



## PRODUCT SHEET

2020 09 VER.01



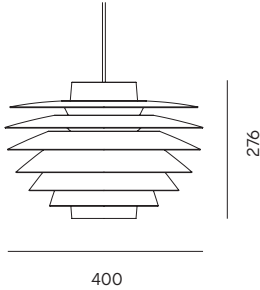
# VERONA

by Sven Middelboe <sup>1978</sup>

A sophisticated 8-shade pendant that serves a soft, glare-free lighting with timeless grace and simplicity. When lit, the spherical pendant beautifully self-illuminates, making for a striking display in itself. When introduced in 1978, Sven Middelboe's VERONA series grew into the most popular design of his career. VERONA was the ultimate result of many years of experimentation with different shade constructions.



## VERONA 400 WHITE



**Category**  
Pendant

**Type of light**  
Indirect  
Direct

**Purpose**  
Task  
Ambient

**Materials**  
Matt painted aluminium  
Solid brass

**Colours**  
White  
Brass

**Weight**  
3,8 kg

**Direction of light source**  
Downwards

**Light source**  
One bulb needed  
Not included

**Recommended bulb**  
Philips LED 11W  
1055 lumen

**Socket size**  
E27

**Max wattage**  
60 W

**Canopy**  
White metal

**Cord**  
White textile  
3 m



See full product description at  
[lyfa.com/collections/verona](http://lyfa.com/collections/verona)

### COLOURS

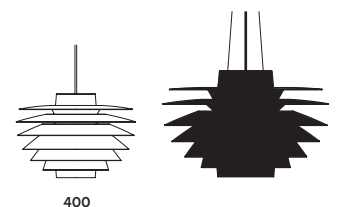


### CONCEPT AND CRAFTSMANSHIP

The captivating 8-shade pendant has a clean and timeless design that makes for a lifelong living companion. Each VERONA pendant is still carefully assembled by hand using the original spinning techniques.

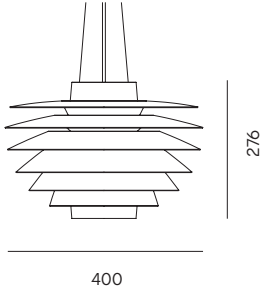
### LIGHTSCAPE

VERONA is a prime example of functionalist design philosophy, in which form follows function. The need for glare-free lighting is achieved by bending and shaping the light around the ring shades. The pendant provides soft and functional illumination that's easy on the eyes, while elegantly keeping the light source obscured from view. All the while, the lamp itself lights up, becoming a flowing and glowing design piece in the room.





## VERONA 400 BRASS



**Category**  
Pendant

**Type of light**  
Indirect  
Direct

**Purpose**  
Task  
Ambient

**Materials**  
Matt painted aluminium  
Solid brass

**Colours**  
White  
Brass

**Weight**  
6,5 kg

**Direction of light source**  
Downwards

**Light source**  
One bulb needed  
Not included

**Recommended bulb**  
Philips LED 11W  
1055 lumen

**Socket size**  
E27

**Max wattage**  
60 W

**Canopy**  
Brass

**Cord**  
White textile  
Steel wire  
3 m



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### COLOURS

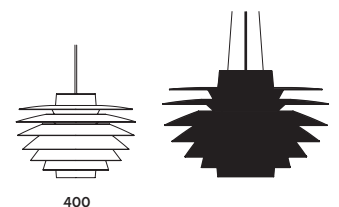


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### LIGHTSCAPE

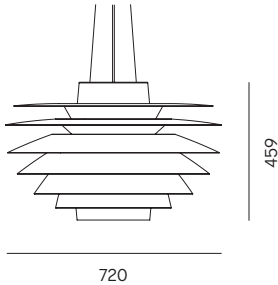
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## VERONA 720 WHITE



### Category

Pendant

### Type of light

Indirect  
Direct

### Purpose

Task  
Ambient

### Materials

Matt painted aluminium

### Colours

White  
Brass

### Weight

13,4 kg

### Diffuser

Frosted plastic

### Direction of light source

Downwards

### Light source

One bulb needed  
Not included

### Recommended bulb

Philips LED 23W  
3452 lumen

### Socket size

E27

### Max wattage

60 W

### Canopy

White metal

### Cord

White textile  
Steel wire  
6 m



See full product description at  
[lyfa.com/collections/verona](https://lyfa.com/collections/verona)

### COLOURS

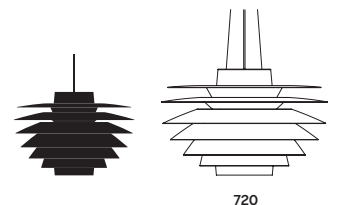


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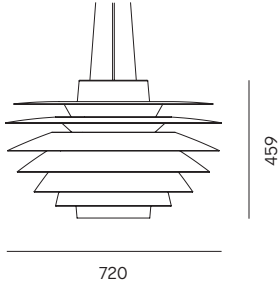
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## VERONA 720 WHITE



### Category

Pendant

### Type of light

Indirect  
Direct

### Purpose

Task  
Ambient

### Materials

Solid brass

### Colours

White  
Brass

### Weight

22,7 kg

### Diffuser

Frosted plastic

### Direction of light source

Downwards

### Light source

One bulb needed  
Not included

### Recommended bulb

Philips LED 23W  
3452 lumen

### Socket size

E27

### Max wattage

60 W

### Canopy

White metal

### Cord

White textile  
Steel wire  
6 m



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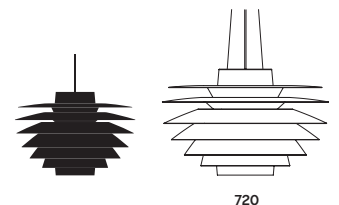


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# LIGHTSCAPE MOSAIK

## DIRECT LIGHTING

Direct lighting is focused illumination with an exposed light source. It enhances the visibility and directs the light to where it is needed. By highlighting objects and surfaces, direct lighting is useful for specific purposes, like reading a book or prepping food in the kitchen. Choosing the correct light source is vital to avoid glare and lighting that is too harsh.

## INDIRECT LIGHTING

Indirect lighting is ideal for creating an ambient setting as illumination relies on reflected, indirect light from the source. The light is emitted in different directions, which adds a delicate brightness, while the concealed light source ensures a glare-free experience. Choosing the correct light source is important to provide a sufficient level of illumination.

## DIFFUSED LIGHTING

Diffused lighting is non-directional; a soft, scattered light that is not directed at particular objects or surfaces. The light passes through a translucent surface, creating a softer appearance that serves well as overall room illumination or to create an ambient setting. Choosing the correct light source is essential to avoid unwanted patterns on the illuminated surfaces.




## PURPOSE

Lighting a room is all about a comfortable level of illumination, which is the result of a complex interplay between the room, atmosphere, light, and form. Different types of light entail different purposes. Based on our collection, we differentiate between three distinctive purposes: task, ambient and decorative lighting.

DIRECT

INDIRECT

DIFFUSED

### TASK

A supportive light to better accomplish a task or specific activity

### AMBIENT

An overall, soft light to set or improve the atmosphere of the room

### DECORATIVE

A delicate light to draw attention and add distinction to a room

\*720 VERSION: REMOVE DIFFUSER TO CREATE A DIRECT LIGHT