Ora Blu

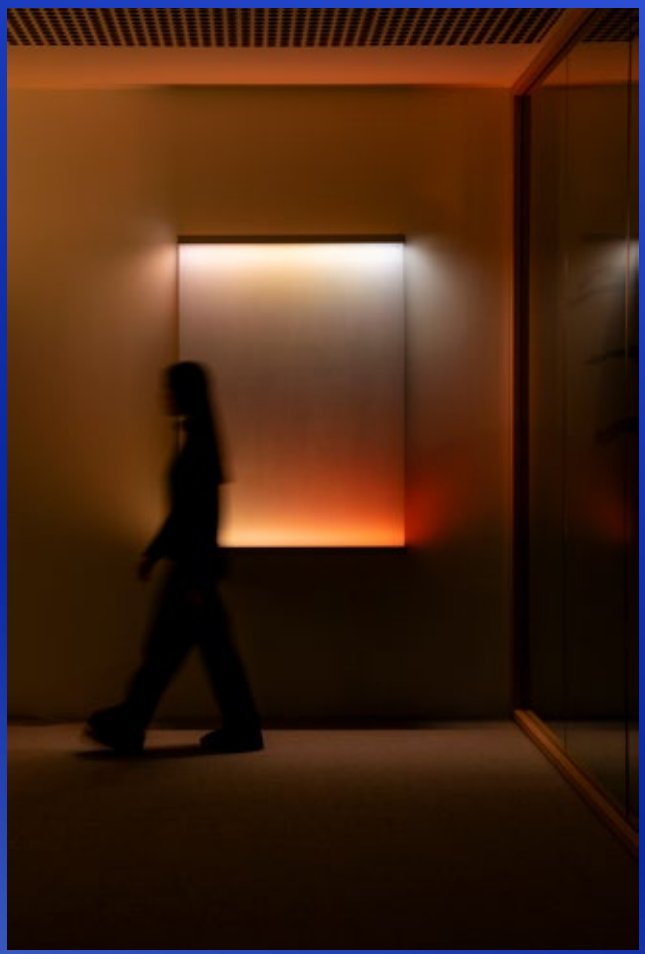
Project by Erika Baffico
www.fulcrodesign.com/orablu
Patented system® 2026

Inspired by the French term “l’heure bleue”, Ora Blu transforms interior spaces into boundless atmospheres — a painting of light inspired by the ever-changing sky.

A refined control system and exclusive reflective finish, shape a surface that evolves with light over time, almost alive. Science, design, and technology converge to create immersive environments that foster well-being.

Designer Erika Baffico explores the relationship between light, color, and perception through research that blends technological innovation and sensory experimentation.

With an international background and a degree from Politecnico di Milano, she directs her own studio, Fulcro Design, based in Milan. Her projects have achieved significant recognition and visibility, including winning at the Darc Awards in 2025 and speaking at the IALD conferences in London in 2024 and in Austin in October 2026.



Research on the relationship between light, the brain, and the circadian rhythm

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:

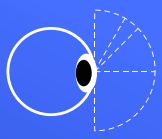
CONCENTRATION, QUALITY OF SLEEP

PHYSICAL + PSYCHOLOGICAL WELL-BEING

LONG TERM HEALTH

DURATION OF EXPOSURE

PERCEPTION OF REALITY



SPATIAL DISTRIBUTION

Neurological well-being, ad hoc lighting scenarios

Reflections of the sky for a perceptual balance

Ora Blu produces a light specifically designed to support the brain in rediscovering a state of balance and well-being within indoor spaces. Through site-specific lighting scenarios, the system reinterprets the colors and variations of the outdoor sky, creating dynamic and harmonious atmospheres. The integration of neuroscience, design, and technology helps improve well-being and quality of life, especially during prolonged indoor stays.

TIME

SEASONALITY, LATITUDE

GEOGRAPHIC ORIENTATION

USE OF SPACE

version
1.0

Ora Blu is a painting of colored light that generates gradients and the perception of a sky in slow, constant motion. Thanks to a sophisticated control system and an exclusive reflective finish, the surface interacts with light in such a mutable way that it seems alive, transforming indoor spaces into atmospheric experiences.

This datasheet illustrates the first version of Ora Blu.
The metameric finish is uniformly applied to a metal sheet.

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

AUTHOR
Erika Baffico trained in international contexts and now lives and works in Milan at her studio, Fulcro Design. Her lighting works have achieved global recognition through awards, exhibitions, and conferences, including:

- Patented Design: Ora Blu
- IALD Enlighten Americas, 2026
- Light+Building, WIL 2026
- Darc Awards, Londra 2025
- IALD Enlighten Europe, 2024

CONTACTS
hello@fulcrodesign.com
+39 333 38 11 097
www.fulcrodesign.com/orablu

Technical specifications

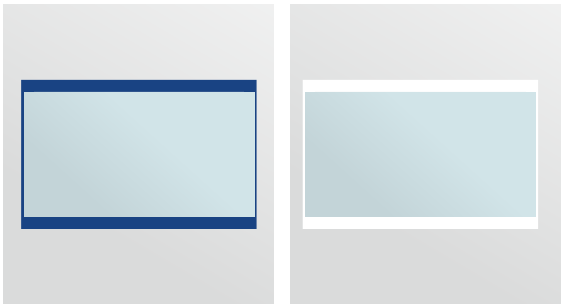
APPLICATION
Indoor

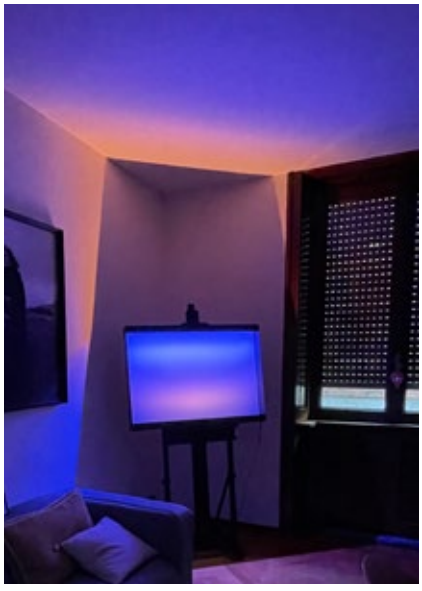
TYPOLOGY
Dynamic indirect light

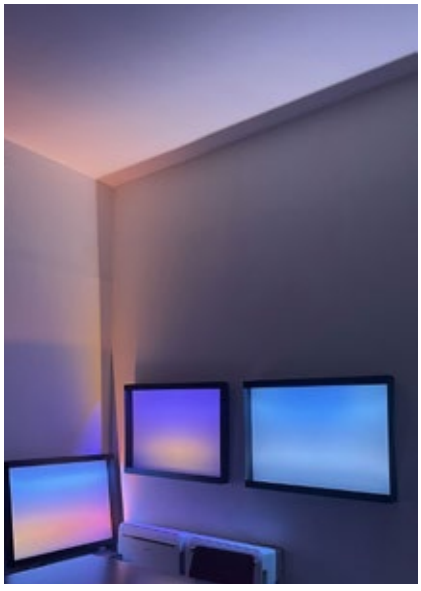
INSTALLATION
Wall-mounted

DIMENSIONS
W 100 H 70 D 10 cm
W 39.37 H 27.56 D 3.94 inches

OUTER FRAME
Skyblue / White finish







Patent system
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version
QUADRI DI LUCE

Ora Blu is a painting of colored light that generates gradients and the perception of a sky in slow, constant motion. Thanks to a sophisticated control system and an exclusive reflective finish, the surface interacts with light in such a mutable way that it seems alive, transforming indoor spaces into atmospheric experiences.

In collaboration with Pollice Illuminazione, Ora Blu takes shape in the "Quadri di Luce" version, the **series of lighting sculptures originally started by Gio Ponti.**

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Technical specifications

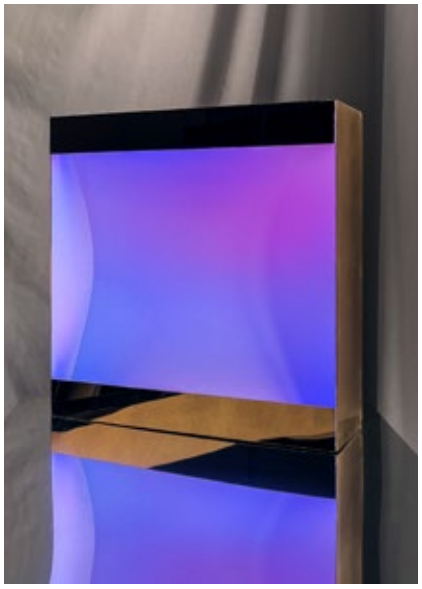
APPLICATION
Indoor

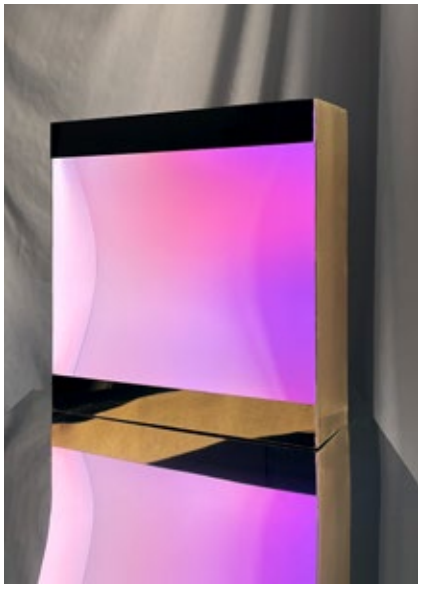
TYPOLOGY
Dynamic indirect light

INSTALLATION
Wall-mounted

DIMENSIONS
W 100 H 70 D 10 cm
W 39.37 H 27.56 D 3.94 inches

OUTER FRAME
Polished bronze / White finish





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