

# Magneto, floor design Giulio Iacchetti 2011

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Magneto is an essential and functional lamp featuring an invisible power: the magnetic field of a magnet. Indeed, the project focuses on a spherical magnet which combines two simple elements: a support rod with a round base and a compact LED light source, similar to an electric torch or a microphone, affording the utmost versatility of angling and movement along the rod. Magneto teams the flexibility of use of a lamp suitable for infinite solutions with absolute formal and functional simplicity. The intense, concentrated and focused light can be directed

down onto a small area, such as a book, a magazine, or a computer keyboard, or it can be directed up to create an atmosphere filled with suggestion. Hence, a multitude of usage requirements can be accommodated: from reading to diffused lighting. Magneto is available in two sizes, as a table lamp or a floor lamp, and in two colours, white and black, to distinguish different spaces and moments: from offices to lounges, living rooms and bedrooms. At all times featuring a special, strong yet subtle, attractive and seductive personality, in a word: magnetic.

# Magneto, floor technical info

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## Description

Reading lamp with direct light. Batch-dyed ABS diffuser with incorporated LED, epoxy powder coated steel base and rod. The "super magnet", spherical in shape and made of "rare earth" comoulded with a thermoplastic elastomer, acts as a joint and allows you to direct the torch and slide it vertically along the rod. The black cable, fitted with an ON/OFF pedal, runs visibly along the inside of the rod.

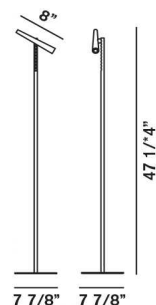
**Materials** Matt varnished steel, and supermagnet made of "rare earth"

**Colors** white, black



## Model

Magneto



## Weight

net lbs: 6,17  
gross lbs: 11,02

## Packaging

vol. cub. ft.: 0,741  
n. boxes: 1

## Bulbs

LED included 1x5W 2700° K 475 lm CRI>80  
lm/W 95

## Cable length



## Brightness light

directable direct light



[2D/3D drawings](#)  
[photometric info](#)  
[assembly instructions](#)

download area



# Magneto, floor designer+collection

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## Giulio Iacchetti

He has been an industrial designer since 1992. He also carries out an intense didactic work for several universities and design schools, in Italy and abroad. He was awarded a number of international prizes. In 2001 his project for a disposable fork "Moscardino" (designed with Matteo Ragni) won the Compasso d'Oro ADI and is now part of the permanent design exhibition at MOMA, New York.

Watch the video Magneto



Go to concept site for Magneto  
[www.foscarini.com/magneto](http://www.foscarini.com/magneto)



## Magneto Collection



table



floor