

Press Release

New collection – June 2021

FLYER

Design by Needs Studio



## A new #lightingstories

It is time to take a seat and read one of our newest lighting stories.

Here we tell a story made of lightness in its forms, an elegance of yesteryear in its movements, a feature dedicated to the most demanding users. Perhaps these concepts have already been seen in decorative lighting, perhaps they are qualities already presented in design, perhaps, more simply, they are characters and words that have never been told all together in a wall lamp ...

Thus begins the story of Flyer, a lamp capable of illuminating our lives without disturbing, adapting in its horizontal movement of about 150° to our daily relaxation in the living room or to the meeting between friends in our favorite restaurant or even to the dinner with our families. There are several examples where Flyer can become the protagonist, always different but always linked to needs in use.

Its delicate and modern shape, rigid but welcoming at the same time, writes tales of light that can illuminate from above, often solving space problems and always dictating different solutions based on the needs that arise from time to time. It is a hybrid story that comes from necessity, style and functionality, an object capable of elegantly bringing light to a fluid and simple movement capable of satisfying the eternal dilemma of functionality and design.

Flyer represents the mission of Prandina written by Needs to propose forms and solutions that last over time to the extemporaneous trend of a moment or a season. Imagine a modern house and at the same time imagine one of those Parisian bistros that seem to come out of a movie from decades ago: here we are, stop for a moment... in both cases you could find the Flyer collection and tell it as one of the best #lightingstories for a long time to come.

## Materials, finishes and details that make the difference

Flyer is a wall collection available in metal painted in matt white or matt black. Custom colors are available on request.

It is available in two dimensions with two standard lengths (145cm and 175cm).

It is equipped with a 23W Led integrated module (3032 lumen), available in 2700 and 3000K, dimmable.

150° pivoting structure.

## Pictures, idea and inspirations

Please find all the high resolution pictures following this [link](#).

You can also discover daily new pictures following our brand through these channels:

- [www.prandina.it](http://www.prandina.it)
- [Linkedin](#)
- [Facebook](#)
- [Instagram](#)
- [Pinterest](#)
- [Youtube](#)



## The company

*Describing what Prandina has stood for since the very beginning is simple, we offer best-selling products and innovations in glassblowing techniques, we deliver and bring projects to life around the world.*

*Describing what Prandina represents for someone who's worked and continues to work here to this day is much more complicated, it's a collection of emotions and feelings, of people and experiences, of knowledge and fulfillment.*

*Every single product leaves our factory bearing all the passion that Sergio Prandina has put into every detail of his company since 1982. Every product is the culmination of creativity and of each employee's daily determination to improve their workflow. We all share in the enthusiasm of delivering a simply and truly beautiful product in the hands of our customers.*

*This is the greatest and most important of all the #lightingstories we want to tell.*

Our company was founded in 1982 by Sergio Prandina, an entrepreneur who for more than thirty years has been sharing his innate artistic creativity in lighting design through shapes and solutions often based on the use of blown glass.

His designs have made Prandina stand out since the beginning. Over time, they have met with new technologies, providing a space where innovative approaches to the use of light could flourish.

From the outset, the company has been dedicated to exporting and exports to more than 50 countries on a permanent basis through retail and contract channels depending on the needs of local markets. Prandina doesn't just offer standard catalogue items. Thanks to our long-standing experience and flexibility, we can collaborate with you to design and create a custom product that will bear the Made in Italy quality label both in terms of functionality and aesthetics. Requests in the lighting sector can change rapidly, and Prandina's dedication to its customers is the perfect answer to such a dynamic environment.

Our customized solutions are developed within the company with the collaboration of designers, interior designers, architects and handpicked professionals.

## The designer

Needs is an Italian design studio born in 2020. Founded by Davide Gerlin, Marco Brunato and Matteo Coracin, their design vision is focused on the ability to find solutions to the customer's needs, maintaining a style that is a bridge between the nature of the brand and their sensitivity.

A product research that influences and matures on each project, a result that is not only the result of a declared style but rather a mixture of points of view.

The goal is to create objects that are identifying and exciting in their uniqueness that speak of the brand for which they were born and reflect the values of the studio.

