

# Alphabet of Light



## DESIGN BY

BIG - Bjarke Ingels Group

## DESCRIPTION

Alphabet of light is a language based on light intended to convey freedom, an elementary principle generating an open system. BIG starts from an abacus of essential geometries to design a new font that translates into light, an alphabet used to write and to express one's thoughts, a tool to give shape to spaces. It allows to design light in space with words, as well as with graphic signs. Two linear elements of different lengths and two round ones are combined with a system of letters, numbers, and symbols. The round elements, available in two diameters, can be separated into modules to join the linear elements together according to different angles, thus designing everchanging geometries. These simple base modules, with specific geometric proportions, can be combined with each other to create countless basic or more complex, linear or curved structures of light, thus producing suspension appliances matching with architectures or space functions. The idea of BIG joins the optoelectronic competence of Artemide to define an innovative construction principle and provide continuous and comfortable lighting. While it has a minimal presence, it encloses groundbreaking patented optoelectronic and mechanical innovation.

## FEATURES

<b>Article Code:</b>	1201B00A	<b>Material:</b>	Tube in polycarbonate, internal LED eatsink in alluminum, end caps in transparent PMMA
<b>Colour:</b>	White	<b>Series:</b>	Design
<b>Installation:</b>	Wall, Ceiling	<b>Emission:</b>	Direct/indirect
<b>Environment:</b>	Indoor		

## DIMENSIONS

### INCLUDED SOURCES

<b>Category:</b>	LED
<b>Number:</b>	1
<b>Watt:</b>	30W
<b>Type:</b>	0
<b>Class:</b>	A

## LUMINAIRE

<b>Watt:</b>	31W	<b>Delivered lumens output (lm):</b>	2156lm
		<b>CCT:</b>	3000K
		<b>Efficiency:</b>	69%
		<b>Efficacy:</b>	69.55lm/W
		<b>CRI:</b>	80

## Notes

Patent Pending MI102016000025996