

Ambientec

Yoshinori Kuno, Founder and CEO

His fascination with light began early. After working in digital imaging, he followed his passion for the depths of the ocean and began research into the field of professional lighting for underwater photography. Among the challenges, presented were those of resistance to water pressure at 100 meters below the surface, and the need for total, and absolute waterproofing. In the meantime, the rise of modern devices led him to reflect on ways to move beyond the “disposable” mentality of the culture of mass production and toward a more honest, balanced, and sustainable relationship between people and objects.

In the wake of the earthquake that struck Japan in 2011, he decided to create a new kind of indoor lamp, one that people could take with them into any space or setting. A visionary concept of a portable, indestructible, reliable light with integrated LED technology that would also be comfortable and charming. A poetic sort of light is at the heart of all Ambientec’s designs, one that is never harsh or cold, but that carries on a friendly dialogue with the space it illuminates. Yoshinori Kuno is passionate about sound and the rarefied sonorities of electronics and wanted to create a light that would caress the dark and encourage an intimate atmosphere for listening. Alight to bring beauty into a space even when turned off. Wireless, thus, personal. Ambientec lamps invite you to reach out and touch them both physically and visually, through an experimental design based on an intense purity of form and the vivid sensory qualities of their materials.

March 29th, 2021