

VV Cinquanta Collection

Versatile Italian Elegance

Design by Vittoriano Viganò, 1951/2016

VV Cinquanta is a versatile, timeless lighting collection by Italian architect Vittoriano Viganò with a compelling contemporary appeal. Created from an innovative, mid-century Italian design spirit and embracing the values that are at the very heart of Astep: a progressive attitude, objects invented from a wish to make an impact and design that strives to enhance our daily lives.

The original colours are as vivid as when Viganò decided on the colour scheme in 1951 during his time as art director for Arteluce. They set the tone of a versatile lighting universe that can be quiet or more dynamic. From white and black to red, yellow and blue, and from direct working light to upward lighting thanks to the master feature: the adjustable direct light source that can swivel and tilt.

Starring a sophisticated, wide reflector, VV Cinquanta comes in four models, which translate the basic design idea into four unique expressions. With respect for the origin of the design, Astep's roots and the proud artisanal and industrial traditions, the VV Cinquanta collection is made in Italy.



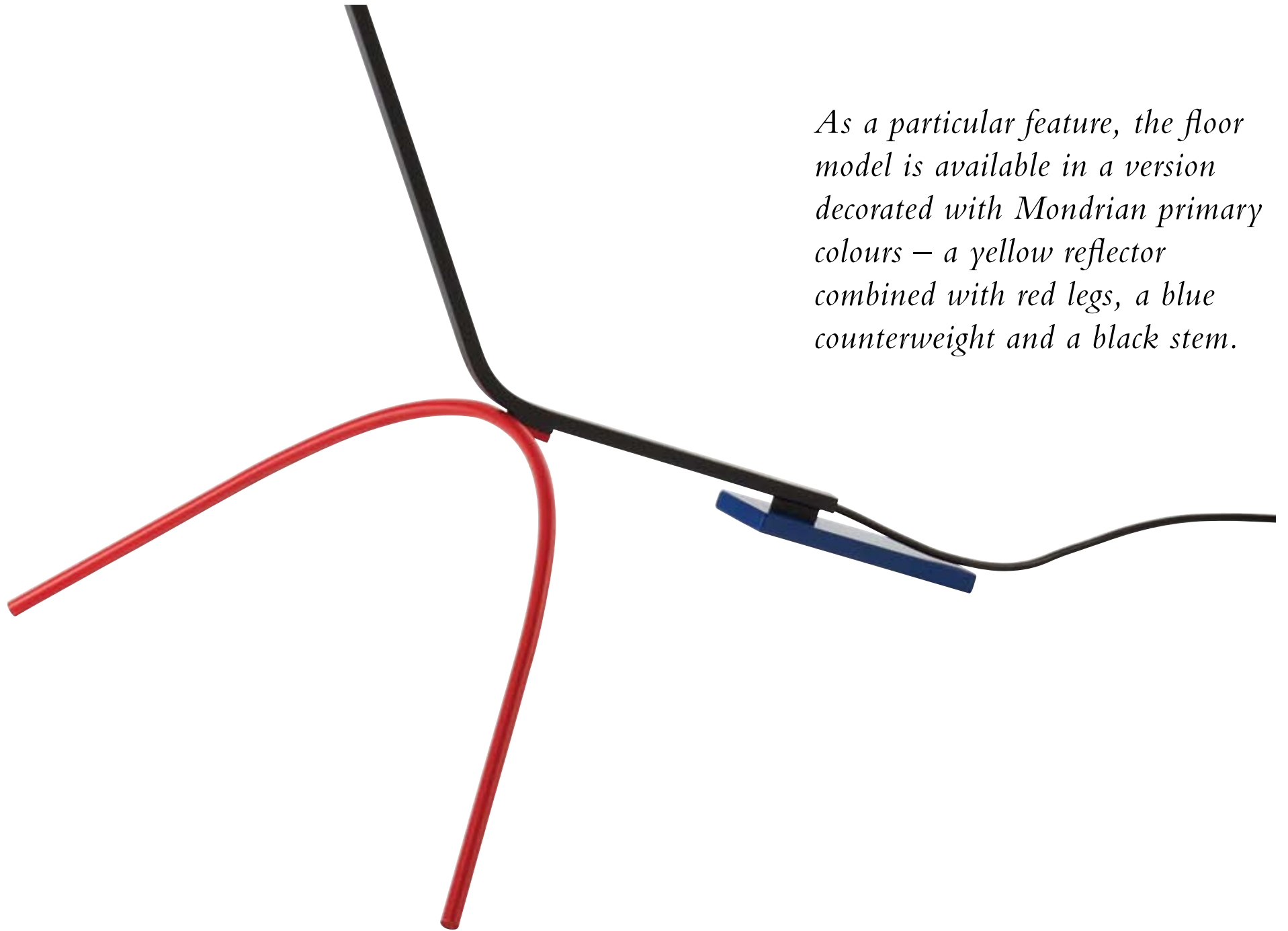
*The floor model stands gracefully
on a slender black iron base.*

VV Cinquanta Floor

Design by Vittoriano Viganò, 1951/2016

The wide reflector is mounted on an articulated stem that enables various lighting scenarios.





As a particular feature, the floor model is available in a version decorated with Mondrian primary colours – a yellow reflector combined with red legs, a blue counterweight and a black stem.

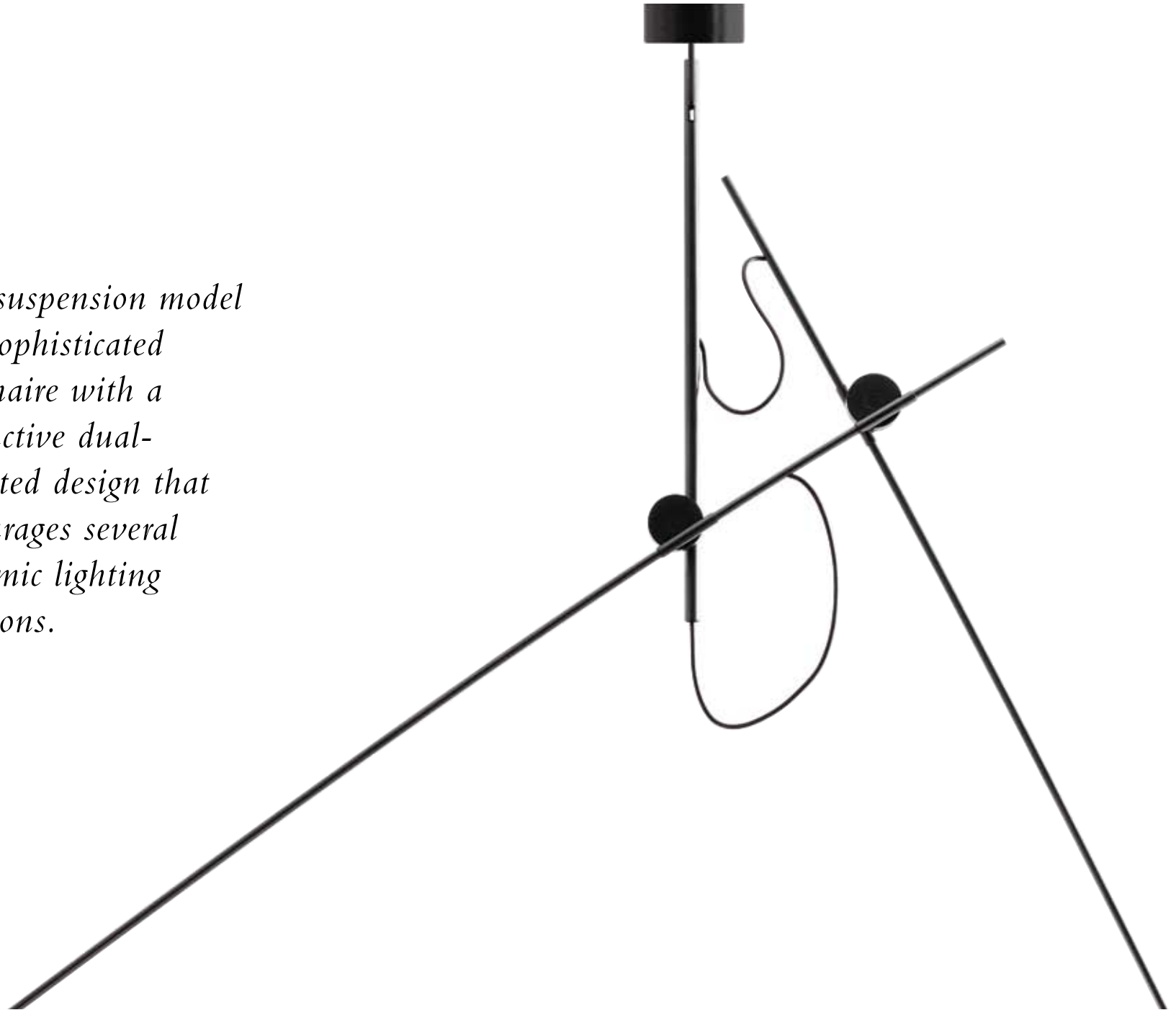


The wide signature reflector is combined with a narrow, almost understated reflector in a bold and intriguing companionship that makes the lamp stand out.

VV Cinquanta Suspension

Design by Vittoriano Viganò, 1951/2016

*The suspension model
is a sophisticated
luminaire with a
distinctive dual-
operated design that
encourages several
dynamic lighting
positions.*





The twin model is an elegant two-armed wall light. Mounted on a brass bracket, the two brass arms reach out in opposite directions.

VV Cinquanta Twin

Design by Vittoriano Viganò, 1951/2016

The wide signature reflectors can be angled and rotated to provide both indirect and direct lighting simultaneously. A sculptural wall lamp with multiple lighting compositions.





The wall model is stylishly mounted on a bracket of brass or black aluminium for a simple, yet elegant expression.

VV Cinquanta Wall

Design by Vittoriano Viganò, 1951/2016



*The reflector itself
can be angled 160
degrees and rotated
350 degrees, making
the wall model an
outstandingly flexible
design for versatile use.*





Portrait from AVVM

Vittoriano Viganò

Architect and designer (1919-1996)

Italian architect and designer Vittorio Viganò was a multi-talent who has left a lasting impression across several fields and scales: from industrial design to architecture and from interior design to urban and landscape planning. He even excelled as a writer and art director.

Vittoriano Viganò graduated in Architecture from the Polytechnic School in Milan in 1944, and throughout his life he worked as Professor of Interior Architecture and Urban Planning parallel to his own architectural practice and other exploits. Architecture critics consider Vittorio Viganò the most important Italian exponent of the architectural 'Brutalism' movement that flourished around the world from the 1950s to the mid 1970s.

In the 1950s, Vittorio Viganò was art director of Arteluce, the lighting company founded by Gino Sarfatti, and designed numerous luminaires as well as the Arteluce flagship store on Via della Spiga in Milan. During these prolific years, he also designed several art galleries and took part in a number of Milan Triennale exhibitions. Owing to his eye for emerging architectural and cultural developments, Vittorio Viganò became the Italian correspondent for 'L'Architecture d'Aujourd'hui', the renowned French journal founded by artist André Bloc.

Vittoriano Viganò was awarded the architectural prize of the President of the Italian Republic (1990) by the San Luca Academy for his continued search for the rare balance between functionality, art and nature, and in 1994, his work was exhibited at the Milan Triennale in the comprehensive retrospective on the origins of Italian industrial design; two honours that emphasize the legacy of an extraordinary architect and designer.

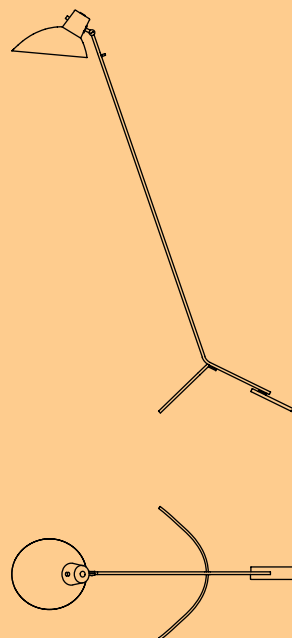
VV CINQUANTA – FLOOR

Vittoriano Viganò, 1951/2016

The floor model stands gracefully on a slender black iron base. The wide reflector is mounted on an articulated stem that enables various lighting scenarios. As a particular feature, the floor model is available in a version decorated with Mondrian primary colours.

Technical specifications

Type	Floor-standing Luminaire
Environment	Indoor
Materials	Spun Aluminium Reflector, Steel Frame
Finishes	<ul style="list-style-type: none"> • Black Frame with Colored Reflector: Black, White, Red, Yellow or Blue • Mondrian Primary Colors, Black Stem, Red and Blue Legs, Yellow Reflector
Dimensions	487 x 1472 x 1035 mm (WxHxD)
Light Source	1 x max 53 W - E27
Control	Switch on reflector



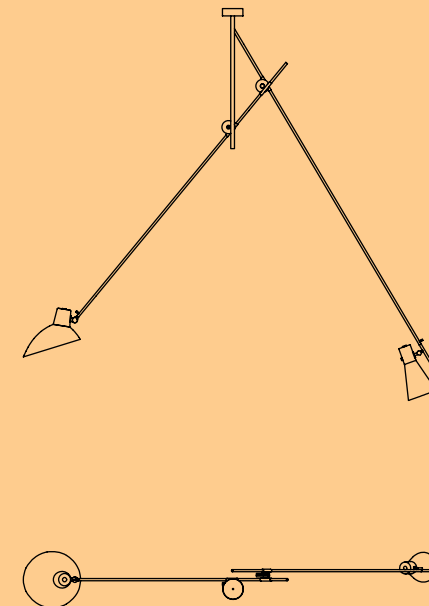
VV CINQUANTA – SUSPENSION

Vittoriano Viganò, 1951/2016

The suspension model is a sophisticated luminaire with a distinctive dual-operated design that encourages several dynamic lighting positions. The wide signature reflector is combined with a narrow, almost understated reflector in a bold and intriguing companionship that makes the lamp stand out.

Technical specifications

Type	Suspension Luminaire
Environment	Indoor
Materials	Spun Aluminium Reflectors, Steel Structure
Finishes	<ul style="list-style-type: none"> • Black Structure with Black and Black Reflectors • Black Structure with Black and White Reflectors • Black Structure with Black and Red Reflectors • Mondrian Primary Colors, Black and Red Structure, Blue and Yellow Reflector
Dimensions	1900 x 1800 x 255 mm (WxHxD)
Light Source	2 x max 53 W - E27



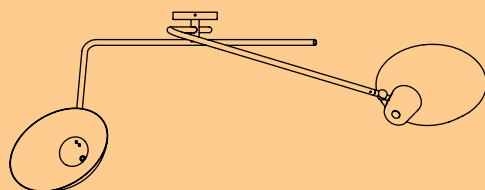
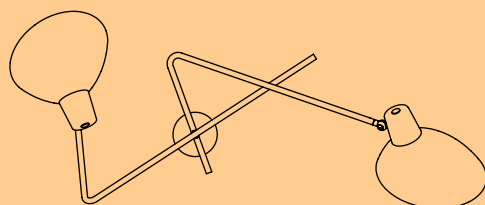
VV CINQUANTA – TWIN

Vittoriano Viganò, 1951/2016

The twin model is an elegant two-armed wall light. Mounted on a brass bracket, the two brass arms reach out in opposite directions. The two wide signature reflectors can be angled and rotated to provide both indirect and direct lighting simultaneously. A sculptural wall lamp with multiple lighting compositions.

Technical specifications

Type	Wall-mounted Luminaire
Environment	Indoor
Materials	Spun Aluminium Reflectors, Brass Structure
Finishes	<ul style="list-style-type: none"> • Brass Structure with Black Painted Reflectors • Brass Structure with White Painted Reflectors
Dimensions	1130 x 524 x 538 mm (WxHxD)
Light Source	2 x max 53 W - E27



VV CINQUANTA – WALL

Vittoriano Viganò, 1951/2016

The wall model is stylishly mounted on a bracket of brass or black aluminium for a simple, yet elegant expression. The reflector itself can be angled 160 degrees and rotated 350 degrees, making the wall model an outstandingly flexible design for versatile use.

Technical specifications

Type	Wall-Mounted Luminaire
Environment	Indoor
Materials	Spun Aluminium Reflector, Brass Mount
Finishes	<ul style="list-style-type: none"> • Brass Mount with Painted Reflector: Black or White • Black Mount with Painted Reflector: Black, White, Red, Yellow or Blue
Dimensions	256 x 183 x 364 mm (WxHxD)
Light Source	1 x max 53 W - E27

