



**iGuzzini**

**PizzaKobra**

*R. Arad*



Ron Arad



Born in Tel Aviv in 1951. He studied at the Jerusalem Academy of Art and moved to London, where he joined the Architectural Association. Soon he abandoned the architectural investigation field (a pupil of Bernard Tschumi, together with Nigel Coates and Zaha Hadid) and turned to design.

In 1981 he was one of the founders of "One Off", a design and production firm, and in 1989 founded the Ron Arad Associated architectural and design studio with Caroline Thorman.

In 1994 the Ron Arad Studio opened up in Como, Italy, and started to operate in the design and production fields. From 1994 to 1997 Ron Arad worked as Guest Professor at the Hochschule in Vienna. He is professor of furniture design at the Royal College of Art in London.

He was invited to publish the 1994 edition of the International Design Yearbook.

His works have been exhibited in the most famous museums and art galleries around the world, and many of them are part of prestigious collections, such as the Centre Georges Pompidou in Paris, the Metropolitan Museum in Art of New York, the Victoria & Albert Museum in London and the Vera Design Museum in Germany.

He is the author of world-renowned design objects, such as Rover Chair and Bookworm (Kartell, 1995). Arad's architectural projects include the foyer of the Opera Theatre in Tel Aviv, the Belgo restaurants in London (1994), the development of a Sport Café idea with state-of-the-art interactive audio-video technology for Adidas/Kronenburg, a highly technological private residence in London, numerous projects for exhibitions and art galleries, the recent project for Duomo Hotel of Rimini, and the projects for the Maserati showrooms in Modena and the Yamamoto showrooms in Tokyo.



*"... It's a project that relies on a lot of technical and mechanical solutions, but it doesn't bother us with them... we don't even think about them, we don't know*



*them, we're just happy they are there... I think PizzaKobra can gently disappear from the horizon and it's just a flat thing on the desk... Then, when you need it you take it out and that's what it is..."*



An original idea of light,  
a unique object with fluid,  
changeable design.  
A shape in continuous  
evolution. An endless  
number of soft and dynamic  
positions over the same  
simple line of light.

<http://pizzakobra.iguzzini.com/>



*"... What can we do in one  
line?... It's amazing how in  
the world you can describe  
something with lines, but  
you can describe things in  
just one line; And this is  
what it is..."*







*".. I started by bending a tube. The idea is that there are diminishing diameter semicircles: so, there is the big one, there is a little smaller by the thickness of the tube and then a smaller one, and then smaller and smaller. So I made that and I thought, ... my idea was to have a spring, one spring inside them that pulled them all in tension..."*

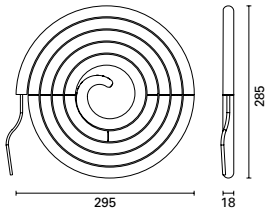
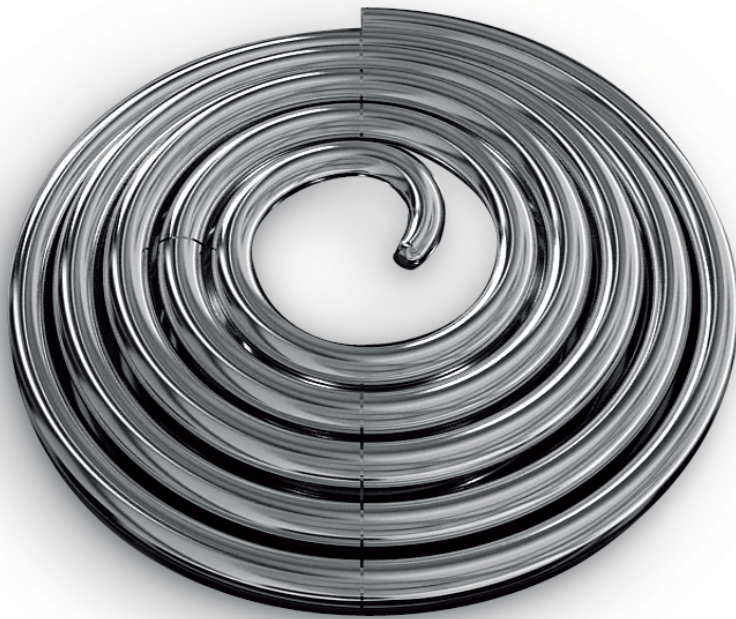
A small masterpiece of art and technology with high-tech soft articulations that connect the circular sectors of the spiral to translate formal flexibility into changeable aesthetic evolutions.



*«What does a task light do in the daytime? What can we do to make it look good, even when it's off? Who needs a crane on the desk when it has no job to do? How can we make it fully adjustable without it looking like a piece of technical equipment? I think it's a big job and it needs a snake charmer. Isn't it amazing what can come out of a pizza box?»*







- Code **4059.10**
- Table lamp made using aluminium and steel, with a shiny chrome-plated finish, consisting of concentric coils and an adjustable head end-piece in die-cast aluminium
- The base of the appliance is fitted with non-scratch rubber feet
- The spirals are mechanically hinged using hidden hi-tech couplings, which have been calibrated so as to guarantee a specific amount of friction for each coupling section
- The head part of the appliance holds 6 white LED bulbs with a power of 1 W each, which are fitted with diffusing lenses, and an activation system consisting of an on-off touch-switch with a standby light sensor
- The transparent power supply cable L=2000 mm includes an operating ballast with incorporated plug
- The technical characteristics of the lighting fixtures conform to EN 60598-1 norms and specifications
- IP20
- F seal
- Insulation class II
- Values measured at 40 cm from the worktop 700 Lux for an illuminated area with a diameter of 40 cm



**iGuzzini illuminazione spa**

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62019 Recanati, Italy  
via Mariano Guzzini, 37  
PO Box 56-75-103  
telefono 071.75881  
telefax 071.7588295  
iguzzini @iguzzini.it  
[http: // www.iguzzini.com](http://www.iguzzini.com)  
video: (+39) 071.7588453