

arturo alvarez
emotional light

vento pop
exclusive and limited edition*



ORIGIN OF THE IDEA

Arturo Álvarez intends to honour pop art, because some of its values are the same and also a source of inspiration. The defiance to remove materials from its usual context and to construct different and distinguished elements. To transgress and to be rebellious in a time of lots of deep changes, these values are also his, he identifies himself and admires them.

WHY DID HE CHOOSE VENTO

Precisely because it is a design that, brought to this concept, changes, fills up with self-confidence and rebelliousness, once applied the colours. Nearly in a magical way it changes in a unique piece, transgressor, full of vitality and movement. A piece taken out of its standard and neutral colours and turned into something completely new!

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A PIECE FOR EVERYONE

This limited edition pretends to excite the pop art collectors, that lovers of unique and original pieces, nostalgic of the sixties, and able to understand and feel that the values of that time are also their own. Or simply to those which feel attraction to the magnetism and force of this intelligent combination of design and colour.

EXCLUSIVE EDITION AND LIMITED TO 500 NUMBERED UNITS ONLY

This edition will be limited to only 500 units of the different pieces being part of the family Vento. All luminaires will be signed, numbered and accompanied by a guarantee and authenticity certificate.

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