbs clear yellow cod lamled051 assembled plug eu + cable L. 200cm		

primary light structures sockets, bulbs and color on yellow canvas-four



per... la parete DF canvas

finiture/finishes	codice/code	prezzo/price
tela su telaio in legno pvc trama - inkjet stampato nero dimensioni 100 x 70 x 8 cm - peso 2 kg fornito di 14 lampade E27 chiare led cod lamled096 spina eu + cavo L. 200cm assemblata	obj00121	a richiesta on demand
canvas on wood frame pvc frame - inkjet print black dimensions 100 x 70 x 8 cm - weight 2 kg included 14 E27 led bulbs clear cod lamled096 assembled plug eu + cable L. 200cm		

primary light structures sockets, bulbs and color on white canvas-one



le tele in foto sono puramente esplicative e possono essere realizzate a richiesta per dimensioni, colori, testi, lampade ed assemblaggio
the canvases in the photos are purely explanatory and will be supplied for dimensions, colours, text, lamps and wiring on demand



l'incanto luminoso di flavin

...liberare la mente da tutto,
mettere l'orologio da parte
e lasciarsi andare completamente.
questa arte è secondo me
un vero e proprio lavaggio dell'anima
più che della mente.
per poterla apprezzare
e capire fino in fondo
è assolutamente necessario
abbandonare i pensieri
e lasciarsi trascinare
dalle opere e dalle emozioni.

giuseppe panza di biumo (1923-2010)



dan flavin
installazioni in italia
inquadra il qr-code



the modern classic