



# Cynara

Designed by Lorenzo Antonioni

*“Influenced by Italian tradition  
and inspired by nature,  
we put sunlight in a lamp.*”



## Italian sunlight in a lamp

The charming Cynara LED light keeps you and your plant company as you grow together, naturally. Using no more energy than your wifi router, the Cynara’s **7 watt LED grow light** channels all the goodness of the sun’s rays into a single spotlight while lending your interior a clean and classic look.

Iconic Italian design isn’t the only thing the Cynara has going for it. Borrowing both name and shape from the traditional globe artichoke, its compact size and simple setup **bring the joy of plants into the home**. Its flowerpot-inspired lampshade, a natural compliment to leafy greens, is handmade from high quality Italian terracotta to give a touch of chic design to interiors.

With Spring of 2016, the Cynara lampshade now comes in two new Pantone-inspired colours that honour a spring awakening. A delicate **Rose Quartz** and a **calming Blue Serenity** are added with a hand-varnish to the same great Italian terracotta.

The Cynara is well suited for the **cultivation of small to medium-sized vegetables, herbs and houseplants**. With its expanding aluminum rods the Cynara can be planted in the soil of your pot or suspended overhead by its cord in a matter of minutes.

*“Engage with nature  
inside the home  
at any latitude.*

### **How does it work?**

Our coloured light is the result of a combination of different light frequencies selected specifically to **activate the process of photosynthesis and to stimulate plant growth**, even in spaces with little natural light or no light. This unique light spectrum is the result of years of on-going scientific research in collaboration with the Department of Agricultural Sciences at the University of Bologna-Alma Mater Studiorum.

### **What can I grow?**

The stylish Cynara LED light is perfect to keep any medium-sized plant happy and healthy at every stage: **herbs, greens and small vegetables, flowers, orchids, and succulents**.

Ideal to get **fresh herbs** on your countertop or to rediscover the beauty of nature indoors and feel the glow of sunshine even when it's grey outside.

Combined with **ornamental plants**, such as orchids, succulents, or cacti, it creates a beautiful pocket of green while lending your interior a clean and classic look.

## Tech Specs

### PRODUCT

Lampshade: Italian clay

Rods: anodized aluminium

Finish: raw terracotta / blue / rose

Cable: grey / red / ivory cotton

### DIMENSIONS

Diameter: 12,5 cm

Rod height: 15 - 15 - 20 cm

Total height: 27 to 57 cm

Total weight: 540 gr

Cable length: 110 cm

DC adaptor cord length: 140 cm

### LAMP

Light source: LEDs

Energy consumption: 7 W

Lumen: 290

Light colour mix: RWB (red, white, blue)

Energy voltage: 220 V 50H

Power supply: 12V

Protection class: II

Light angle: 120°

PPFD [10 cm]: 200  $\mu\text{mol m}^{-2} \text{s}^{-1}$

Photobiological risk: exempt

Estimated lifetime: 50,000 hours