

## REPORTER

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## PROJECTS

**032 BDG / WPP, Detroit, US** The media company's new Detroit headquarters leans on the city's industrial and cultural heritage

**037 Hopkins Architects / Pears Building, Royal Free Hospital, London** The new facility, housing one of only five immunology centres in the world, will co-locate both research and clinical facilities on-site

## 040 Virgin Atlantic / Airbus A330neo

Heralding a new era of more eco-friendly and sustainable aviation, the Virgin Atlantic Airbus A330neo will offer customers a range of flying experiences

## 044 PANORAMA / Reading Mi, Foshan, China

Following a Chinese philosophical tradition, this tranquil bookstore not only provides a space for retail, but also a place for thoughtful reading

## FEATURES

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## FOCUS

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## SUPPLEMENTAL

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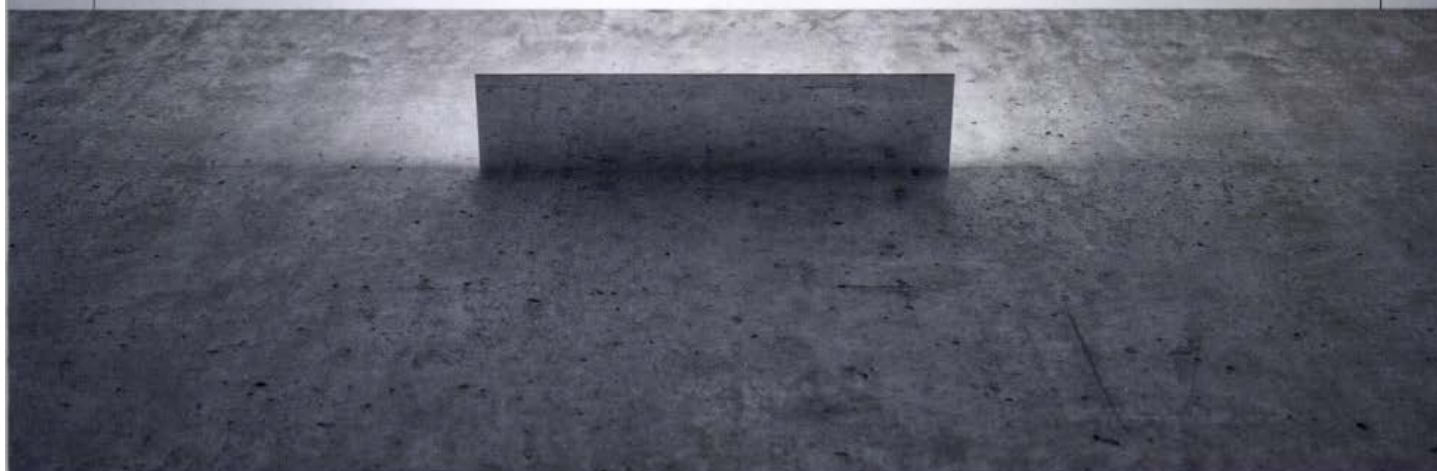
## TECH SPEC

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**Below** Davide Groppi's Reflex lighting solution provides a magical and almost invisible indirect light source



**TOM DIXON**

EXHIBITION: TWENTY

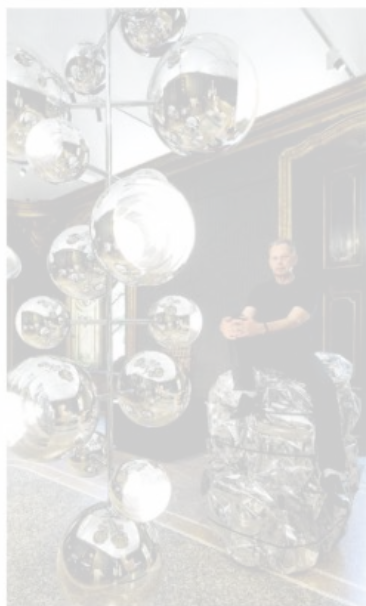
Tom Dixon marked his two-decade milestone as a design company with the 'Twenty' exhibition at the swanky neoclassical Palazzo Serbelloni. Lighting highlights included a gigantic Melt dichroic chandelier and a newly 'greened' Mirror Ball chandelier.

Dixon has always been preoccupied with reflectivity in his light fittings so his fascination with the effects of dichroic filters was a logical step when the company was looking to refresh its most popular fitting, Melt.

'The emergence of modern dichroic thin film filters, which split white light into its component colours, is the work of the engine of extreme innovation, NASA,' says Dixon. 'So, when we looked at updating Melt, rather than offering a new shape, a new size or a new colour, we decided to instead filter the light with a dichroic filter.'

The coating channels the light into constituent parts of the spectrum, 'giving the already crazed internal reflection an additional chromatic boost and an unexpected space age aesthetic to this otherworldly lamp,' says Dixon.

Meanwhile, Mirror Ball has been scrutinised with a view to improving its green credentials. The monumental vertical chandelier on display featured 100 per cent recycled polycarbonate. 'The change in optical quality is imperceptible,'



says Dixon, 'and is a demonstration of the opportunities now available in a rapidly changing landscape to try harder to find more credible alternatives to virgin material.' [tomdixon.net](http://tomdixon.net)

From top  
Tom Dixon posing in the 'Twenty' exhibition next to his Mirror Ball design, made of 100 per cent recycled polycarbonate. Etch Puff, below, was originally flat-packed but now comes fully formed and with a softened geometry



THIS IMAGE AND ABOVE: ALLEGRA MARTIN

**PRODUCTS**

↓ **FM by Davide Groppi**

Another variation on Groppi's reed-thin, antenna-style fittings, FM is a table fitting with microswitch dimmer. Powered by warm white 2W LED - 2700K (130 lm) or 3000K (140 lm), both CRI 90 - the lamp uses Extradark technology to reduce the lighting aperture to near invisibility. [davidegropi.com](http://davidegropi.com)



DAVIDE GROPPI SRL

↓ **Reflex by Davide Groppi**

The latest from the master of the minimal, Reflex is an indirect wall and ceiling lamp. Measuring 650mm x 152mm x 4mm, it is effectively a powerful LED and an ultra-thin mirror. Designed to be powered with the company's patented Endless system - adhesive conductive tape that can be applied to any surface - it can also be installed without. The mirror allows the lamp to be camouflaged while providing unusual perspectives and illusions of light. [davidegropi.com](http://davidegropi.com)



DAVIDE GROPPI SRL

↓ **Varmblxt by Ikea**

Perhaps a rogue inclusion for a contract design magazine, but Ikea was there for MDW and its new sculptural wall lamp has a translatable feel. Designed by Sabine Marcelis, the lamp bends out from the wall, creating a subtle warm backlight. It can be mounted vertically or horizontally, or grouped in a series to enhance its effect. Ikea product names are quite often a rich linguistic seam, with Varmblxt means warm flash. [ikea.com](http://ikea.com)



TITIA HAHNE PHOTOGRAPHY