

Reflections on Light

Several Marset Folch

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Several Marset Folch : Reflections on Light before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reflections on Light:

Behind any object, especially those concerned with light, there is a clear intention to attempt to improve the quality of life of the user and take care of the space in which the light is found. Light allows us to see our surroundings; as such, looking after light is essential, and it is precisely this that is at the heart of this project. The interviews featured in the book focus on the people behind the objects, concentrating on their creative vision and background from which their ideas are born; the importance of the beauty of well-made objects; and how the objects affect our perception of

life. Reflections on Light is a campaign created for the lighting design company Marset, aiming to highlight not just the products but the people and the company behind them. The campaign was designed as an extensive cross platform process including a printed publication and a series of short films. The key was to make the designers' ideas visible, as well as reflecting the thoughts behind each of the products, the creative vision and background from which ideas are born, and also the importance of well-made objects. Reflections on Light works is an inspirational piece where insightful reflections about light combine with documentary photographs of light in their natural environments, brought together in a design of beauty and clarity. Photography by Leo Garca Mendez and illustrations by Pol Montserrat. Concept, art direction and design by Folch.

About the Author Folch is a Barcelona-based design agency founded in 2004 by Albert Folch. The studio works with national and international clients across multiple disciplines including brand identities, naming, print, editorial and publishing, websites and digital platforms as well as content creation, creative direction in production, audio visual and photography. Folch's approach is defined by its engagement with all stages of any given project, from concepts to final form participating actively in art direction and content editing. This diverse approach set the foundations for two new editorial adventures that launched in 2011: Odiseo publication and Eldorado experience. Marset is about more than lamps: we take care of light, in its different nuances and effects, to create atmospheres with character and improve our clients quality of life. We dedicate all our efforts to creating first-class designs and helping ensure the flawless completion of each product. We seek to produce innovative, clever fixtures, kindling our audiences senses while taking them on a journey. Marset's lamps are refined and contemporary. Through technical precision and creativity we aim to discover new functions and applications for our time-honored fixtures. This constant quest for new directions, combined with our curiosity and foresight into the shape of things to come, has driven the ethos and design behind our collection. The main characteristics of this collection are its authentic feel, meaningful simplicity and decorative yet restrained visual approach. We believe it exemplifies Marset's continuing endurance and adaptation: begun in the 1940s as a family business dedicated to casting metals, Marset has always applied the knowledge acquired from decades of experience to become a solid market presence with a global calling.