

Merging Creativity and Technology,

# Lightface Illuminates Milano Salone.

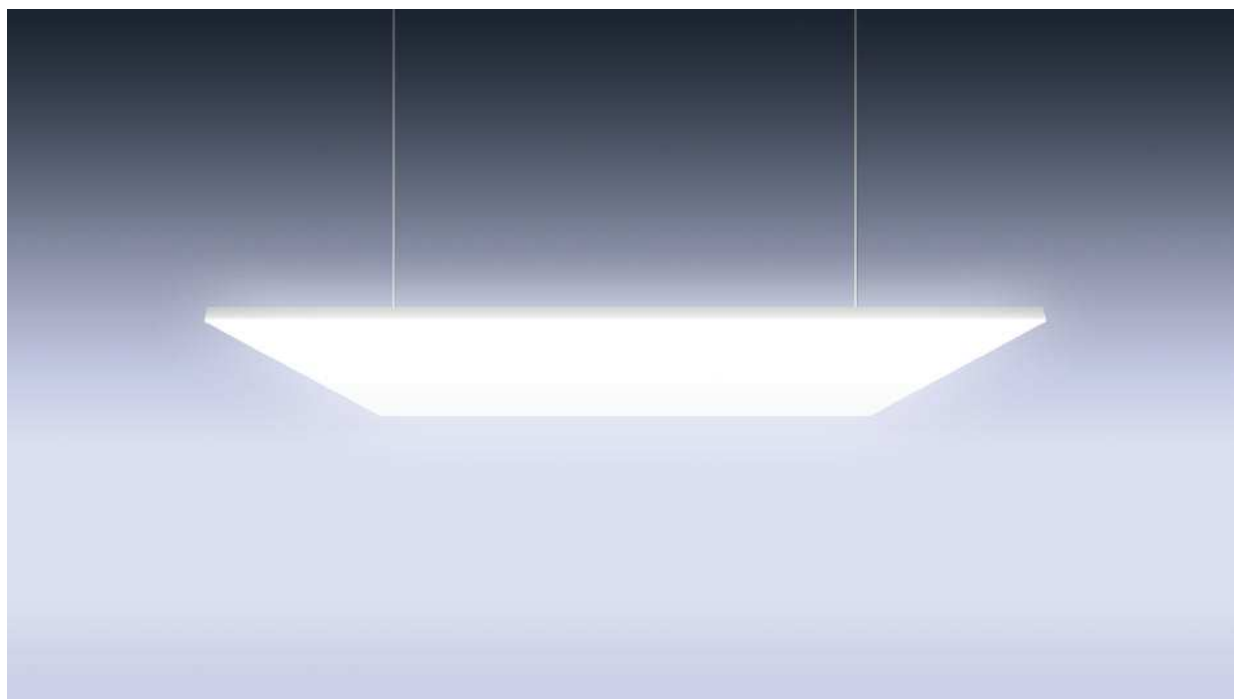
Nittoh has developed an illumination that creates new possibilities for expressing and presenting in our lives. Since Thomas Edison invented an incandescent light 130 years ago, we now have new illumination possibilities.

(Planned By Lightoda; Manufactured by Nittoh; Printed by Ad Seeds Distributed by DNP)

Lightface is a piece of clean and comfortable light. Nittoh developed a technology to release perfectly even and smooth light from the panel. And, this technology enables more creative expressions in art, architecture, interior and many other fields.

Nittoh has long been designing and manufacturing optical parts. Being recognized for Nittoh's reliable supply of high quality parts worldwide, our challenges to control light in optical systems made us aware of the beauty and perfectness of natural light. Collaboration with a modern artist Seiju Toda evolved Nittoh's ambition to pursue perfect, clean and comfortable lighting comparable to natural light.

Experience a space illuminated with Lightface in Milano Salone.



▪ In Milano Salone,

# Make Changes to Light

## 1. New Illumination to be Created

- A piece of 11 mm thick plate that illuminates.
- Completely even and smooth light developed by light scattering theory.
- Frameless piece of light.
- Seamlessly connectable light enabling unlimited sizes.
- Max 20,000 lux + dimming for full range control of light.



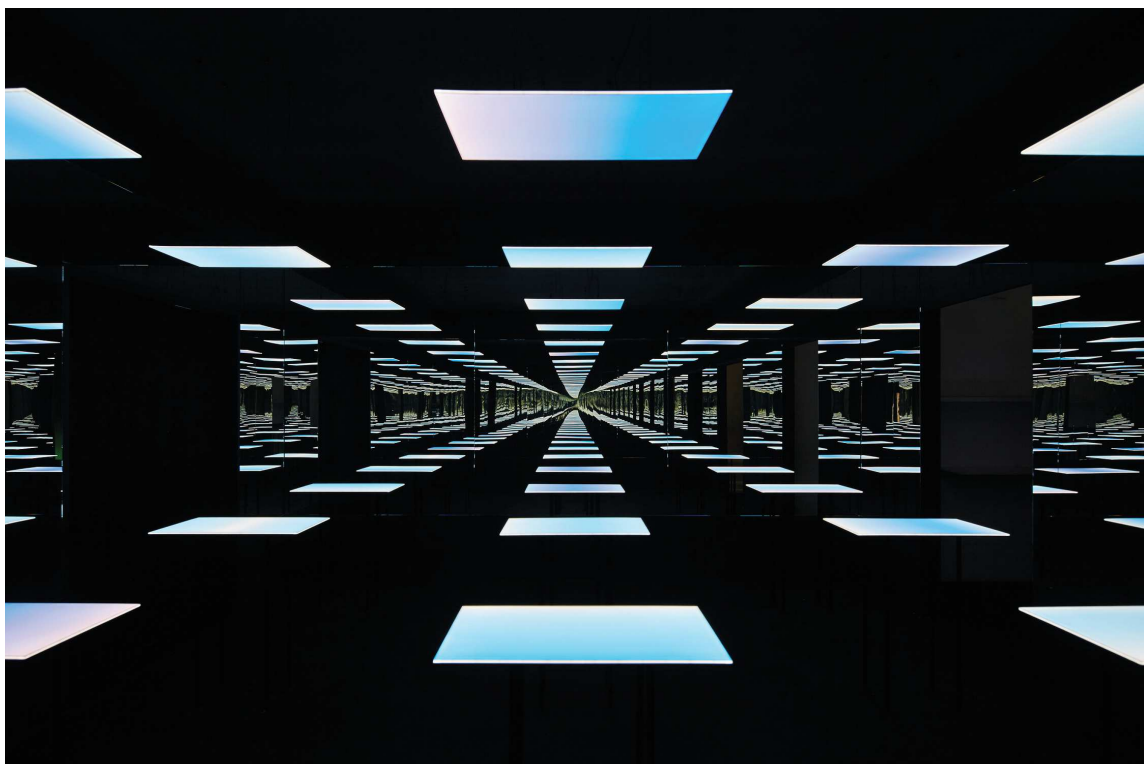
Please visit us in Milano Salone to see and feel Lightface. We welcome your creativities and imaginations inspired by our space.

### ■ "Sea of Light" and "Sky of Light"

Filled with various graduations of blue, our exhibition space presents Lightface's sophisticated coloring and toning.

### ■ Stained Glass Window of Technology

Windows of Lightface bring natural light into a room that has no outside light.



## 2. Canvas of Light to be Invented

A new mean of presenting art - Canvas of Light

- Stereoscopic printing, Ad seed 2.5D system, on Lightface enabling detailed expressions.
- Replaceable printing on one Lightface. Just like a canvas.



In Milano Salone, you will see a Japanese historical art and a modern art that are revived by Lightface.



### Landscapes of autumn and winter

Landscapes on a traditional interior partition, a designated Japanese national treasure, was drawn by Sesshu in Muromachi era in 15th century. Sesshu learned art in China and established an original ink painting. Giving a significant influence over Japanese painting in the following eras, he is recognized as one of the master artists in Japanese art history.

"Landscapes of autumn and winter" expresses Sesshu's essential sense of art in its stable layout and strong strokes.

The drawings are presented on three connected pieces of 30cm×60cm Lightface that are connected in a seamless manner.



## Brilliant No. 7 by Seiju Toda

An original art of Seiju Toda who developed Lightface with Nittoh. This modern art of prism lights created with 3DCG expresses an only life in universe and is presented on nine connected pieces of 30 cm x 60 cm Lightface will make its first appearance in Milano Salone.

## 3. Wall of Light Appears

•Printing wood or concrete look on Lightface makes the device invisible. Turn on Lightface to illuminate wood shelves and concrete walls.



In Milano Salone, you can see and touch various Lightfaces with various materials printed on. Feel the originality and quality.



## **【Lightface】**

Lightface is a piece of light that illuminates our lives in many different scenes.

### **•High Quality**

Overcoming constraints of lighting device - bright where close to light source and dark where away from light source, Lightface releases perfectly even and smooth light in all the directions. You feel no existence of device in the space.

### **•Frameless and Thin**

Eliminating frames and reducing the thickness to 1 cm, Lightface recreates natural light in the space. You see no presence of device.

This frameless and thin design generates very little heat and is suitable for many different applications.

### **•Seamless and Free Sizing**

Lightfaces can be combined with each other to make different sizes of Lightface. Eliminating seams on the joint borders with Nittoh's own technology, perfectly connected pieces of Lightface enhances its cleanness and beauty of it.

### **•Advanced Printing Technology**

Stereoscopic printing is developed for Lightface by Ad Seeds on concentrated printing expertise in Japan and expands expressions of Lightface.

Altering the prints on Lightface enables you to create different impressions in a space.



Lightface received:

Good Design Award 2016;  
Best 100 Good Design Award; and  
Good Design for Future Award

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### **Lightface Exhibition**

Rho-fiera Milano Hall 15, Booth G36

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### **More about Lightface Product**

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Lightface HP <https://www.nittohkogaku.co.jp/en/lightface/>

Nittoh HP <https://www.nittohkogaku.co.jp/en/>

Nittoh Brand Site <https://www.nittohkogaku.co.jp/brand/>

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### **More about Lightface Project**

Manufactured by Nittoh; Planned By Lightoda; Printed by Ad Seeds

Distributed by DNP

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### **Project staff**

Naoki Sakai from Waterdesign; Izumi Okayasu from Izumi Okayasu  
Lighting Design; Seiju Toda