


Ora



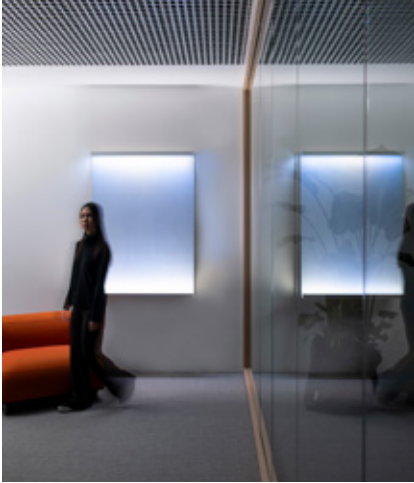
Blu



Designed by Erika Baffico  
[www.fulcrodesign.com/orablu](http://www.fulcrodesign.com/orablu)  
Patent Pending | ©All Rights Reserved 2024

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.

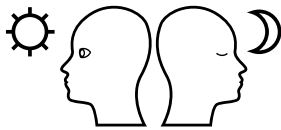
The title is inspired by the French expression “heure bleue”, which identifies the moments immediately after dusk and before dawn. The effect is due to the physical phenomenon Rayleigh scattering, whereby the molecules present in the atmosphere absorb the lower frequencies of the solar spectrum and disperse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



*Scientific research*

**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.



CIRCADIAN RESPONSE



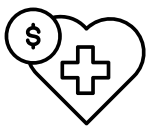
CONCENTRATION AND REACTIVITY



QUALITY OF SLEEP



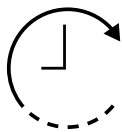
PHYSICAL AND PSYCHOLOGICAL WELL-BEING



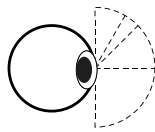
LONG TERM HEALTH

**Biorhythm’s external variables**

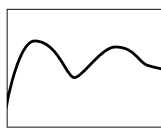
The “ganglion cells” are the devices responsible of the correct synchronization between the external/natural rhythm and our internal/bio rhythm. They are located on the retina and also working in blind people’s eyes. Ora Blu takes in consideration all the set of variables that determine the synchronization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



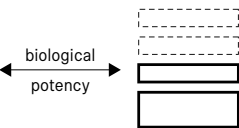
TIME AND DURATION OF EXPOSURE



SPATIAL DISTRIBUTION



SPECTRAL DISTRIBUTION



BRIGHTNESS LEVEL

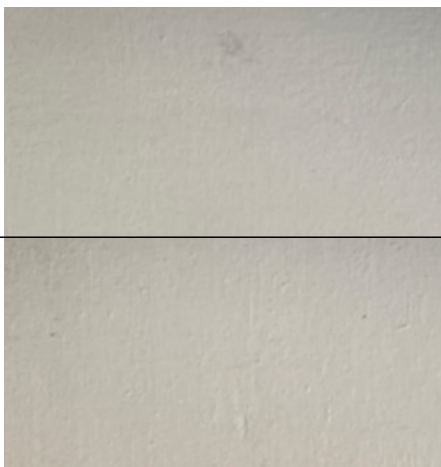


PERCEPTION OF REALITY

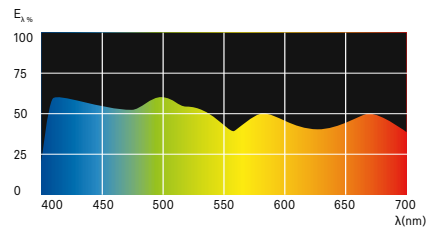
Re-emitting surface

Metameric wall paint

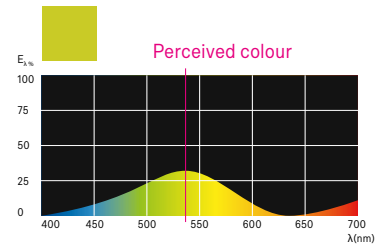
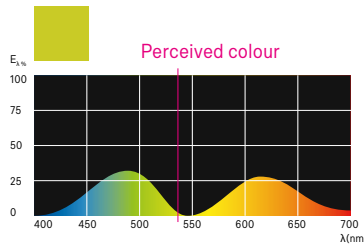
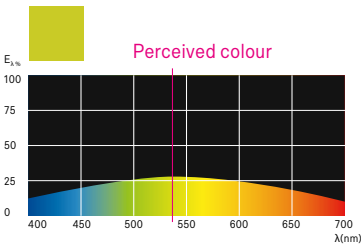
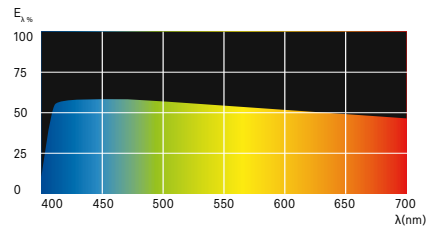
The vertical surface of Ora Blu is treated with a special finishing that enhances the phenomenon of metamerism. This peculiar paint is applied directly to walls and it is highly mutable at the variation of the light received, re-emitting it and appearing almost alive.



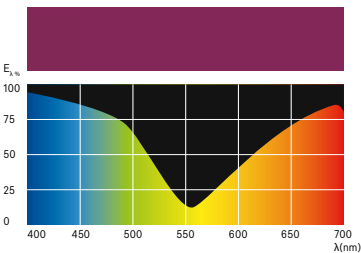
Ora Blu  
→



Industrial paint  
→

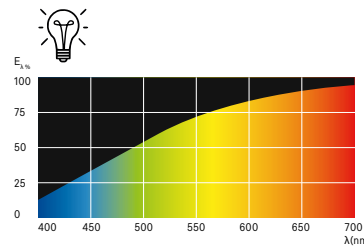


Two colours may appear similar under a certain light, although their spectral composition is different: for this to happen is sufficient that the barycenters of their absolute re-emission spectra are placed on the same position, the same dominant wavelength, in order to synthesize to the eyes equal chromatic sensations.



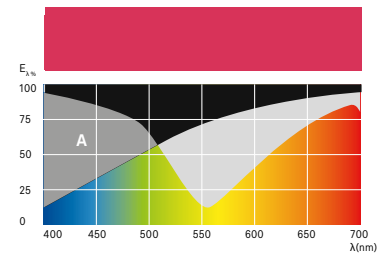
Spectrum of absolute re-emission of a purple color.

+



Emission spectrum of an incandescent bulb.

=



Re-emission spectrum of the purple color, related to the warm light received: the color can not re-emit the amount of energy "A", because it is not present in the emission spectrum.

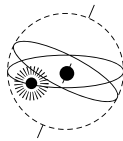
*Remote control*

**Site-specific lighting scenarios**

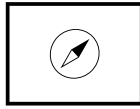
The simulation of the outer sky is managed by an intelligent control system, in which algorithms and AI rework a series of site-specific variables, to create a consistent scenario and ensure a pleasant and functional visual atmosphere.



TIME OF DAY



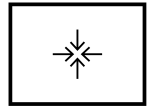
SEASONALITY AND LATITUDE



GEOGRAPHICAL ORIENTATION

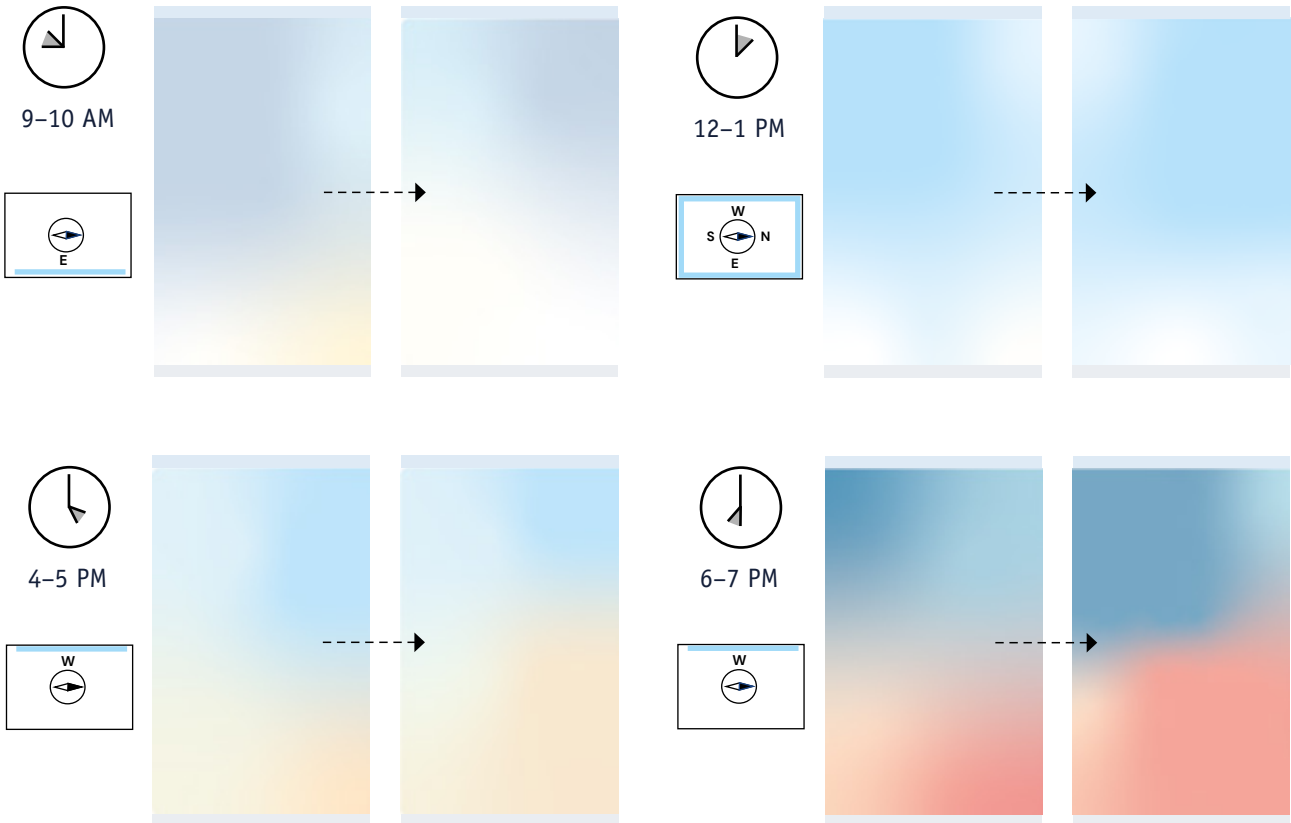


WEATHER \*



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,  
wall paint

LIGHT TYPOLOGY

Ambient light

DIMENSIONS

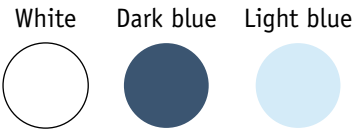
- Small: L 66 x H 70 cm
- Standard: L 116 x H 140 cm
- Large: L 316 x H 140 cm
- Long: L 316 x H 70 cm
- Bespoke sizes available

VERTICAL SURFACE, depending

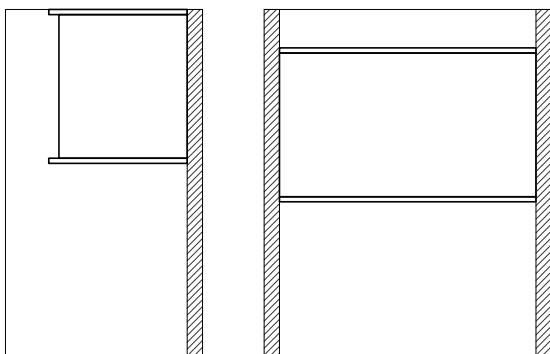
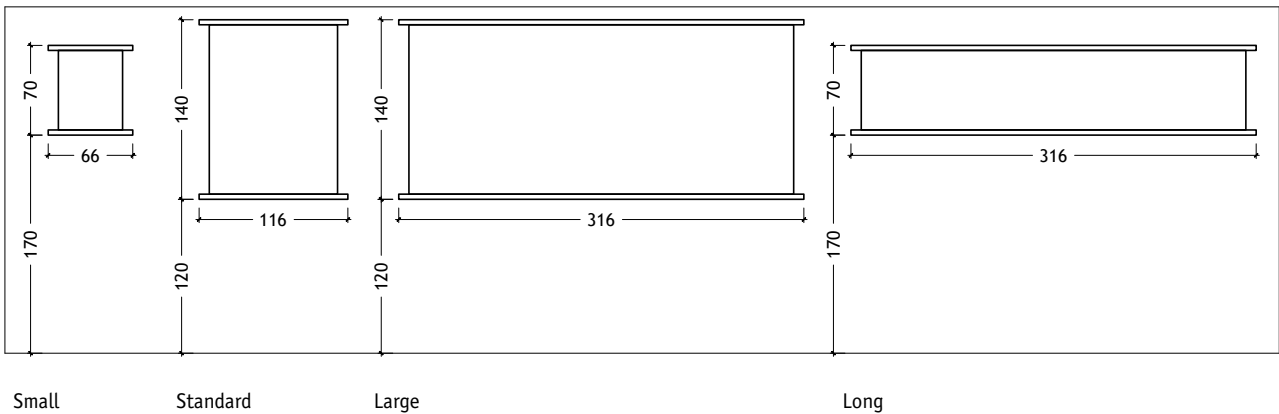
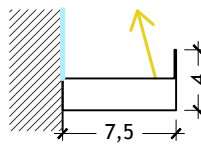
on wall's conditions:

- Finish directly on wall
- Finish on panel

FINISHES OF PROFILES



LATERAL VIEW

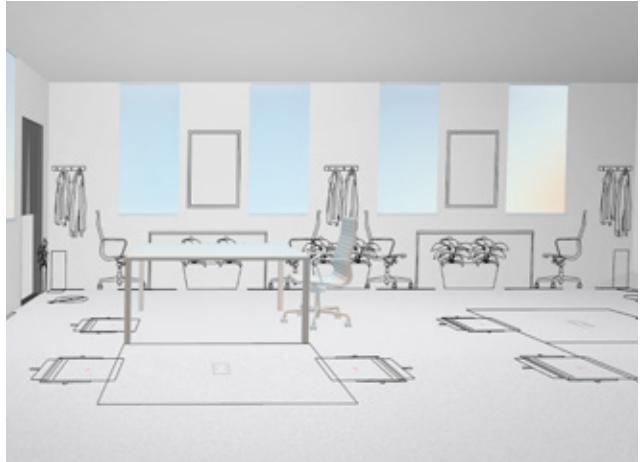


Bespoke sizes and configurations

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



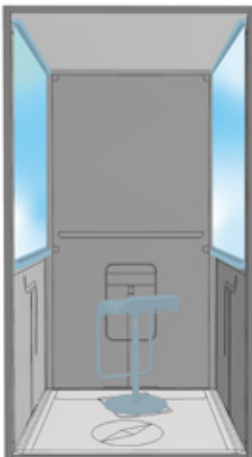
Time	Month	Location	Latitude	Destination
4 PM	December	Milan	45°N	Office, openspace



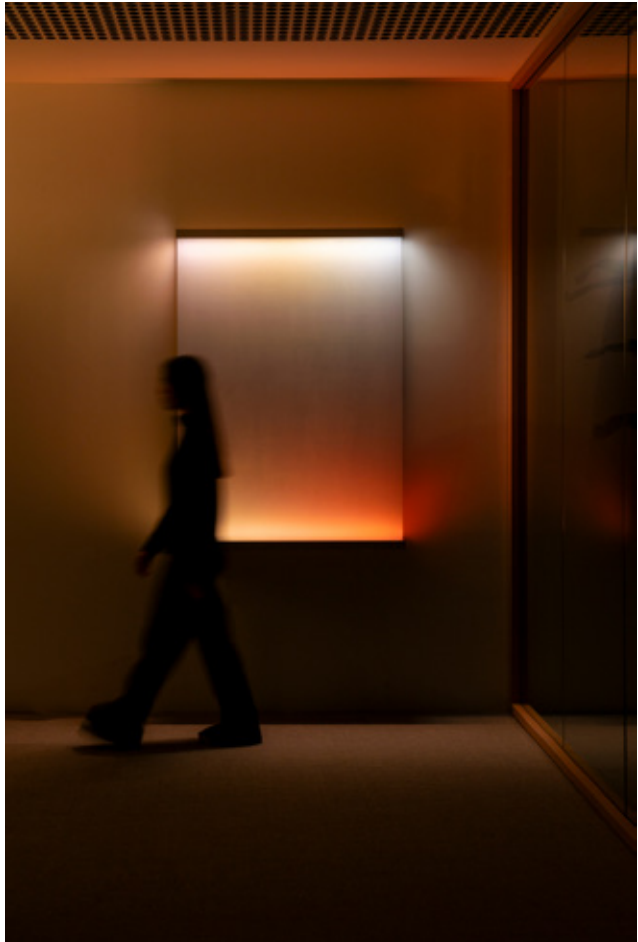
Time	Month	Location	Latitude	Destination
5 PM	December	Helsinki	60°N	Meeting room

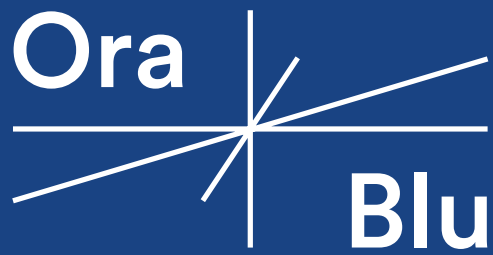


Time	Month	Location	Latitude	Destination
1 AM	December	Sydney	33°S	Private office



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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