



iguzzini ignites emotion & interaction in architecture with trick em's 360° lighting effects



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### IGUZZINI'S ADDITION TO THEIR 'LIGHT THAT MOVES' PHILOSOPHY

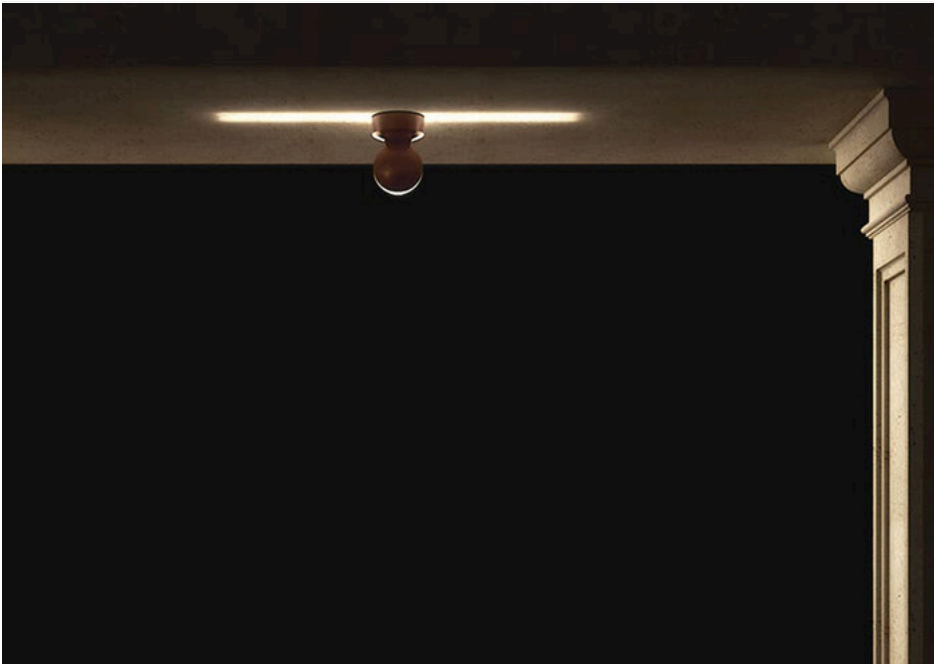
iGuzzini introduces Trick e<sup>m</sup>, the latest addition to the Trick series designed by renowned lighting designer Dean Skira. The Trick e<sup>m</sup> LED luminaire, with its abbreviation standing for 'emotion in motion,' is designed as a tool for creating dynamic and emotionally engaging environments. It transforms architectural spaces with its moving light play, revealing curves and details in an interactive way. With its compact design and improved optics, the product showcases iGuzzini's latest advancements in lighting design, following their philosophy of 'light that moves.'

*'Its main function is not to create general illumination or answer specific mathematical requirements to illuminate the space - instead it's something to be played with,' says Trick e<sup>m</sup> LED's designer, Dean Skira.*

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iGuzzini extends its Trick series with the LED luminaire Trick e<sup>m</sup> | all images courtesy of iGuzzini

## TRICK E<sup>M</sup> ENHANCES ARCHITECTURE WITH EXPRESSIVE FREEDOM

iGuzzini, known for its commitment to visual well-being, chromatic precision, and energy efficiency, created the Trick series in collaboration with Croatian lighting designer Dean Skira to challenge the conventions of architectural lighting and push the boundaries of spatial solidity. The Italian company excels in designing and developing all types of optics in-house, ensuring tailored lighting solutions for both indoor and outdoor environments. By bringing his artistic vision and lighting expertise to the Trick series, Skira merges art with functionality, aligning with iGuzzini's dedication to smart lighting products designed for intelligent management and optimized energy use.

Trick e<sup>m</sup>, the 2024 addition to the Trick series, exemplifies Skira's philosophy of lighting as a medium for artistic expression rather than mere illumination. This compact and versatile fixture can be modulated to create graphic lighting effects and dynamic volumes. While the Trick family is known for its three distinct effects (blades/radial/washer), Trick e<sup>m</sup> introduces a new dynamic approach. Designed to be flexible and creative, the luminaire features ten autonomous segments with 360° movement, allowing for expressive freedom with segmental, dynamic lighting effects.

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designed by Dean Skira, Trick e<sup>m</sup> functions as a tool for creating dynamic and emotionally engaging environments

## LIGHTING DESIGN FOR DANCING ARCHITECTURE

Trick e<sup>m</sup>'s ability to create sequences and rhythms with moving light transforms spaces into living, organic environments. The product creates the illusion of architecture dancing, tracing the dynamics of the environment and bringing a new level of interaction and emotion to lighting design. Available in white, black, grey, and rust brown, the spot integrates into any architectural setting, making it a discreet yet powerful element that reshapes the perception of space.

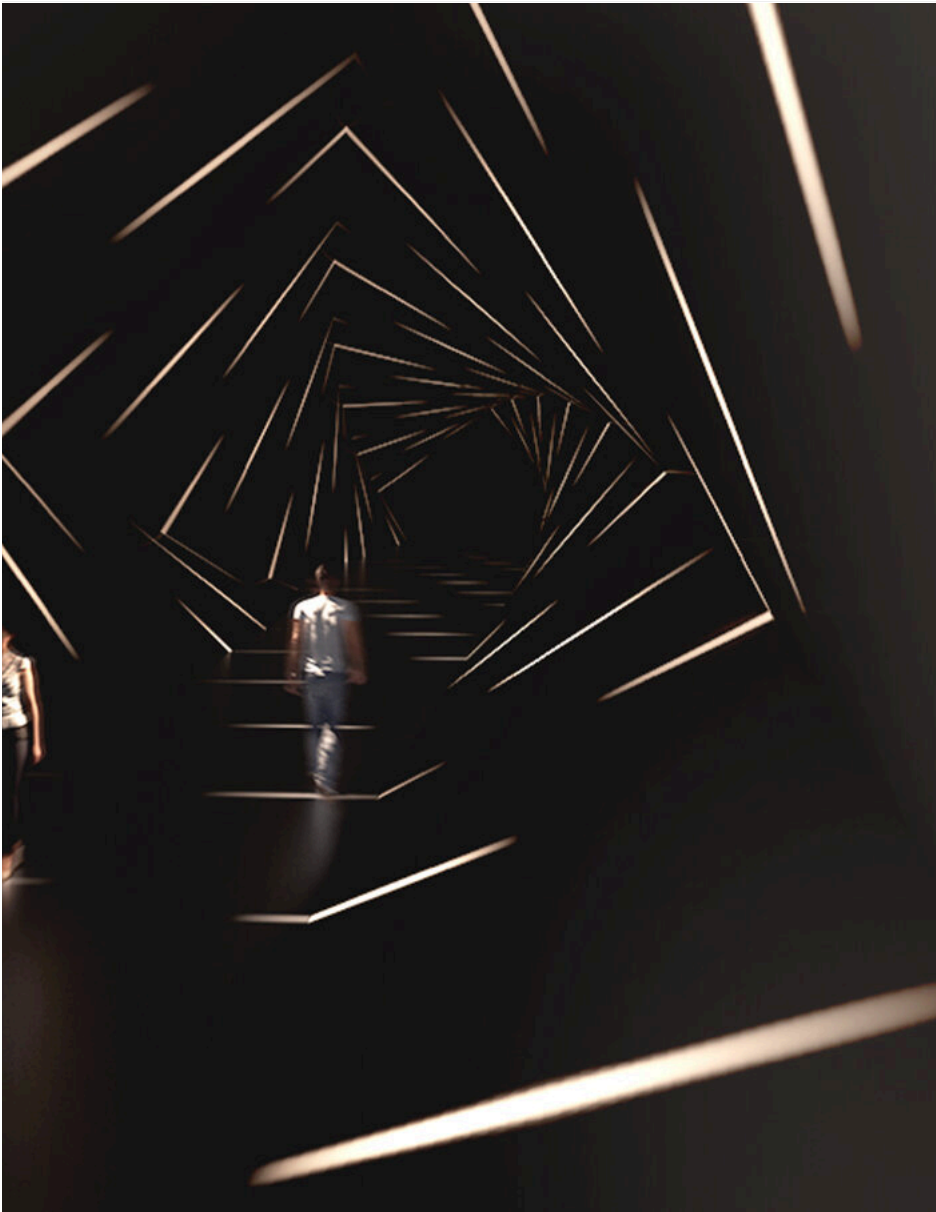
The advanced technology embedded in Trick e<sup>m</sup>, inspired by professional DMX systems, ensures high performance in a compact module. Whether installed on walls, ceilings, or the ground, this LED luminaire is designed to adapt to various environments, both indoor and outdoor. Its improved optics, made from methacrylate, and the aluminum alloy cover ensure durability and exceptional light quality.

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Trick e<sup>m</sup> exemplifies Skira's philosophy of lighting as a medium for artistic expression

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oving light, revealing details in an interactive way

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the compact and versatile fixture offers three distinct lighting effects – blades of light, radial light, and washer

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the luminaire features ten autonomous segments with 360° movement

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ing a new level of interaction & emotion to lighting design

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the optics, made from methacrylate, and the aluminum alloy cover ensure durability and quality

**project info:**

**name:** Trick e<sup>m</sup>

**brand:** iGuzzini | @iguzzini

**designer:** Dean Skira | @skiradean

lisa kostyra | designboom (89)

sep 11, 2024

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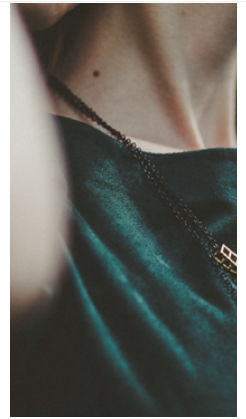
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