


Ora

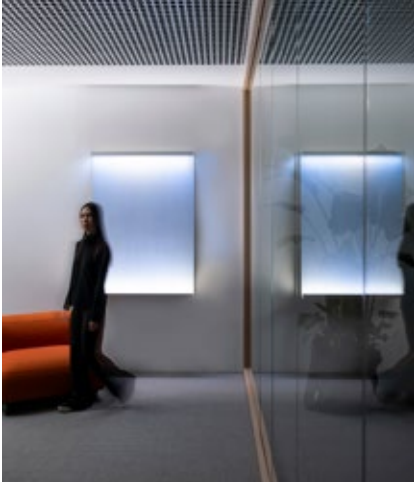


Blu



Ora Blu is a site-specific lighting device that mimics the ever-changing sky, to connect with the natural bio-rhythm during stays in confined spaces.

The title is inspired by the French expression “heure bleue”, which identifies the moments immediately after dusk and before dawn. The effect is due to the physical phenomenon Rayleigh scattering, whereby the molecules present in the atmosphere absorb the lower frequencies of the solar spectrum and disperse the higher ones. **This is why we see the sky blue.**



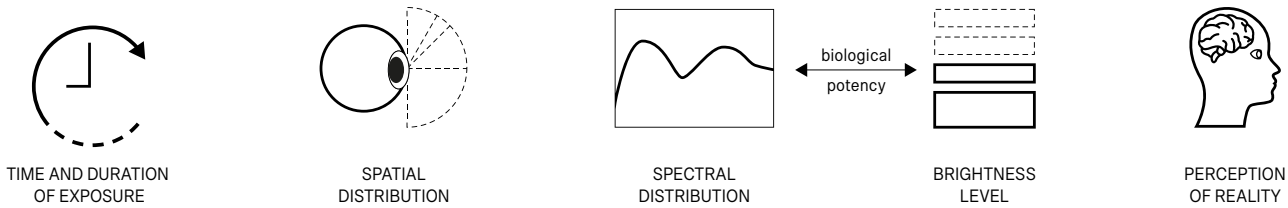
Non-visible effects of light

Ora Blu is based on solid scientific evidence on how proper exposure to skylight’s rhythms promotes psychological and physiological well-being, thanks to the non-visible effects of light and human perception. Ora Blu stimulates improvements in the quality of indoor stay, especially in the case of prolonged exposure.



Biorhythm’s external variables

The “ganglion cells” are the devices responsible of the correct synchronization between the external/natural rhythm and our internal/bio rhythm. They are located on the retina and also working in blind people’s eyes. Ora Blu takes in consideration all the set of variables that determine the synchronization of human biorhythm, summarised below:

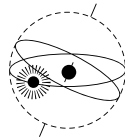


Site-specific lighting scenarios

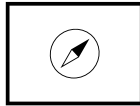
The simulation of the outer sky is managed by an intelligent control system, in which algorithms and AI rework a series of site-specific variables, to create a consistent scenario and ensure a pleasant and functional visual atmosphere.



TIME OF DAY



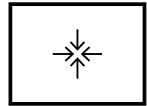
SEASONALITY AND LATITUDE



GEOGRAPHICAL ORIENTATION

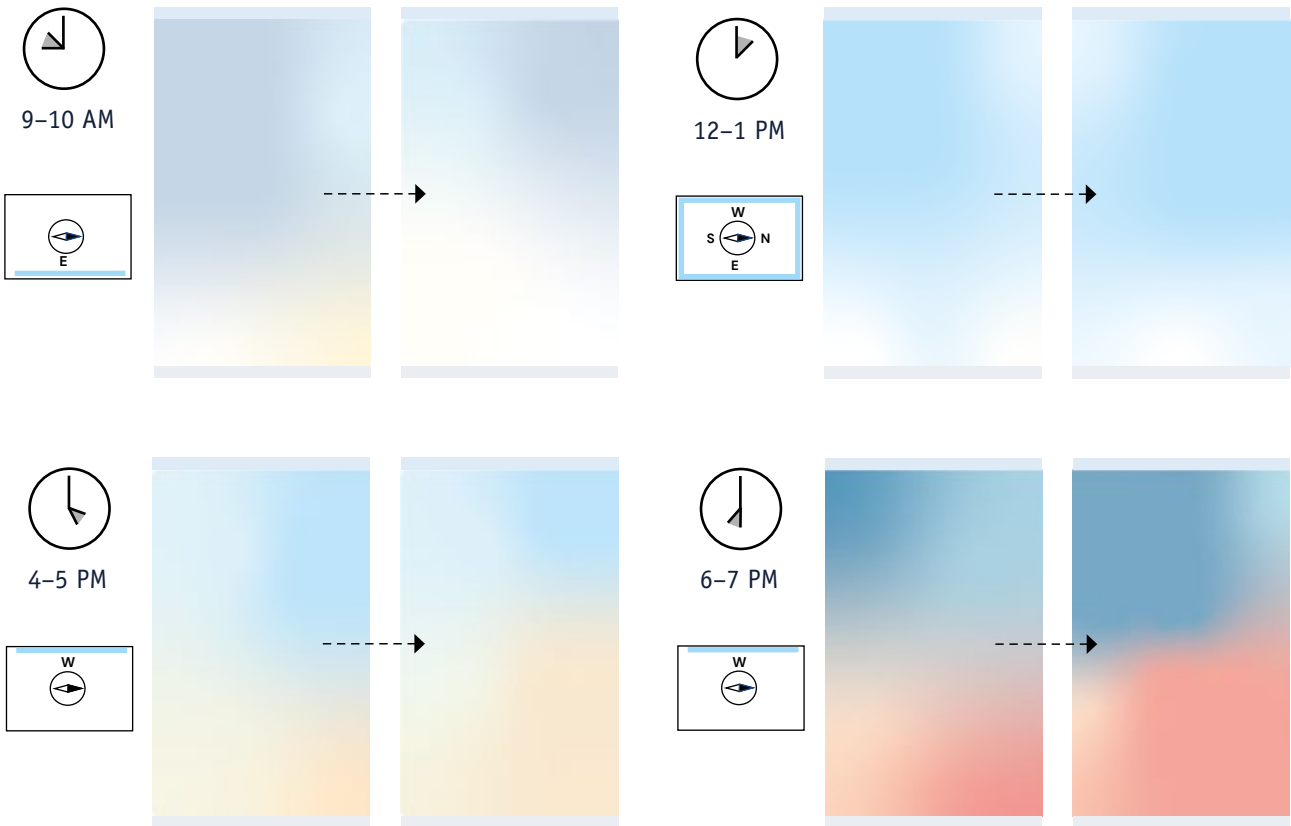


WEATHER *



USE OF THE SPECIFIC SPACE

Details of a daily scenario in relation with geographical orientation:



*Under development

TECHNICAL DATA

APPLICATION

Indoor

TPOLOGY

Wall light

MATERIAL

Anodized aluminum

LIGHT TYPOLOGY

Ambient light

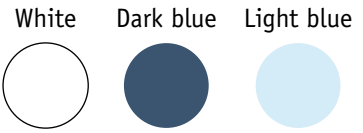
DIMENSIONS

- Small: L 66 x H 70 cm
- Standard: L 116 x H 140 cm
- Large: L 316 x H 140 cm
- Long: L 316 x H 70 cm
- Bespoke sizes available

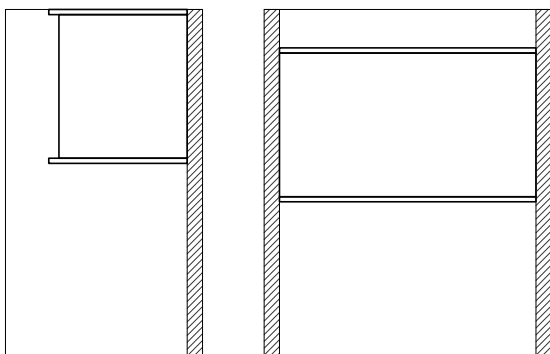
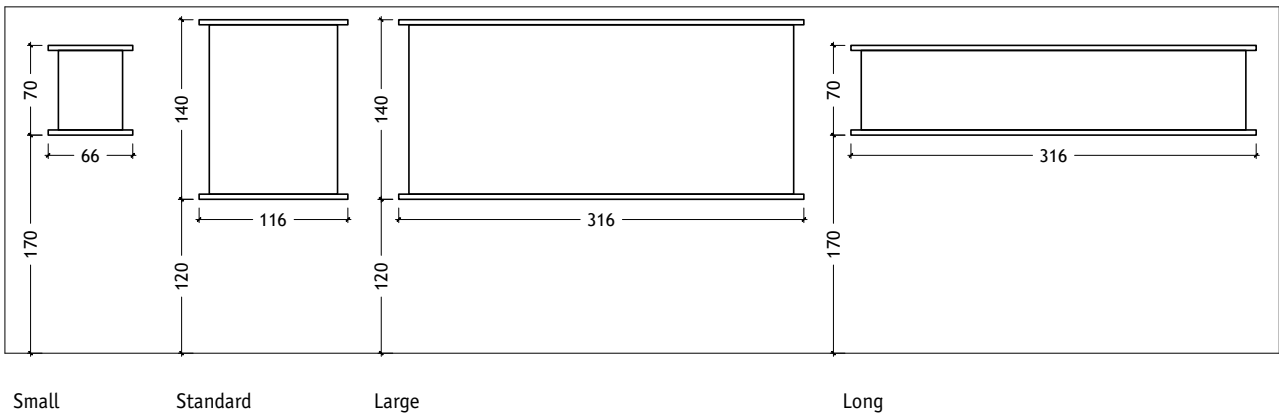
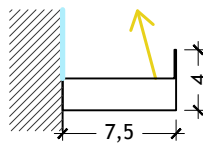
VERTICAL SURFACE, depending on wall's conditions:

- Finish directly on wall
- Finish on panel

FINISHES OF PROFILES



LATERAL VIEW

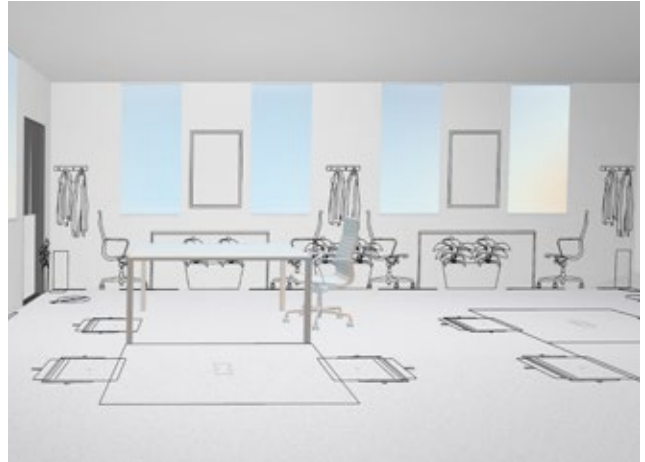


Bespoke sizes and configurations

Application's example with modules of different lengths, and in locations with different variables:



Time	Month	Location	Latitude	Destination
10.00 AM	December	Miami	25°N	Office, break area



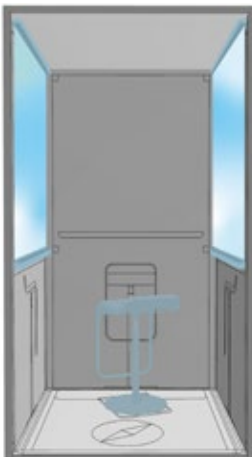
Time	Month	Location	Latitude	Destination
4 PM	December	Milan	45°N	Office, openspace



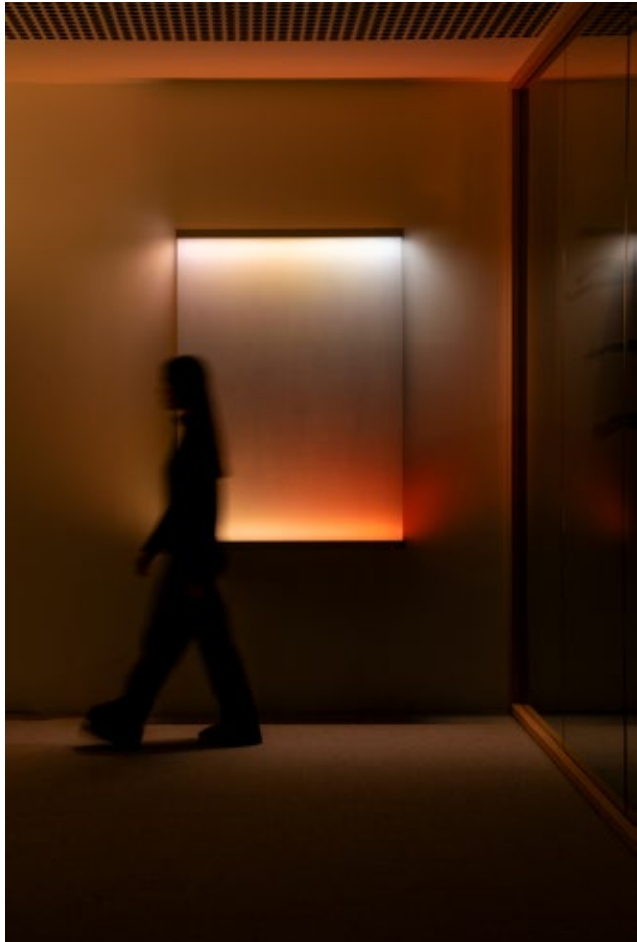
Time	Month	Location	Latitude	Destination
5 PM	December	Helsinki	60°N	Meeting room

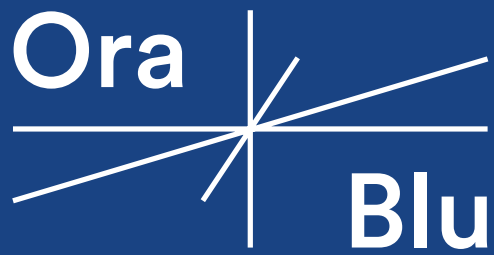


Time	Month	Location	Latitude	Destination
1 AM	December	Sydney	33°S	Private office



Ultra-confined space
(phone-booth / lift ...)





CONTACTS

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PLACE Milan, Italy

**Observing the sky
is a unique experience
and an endless source
of wonder.**

Credits

Lighting consultancy Carlo D'Alesio

Design consultancy Ilenia Marelli

Colour consultancy Colorgraf (Giorgio Corsarini, Flores Favaro, Piero Pozzi), Francesca Valan

Computer programming Daniele De Vincenti

Photographs Luca Meneghel

Patent Pending
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