

Edition 2023

**GIU**

**Project: luce**



**\_Story** The newly founded design studio has a backstory that dates back to 2018. Julian Botti was still a student of interior design at the time, while also gaining valuable experience in architecture and object design through extended stays at offices in Munich and Milan. In parallel, he worked with fellow students and friends (including Carolina Hering) on various projects and designed the connection system for the future product series luce. In 2022, he began collaborating with Luis Unützer. Together, they founded the company GIUBOTTI in

2023, with GIU serving as the company's nickname and brand name. Soon after, Carolina Hering and Hanh Ngo joined the studio.



***“We believe that every product we design and manufacture should not only be functional and beautiful but also of the highest quality and durability.”***

**\_Philosophy** Beauty, functionality, and sustainability are the guiding principles of GIUBOTTI. They represent the necessary conditions to create products that stand the test of time, meet our customers’ demands, and contribute to a better future. These principles accompany us in our pursuit of timeless and high-quality design, functional and user-friendly solutions, resource-saving manufacturing techniques, durable materials, and regional networks that lead to the design, development, and manufacturing of our products all taking place in Germany.

A defining characteristic in the conception and materialization of our products is the fusion of traditional craftsmanship with modern and innovative technologies. Their qualities working together create a dialogue between the familiar and the new, giving the products a distinct identity and value.







**\_Products** Our guiding principles of beauty, functionality, and sustainability find their concrete expression in the conception, design, and composition of our products. The quality of our products is reflected in features that are pleasing to the senses, support usability, and enable longevity through adaptability and repairability. To achieve this, we research the development and application of suitable technologies and materials, while also striving for user-friendly and easy handling. Therefore, our design language is characterized by elegance, reduc-

tion, and balanced proportions.

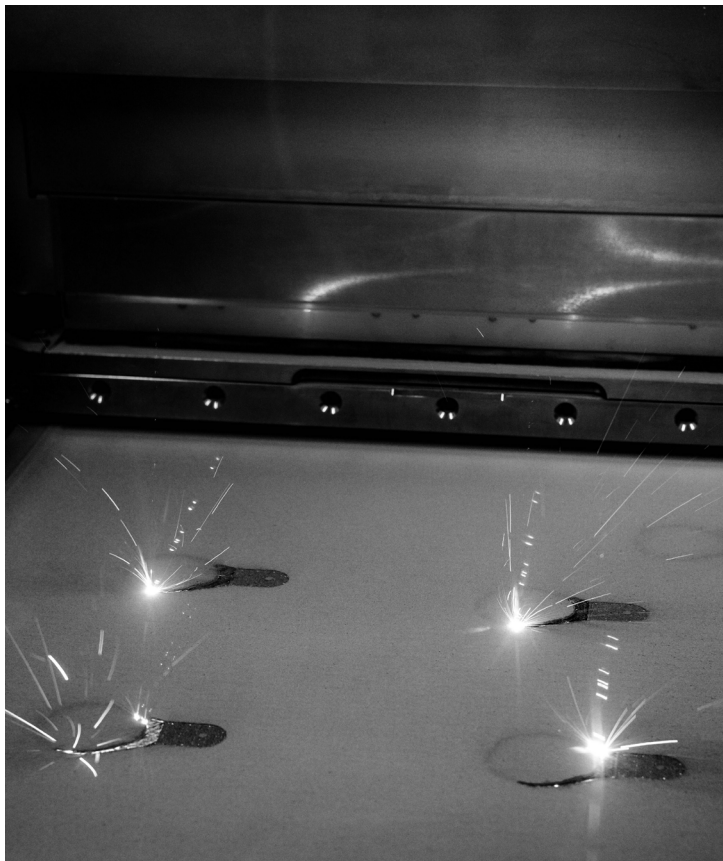
**\_Materials** A distinctive feature of our products is the combination of traditional and digital manufacturing technologies. This is evident both in the materials used and in the manufacturing processes, as exemplified in the luce product series. The use of handcrafted wood as the main material for the lamp bases gives the product uniqueness and natural warmth and texture. In contrast, the lampshades are additively manufactured from recycled PA12, creating a thin, organically-looking

membrane that diffuses the light. The connector and other components are also made from the same material, thus preventing production waste from being disposed of. These processes are made possible and optimized for our products by Chemnitzer GS-Pro GmbH, reducing energy consumption, saving CO<sub>2</sub>, and minimizing waste.

**\_Production**  
**Made in Germany**

***“Our products  
combine state-  
of-the-art  
manufacturing  
technologies  
and innovative  
processes with  
traditional  
craftsmanship.”***

Quality and durability are the cornerstones of responsible design. Therefore, we place great emphasis on high-quality materials and careful craftsmanship in the production of our products. We work closely with our partners and suppliers, creating a regional network that encompasses the entire process from conception to realization. Our components and products are developed, manufactured, assembled, and tested in Germany, primarily in the Bavarian region.







**\_Project: luce** The luce product line is the centerpiece of GIUBOTTI and includes modular lamps that can be adapted to various room concepts and styles. They consist of two parts, a base and a lampshade. For the connection of the shade to the base, a novel, patented connector has been developed. The connection can be made with a single hand movement, without the use of tools. The lampshades are available in different sizes and shapes, allowing them to be perfectly tailored to the individual needs and preferences of customers. Each lampshade can be combined and exchanged according to the desired ambiance and function, offering customers maximum flexibility and versatility. Our modular lamps also offer the possibility to influence the atmosphere of a room by choosing different light colors and intensities. This can be achieved, for example, by using the LED-VANCE light sources recommended by us from OSRAM.





## **\_Values und Vision**

***“We believe that every product we design and manufacture should not only be functional and beautiful but also of the highest quality and durability.”***

We aim to develop further modular lighting solutions in the coming years and continuously expand our existing product portfolio to offer our customers an even greater selection of customizable and sustainable lighting options. We rely on top-quality components and work closely with our partners and suppliers to ensure that every product leaving our studio meets our high-quality standards.

Our lamps are designed to function reliably and efficiently for years to come. By using durable materials and allowing for the replacement or expansion of individual components, we contribute to extending the lifespan of our products and avoiding resource waste.

To realize our vision of inno-

vative and sustainable lighting solutions, we will invest in research and development. This includes the use of new materials, technologies, and manufacturing methods to make our products even more efficient and environmentally friendly. We aim to continuously optimize our processes and reduce our ecological footprint while ensuring the aesthetic and functional quality of our products.





## **\_Events / Exhibitions**

08. - 12.03.2023

International Crafts Fair, Hall B 1, Special Exhibition Talents

24.03.2023 | 5-10 PM

GIU Opening Event, Aventinstr. 1, 80469 Munich

16.-22.04.2023

Salone del Mobile Milano, CIRCOLARE MDW23,  
Isola Design District

06. - 14.05.2023

MCBW Munich, spazioarte

For further information and dates, please visit [www.giubotti.com](http://www.giubotti.com).

## **\_Contact**

If you have any questions or feedback regarding our products and company, please feel free to contact us at:

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Images: Leonard Stegmaier

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