

LASVIT

LASVIT'S EXPERIMENTS WITH GLASS AND LIGHT REAPED SUCCESS IN MILAN

Milan/Prague April 16, 2019 – The visitors of the Fiera Rho in Milan were “enlightened” by the exhibition entitled *The Theory of Light*, which was prepared by the Czech company LASVIT. The design and glassworks firm conceived its stand in the spirit of discovery, ferreting out light from the shadows of ignorance. There were four unique light installations hidden under the giant golden shades which represented four key features which form the light – Reflection, Spectrum, Nature and Perception itself. The smaller alcoves housed the newly-launched design lightings manufactured as part of LASVIT's collections.



“LASVIT's mission is to inspire the world with the beauty of glass, and each Salone del Mobile is another step on this journey. We are lovers of light – after all, the name of the company was derived by connecting the Czech words 'love' (Laska), and 'light' (SVIT). This year, we wanted to show just how many facets light has, and thus bring its beauty into clear focus,” says LASVIT's founder and president, Mr. Leon Jakimič.

Awarded beauty of Czech glass

The presentation draw attention among the visitors and media too. [Design Anthology](#), one of the most prestigious Asian magazines focused on design, interiors and architecture, recommended not to miss the *Theory of Light* as one of the most interesting presentations at this year's Salone del Mobile.



The eye-catching installation *Traces*, created by the designer duo of Katarína Kudějová Fulínová and Kateřina Handlová, was lauded by the American magazine [Azure](#) as one the top five lightings which best capture the magical effects of glass.



The newly-launched **Crystal Rock Raw** by Arik Levy was in turn noticed by the Italian magazine [Domus](#) which included it in its list of this year's top 15 lightings.

The American [Forbes](#) magazine was interested in LASVIT's cooperation with the designer duo Yabu Pushelberg. Their custom-made **Cipher** light, which connects

the individual components into a star-shaped pattern, was included in the Forbes TOP 10 presentations which the spectators of the Salone del Mobile should certainly not miss.

And it wasn't only at LASVIT's stand that the audiences were raving. LASVIT's use of social networks captivated the leading American magazine [Interior Design](#) so much that they included it in its list of this year's Salone del Mobile best contributions.

Apart from **Traces**, LASVIT also introduced an experiment with the color spectrum, expressed in the installation **De-Lux-Ity** by Wanda Valihrachová, the experiment with light reflection entitled **Aura** by Mária Čulenová, and the experiment with nature, embodied in the installation **Liana** created by Maxim Velčovský who is also LASVIT's creative director.

And the festival also saw the premiere of the middle-sized (M) chandelier of the **Neverending Glory** line of Jan Plecháč and Henry Wielgus, as well as the **Glacier** chandelier, designed by the renowned American architect William Pedersen.

ABOUT LASVIT

LASVIT is a young, progressive Czech glassmaking and design company which inspires the world with its breathtaking custom-made installations exhibited all over the world, as well as with their unique lighting and glassware collections. LASVIT is a meeting place for talented artists and fresh ideas. The founder of LASVIT, Leon Jakimič, steers the company with the utmost respect for the Czech glassmaking tradition, but also with a boundless optimism for modern technologies and cutting-edge design.

In past years, LASVIT has attracted many renowned designers and artists who wanted to collaborate with an unconventional Czech company. In cooperation with LASVIT, many stars such as the Campana Brothers, Kengo Kuma, Yabu Pushelberg, Nendo or Ross Lovegrove, have created some of their most unforgettable glass collections. Ever since 2007, LASVIT has been on a mission: to bring beauty, happiness, and a piece of the Bohemian soul to clients worldwide, and thus change the world for the better.

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