

# Magneto, terra

by Giulio Iacchetti

FOSCARINI



## 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

Varnished steel, ABS and supermagnet made of

## COLORS

Black, White

# Magneto, terra

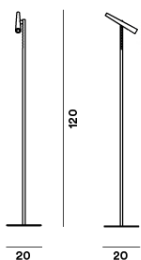
technical details

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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 LED

### SCHEMATIC & LIGHT EMISSION



### MATERIAL

Varnished steel, ABS and  
supermagnet made of

### COLORS



### LIGHT SOURCE

LED 5W

### CERTIFICATIONS



### ENERGY EFFICIENCY

A+

# Magneto, terra

Designer

FOSCARINI

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## GIULIO IACCHETTI

Giulio Iacchetti alternates his activities as an industrial designer and artistic director with teaching at multiple design schools and universities. His distinguishing traits include research and the definition of new types of objects. In 2001, together with Matteo Ragni, he won the Compasso d'Oro ADI prize with the "Moscardino" biodegradable multi-purpose cutlery, which is part of the permanent design collection at the MoMA in New York.

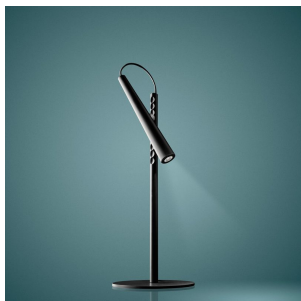
In 2009, he was awarded the Prize for Innovation by the President of the Italian Republic. For Foscarini, he has designed Tropico, a project based on a single modular element that creates several shapes, and the Magneto lamp, which makes use of the invisible force of a magnet for an object designed to reposition and direct light.



**Magneto, terra**  
family

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**Magneto**