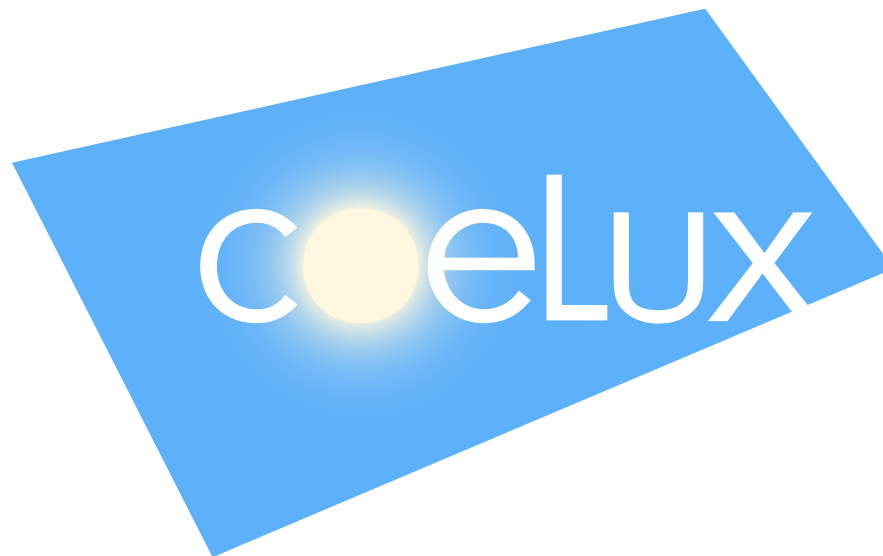


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Experience the Sky

CoeLux® is an optical system based on nano technology to artificially reproduce the natural light and visual appearance of the sun and sky. CoeLux® offers a breakthrough opportunity for indoor architecture by creating the sensation of infinite space.

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Photo 1. CoeLux 60 - tropical light - solution. This solution presents a cooler, vertical sunlight and the maximum luminance contrast between light and shadow. Photo taken during the event for the launch of the technology at Union Halle on April 1, 2014. The room reconstructs the Namibia National Park, Namibia, Africa late morning landscape in September. Photo by Michael Loos.



Photo 2. CoeLux 45 - Mediterranean light – solution. This solution offers an equal balance of light and shade, best enhancing the shapes and volumes that have historically flourished in outdoor architecture. Photo taken during the event for the launch of the technology at Union Halle on April 1, 2014. The room reconstructs an environment typical of Santorini, Greece, on a sunny afternoon in spring. The ceiling structure, which creates a sort of lightwell, enhances the vertical luminance. Note the blue color that the room takes on due to the diffused light. Photo by Michael Loos.



Photo 3. CoeLux 30 - Nordic light – solution. This solution reproduces a warm, grazing light. Photo taken during the event for the launch of the technology at Union Halle on April 1, 2014. The room reconstructs a situation common to Anchorage, Alaska, USA in the late afternoon on a sunny spring day. Note how the direct light beam, illuminating the opposite wall to the window, has a color which drifts towards the orange while the sky appears slightly whitish if compared to the previous photos. Photo by Michael Loos.



Photo 4. CoeLux 60 with lightwell structure. In this photo, the CoeLux® illumination, composed of light and shadow, enhances the perception of the volumes. The two light sources are also responsible for the different colors that the objects take on. Notice also the blue color of the white wall on the background. Photo by Michael Loos.



Photo 5. CoeLux 60 with lightwell structure. The picture shows an example of a possible application of CoeLux® illumination. Notice how the light completely redesigns the volumes and the space, giving a feeling of being under real natural light. The bath tub, illuminated by direct sun light, also acts as a secondary source of reflected light. Photo by Michael Loos.



Photo 6. Detail of CoeLux® photo 3. Notice the strong blue color and the sharpness of the shadows and how the grain of the wood is rendered more realistic. Photo by Michael Loos.



Photo 7. Detail of CoeLux® photo 2. Notice the blue color of the shadows and their sharpness. Photo by Michael Loos.



Photo 8. Detail of CoeLux® photo 2. Notice and compare the colors of the object under direct and diffused light and how it is possible to appreciate the many different tinges of the gray of the chair. Photo by Michael Loos.



Photo 9. Example of CoeLux 60 with lightwell structure (not shown) for retail applications. It emerged from the perception study that objects appeared more “precious” under CoeLux®light with respect to standard illumination. Photo by Michael Loos.



Photo 10. CoeLux 60 with lightwell structure. Photo of the installation built for the "Festival della Luce" held in Como in May 2014. The sun is perceived as if it was at a far away distance, thus giving the observer the impression of being under the real sun. Photo by Michael Loos.



Photo 11. CoeLux 60 with lightwell structure. Photo of the installation built for the "Festival della Luce" held in Como in May 2014. Colours and shapes at play, notice the sharpness of the shapes and the luminosity of the colors. Photo by Michael Loos.



Photo 12. Detail of photo 11, with model. Notice how CoeLux® light renders the skin color, both in the direct and diffused light.
Photo by Michael Loos.

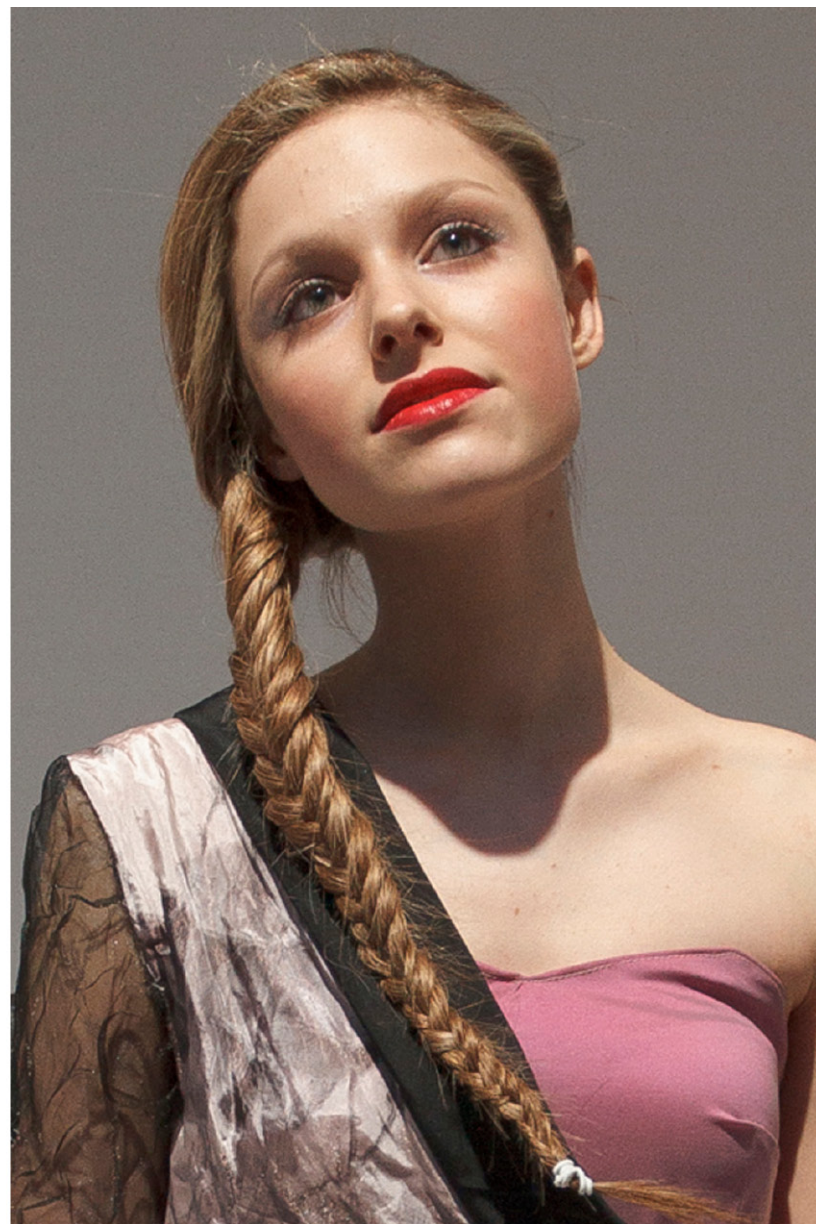


Photo 13. Example of another possible application for CoeLux® lighting – fashion shows. The details of the textile materials and also the colors are enhanced and made more vibrant by the CoeLux light. Notice also how the direct light shapes and illuminates the model's face. The photos were taken in the CoeLux® installation built for the "Festival della Luce" held in Como in May 2014. Photo by Michael Loos.

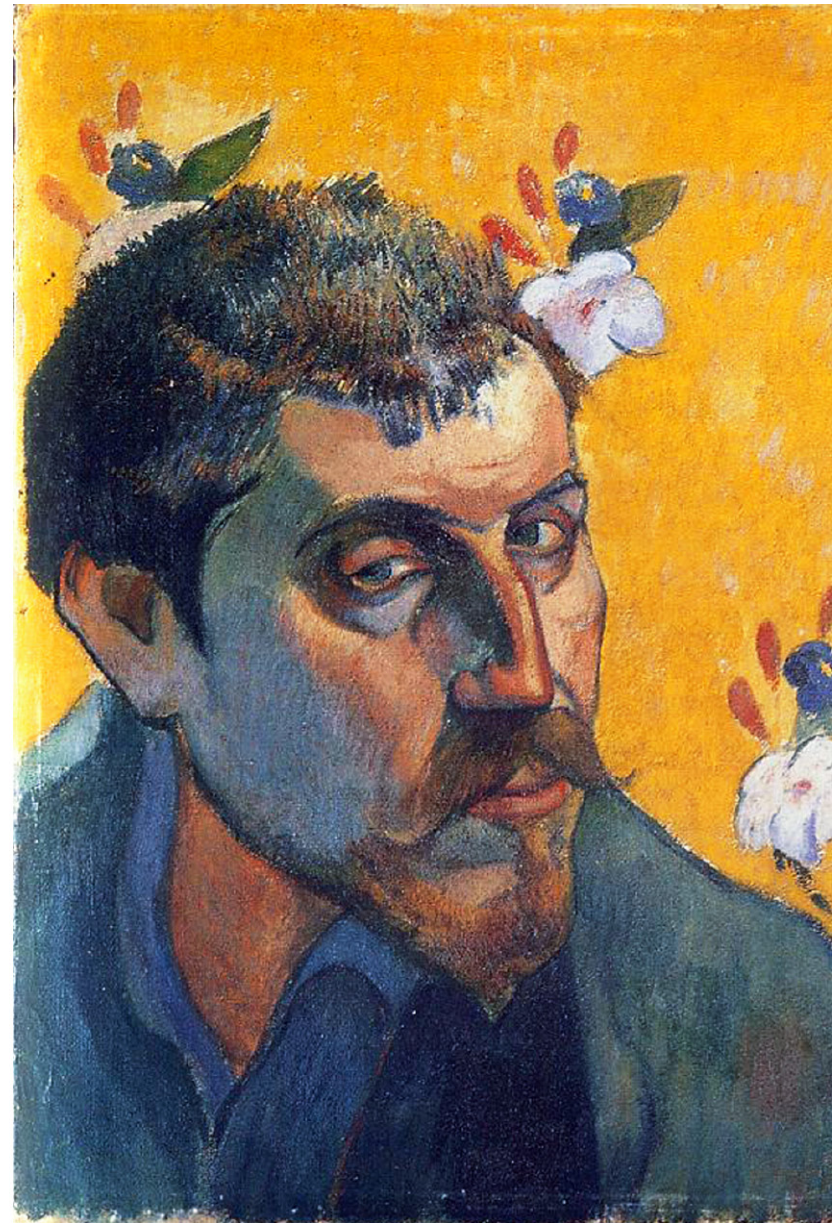


Photo 14. An example of how the bi-chromatic characteristic of light, direct and diffused, is found in paintings, and especially in portraits. Left, Portrait of Madame Cezanne, Paul Cezanne, c.1885, Private Collection. Right, Self-Portrait Dedicated to Vincent van Gogh (Les Misérables), Paul Gauguin, 1888, Van Gogh Museum, Amsterdam, Netherlands. Photo by Michael Loos.



Photo 15. CoeLux® – a feel good light! Photo taken during the event for the launch of the technology at Union Halle on April 1, 2014, inside the Santorini room (see CoeLux®photo 2). Visitors were given a pair of sunglasses and asked to go into the direct light. These and the next pictures show the amazed reactions of all visitors when exposed to the CoeLux® light. Photo by Michael Loos.



Photo 16. CoeLux® – a feel good light! Photo by Michael Loos.



Photo 17. CoeLux®– a feel good light! Notice the reflection of the CoeLux® window and of the sun onto the sunglasses.
Photo by Michael Loos.



Photo 18. CoeLux®– a feel good light! Taken with the CoeLux 30 solution, which gives a warmer, nordic-type light. Notice the reflection of the CoeLux® window and of the sun onto the sunglasses. Photo by Michael Loos.



Photo 19. CoeLux® – a feel good light! Notice how vibrant colors like the red lipstick become under CoeLux®. Photo by Michael Loos.



Photo 20. Since June 7 2014, CoeLux® is participating in a prestigious installation at the Biennale Architettura 2014 in Venice, to be viewed by the international architecture community. Here, CoeLux® designed and produced the skylight integrated ceiling for the "Z! Zingonia, Mon Amour" exhibit, curated by ARGOT ou La Maison Mobile and Marco Biraghi. Photo by Iwan Baan.



Photo 21. Detail of CoeLux® photo 2. The lightwell structure and the sun entering the visitors' view. Notice the uniformity of the colour of the sky and how the light and shadows play on the four slanting sides of the lightwell. Photo by Michael Loos.

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