

Swiss-italian designer launches POVLAMP®, a revolutionary ceiling lamp able to create a 3D-lampshade in the air.

One-of-a-kind lamp designed by Leonardo Novella, founder of the start-up company NDF Zürich® coming soon!

Zürich, 26 August 2016 – The patent is still pending, yet POVLAMP® is already prepared to conquer the world of lightning. The world's first RGB POV (Persistence of Vision) Lampshade is a real eye-catcher: An interactive ceiling lamp able to create a three-dimensional projection of a lampshade, through four remotely controlled special light-guide profiles that are set in motion by a brushless motor, developed specifically for the lamp for a 24hr usage.

A once crazy vision now becomes a reality, an idea based on the optical effect caused by the moving light that hopes to revolutionize the lighting sector, with its exclusive entertainment factor. This smart-phone controlled lamp features an ultra-silent motor with low power consumption, making it the perfect lamp both in terms of soundless operation and energy efficiency.

Avant-garde technology goes hand in hand with an eye-catching design: in fact you can choose between different lampshade forms and color combinations, with interchangeable light-guides and over 16 million different colors, along with the two independent controlled light sources, to make sure that every living and working space is uniquely illuminated. Moreover, with POVLAMP® you can choose between functional light and ambient light, or a combination of both lights at the same time to create sets for each type of desired application.

One Lamp, two independent light sources

The functional light source has a quality high-power LED with a lifetime of over 50.000 hours. Depending on the model of the lamp the luminous flux of the Power LED light source can vary from 2500 lumen to 4000 lumen.

According to the selected application you can also choose optics/lenses with different angles, to change the light beam emitted by the Power LED light. The first option with narrow-angle lenses allows you to direct the light towards one spot, ideal for showrooms and galleries where the attention must be focused on single objects, while the second option features a broader homogeneous light that illuminates the whole area (ie. café, house) thanks to its wide-angle lenses.

The 3D POV Lampshade instead is not just a decorative light source but is also specifically designed to allow the lamp to self-cool itself using the circulation of air that is generated. The air flow generated by the motor inside the lamp allows to export the heat emitted from the Power LED. In this way the lifespan of the power LED increases significantly and the maximum efficiency of the LEDs is ensured.

On the other hand, the rotation of the 4 external blades/arms of the lampshade generates a circulation of air in space comparable to a ceiling mini-fan. "Perhaps it's the first ever really beautiful ceiling fan with integrate light" states Leonardo, the mind behind POVLAMP®.

Basically we can say that POVLAMP® is the first lamp that uses its own cooling process to generate an optical effect that acts as a source of lighting, which is the fundamental element of its own aesthetic form.

Example of use in a fashion-store

The store experience, for customers, starts outside – before actually stepping inside the shop – so it's important to create a full engaging experience starting from the windows and shop façade.

POVLAMP® can be able to turn any passerby into a shopper. By placing the POVLAMP® in any store during the day you can activate the functional light and the 3D Lampshade (ambient light), while during the night, via the app, you can program the timer function that only activates the 3D lampshade. This draws attention from outside, attracting and engaging people who walk by and stop to observe the 3D shades projected in the air through the shop windows. This innovative solution, for example, is perfect for shop-owners and retailers who want to attract more customers in their store. With the POVLAMP® you can now transform your store into an interesting destination even after closing time.

POVLAMP® is a versatile lamp, which adapts to any environment: in your house, in a stylish bar, in a nightclub, or in a shop. No matter where you use it, the wow-effect is guaranteed. You can even personalize and change the lamp geometry through the designated light-guides. It is thus clear that the two light sources of the lamp have such high technical performances that are ideal for any type of lighting and application.

For more information, you can watch the [video here](#), to understand also the advance technological features and app characteristics that make this product so inimitable and revolutionizing.



About NDF Zürich©

POVLAMP© is swissmade

The quality standards for the production of the POVLAMP© are very high. POVLAMP© is produced, assembled, tested, packaged and shipped by NDF Zürich© with headquarters in Zürich, Switzerland. The start-up company founded by Leonardo Novella designs and markets its own innovative, easy, functional, durable, aesthetic and environmentally friendly products at both national and international level. The micro-factory combines a workshop with a design studio, offers storage place for production pieces and is at the same time a laboratory for the development of new prototypes.

The company aims at successfully launching into the market POVLAMP© which “will be the beginning of a revolutionary, innovative movement in the world of LED lights”, says the founder and designer Leonardo. NDF Zuerich© wants to combine the usual industry with the trend of self-production, where the designer becomes entrepreneur and direct producer of his or her own products, mixing entrepreneurial thoughts of a businessman with the imagination of a product designer.

NDF Zürich©’s constantly growing know-how and the already existing partnerships with local small producers in Switzerland and in the EU, which are continually strengthened and expanded, are the perfect ingredients for a successful company that represents the highest quality in terms of workmanship, choice of materials, innovation and exclusive design.

The owner and industrial designer of this Swiss start-up is Leonardo Novella, young designer who moved to Rome, Italy in 2010 to study at IED (the European Institute of Design), where he soon learned first-hand the economic difficulties every designer faces: the lack of funds, which means finding solutions in an efficient and cost-effective way for every project assigned. The production instruments, i.e. a drilling machine or different tooling equipment, must be obtained either by private resources, or by working together with local industry partners.

To see his portfolio and past experiences, as well as ongoing projects, you can click [here](#). After many years of studying and hard work he is ready to present to the world POVLAMP©. If you wish to reserve the lamp before the crowdfunding campaign goes live you can sign up [here](#).

For more information, visit www.povlamps.com

Contact

NDF Zürich (Novella Designfactory)
Leonardo Novella
Giesshübelstrasse 92
8045 Zürich Switzerland

Email: leonardo.novella@ndesign-factory.com