



VV Cinquanta Collection – Versatile Italian Elegance

Designed by Vittoriano Viganò, 1951/2016

VV Cinquanta is a versatile, timeless lighting collection by Italian architect Vittoriano Viganò with a compelling contemporary appeal. Created from an innovative, mid-century Italian design spirit and embracing the values that are at the very heart of Astep: a progressive attitude, objects invented from a wish to make an impact and design that strives to enhance our daily lives.

The original colours are as vivid as when Viganò decided on the colour scheme in 1951 during his time as art director for Arteluce. They set the tone of a versatile lighting universe that can be quiet or more dynamic. From white and black to red, yellow and blue, and from direct working light to upward lighting thanks to the master feature: the adjustable direct light source that can swivel and tilt.

Starring a sophisticated, wide reflector, VV Cinquanta comes in four models, which translate the basic design idea into four unique expressions. With respect for the origin of the

design, Astep's roots and the proud artisanal and industrial traditions, the VV Cinquanta collection is made in Italy.

VV Cinquanta Twin

The twin model is an elegant two-armed wall light. Mounted on a brass bracket, the two brass arms reach out in opposite directions. The two wide signature reflectors can be angled and rotated to provide both indirect and direct lighting simultaneously. A sculptural wall lamp with multiple lighting compositions.

VV Cinquanta Suspension

The suspension model is a sophisticated luminaire with a distinctive dual-operated design that encourages several dynamic lighting positions. The wide signature reflector is combined with a narrow, almost understated reflector in a bold and intriguing companionship that makes the lamp stand out.

VV Cinquanta Floor

The floor model stands gracefully on a slender black iron base. The wide reflector is mounted on an articulated stem that enables various lighting scenarios. As a particular feature, the floor model is available in a version decorated with Mondrian primary colours – a yellow reflector combined with red and blue legs and a black stem – in honour of the influential Dutch painter.

VV Cinquanta Wall

The wall model is stylishly mounted on a bracket of brass or black aluminium for a simple, yet elegant expression. The reflector itself can be angled 160 degrees and rotated 350 degrees, making the wall model an outstandingly flexible design for versatile use.

For more information about VV Cinquanta Collection and high res images, please contact:

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Vittoriano Viganò

Architect and designer (1919–1996)

Italian architect and designer Vittoriano Viganò was a multi-talent who has left a lasting impression across several fields and scales: from industrial design to architecture and from interior design to urban and landscape planning. He even excelled as a writer and art director.

Vittoriano Viganò graduated in Architecture from the Polytechnic School in Milan in 1944, and throughout his life he worked as Professor of Interior Architecture and Urban Planning parallel to his own architectural practice and other exploits. Architecture critics consider Vittoriano Viganò the most important Italian exponent of the architectural 'Brutalism' movement that flourished around the world from the 1950s to the mid 1970s.

In the 1950s, Vittoriano Viganò was art director of Arteluce, the lighting company founded by Gino Sarfatti, and designed numerous luminaires as well as the Arteluce flagship store on Via della Spiga in Milan. During these prolific years, he also designed several art galleries and took part in a number of Milan Triennale exhibitions.

Owing to his eye for emerging architectural and cultural developments, Vittoriano Viganò became the Italian correspondent for 'L'Architecture d'Aujourd'hui', the renowned French journal founded by artist André Bloc.

Vittoriano Viganò was awarded the architectural prize of the President of the Italian Republic (1990) by the San Luca Academy for his continued search for the rare balance between functionality, art and nature, and in 1994, his work was exhibited at the Milan Triennale in the comprehensive retrospective on the origins of Italian industrial design; two honours that emphasize the legacy of an extraordinary architect and designer.