



# SERICYNE LIGHT

*Nika Milenović*

# Intro

## REQUIREMENTS

We were given a task to design a unique light for a company called Sericyne.

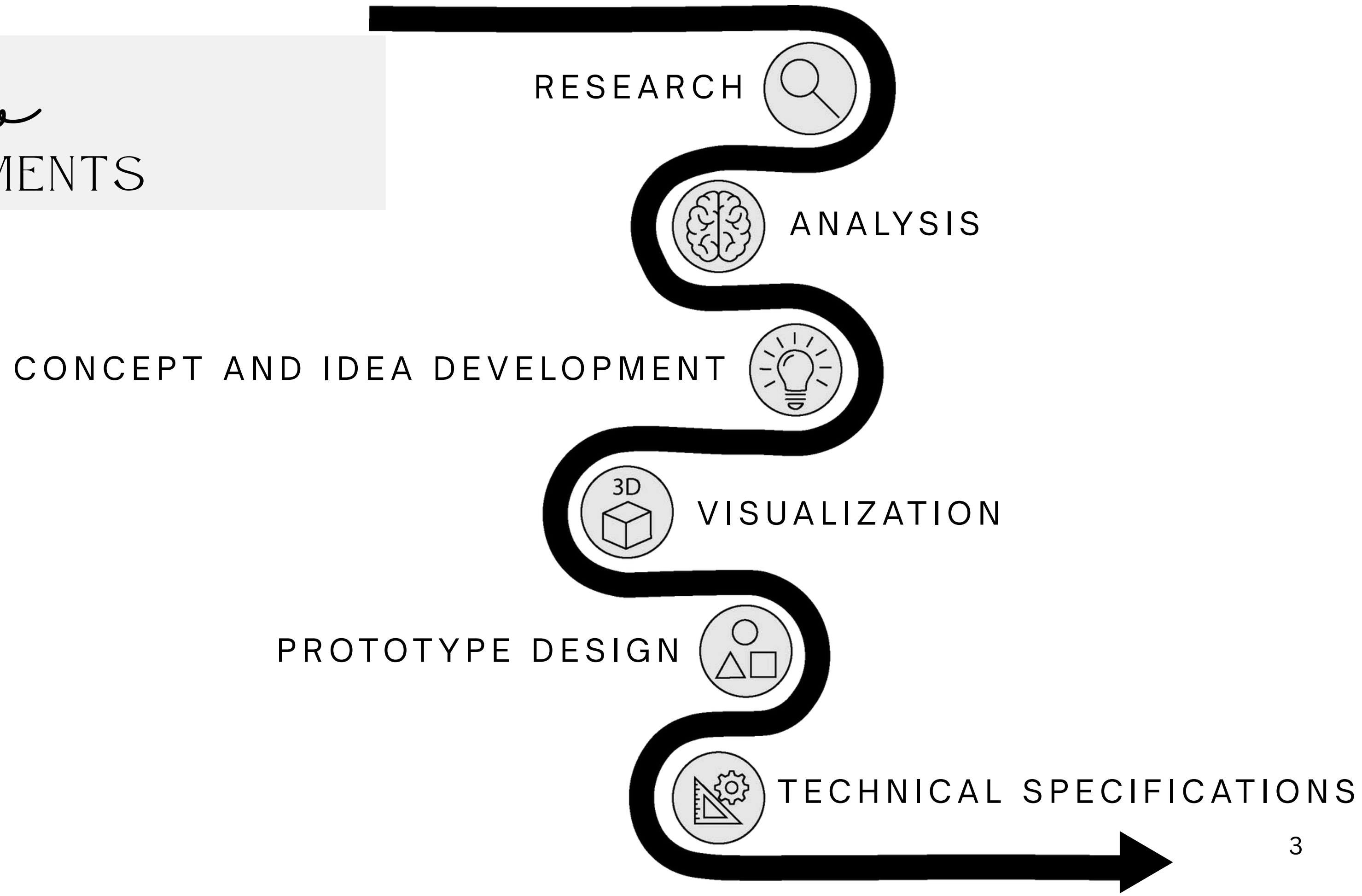
The company is known for its use of silk, which is incorporated into the design of different products.

Their main requirements were that we incorporate their iconic silk into our product, that we refrain from using plastics and that we design something unique.

With this presentation we want to present our main ideas to the company. We want to present our starting points, inspirations and the whole design process.



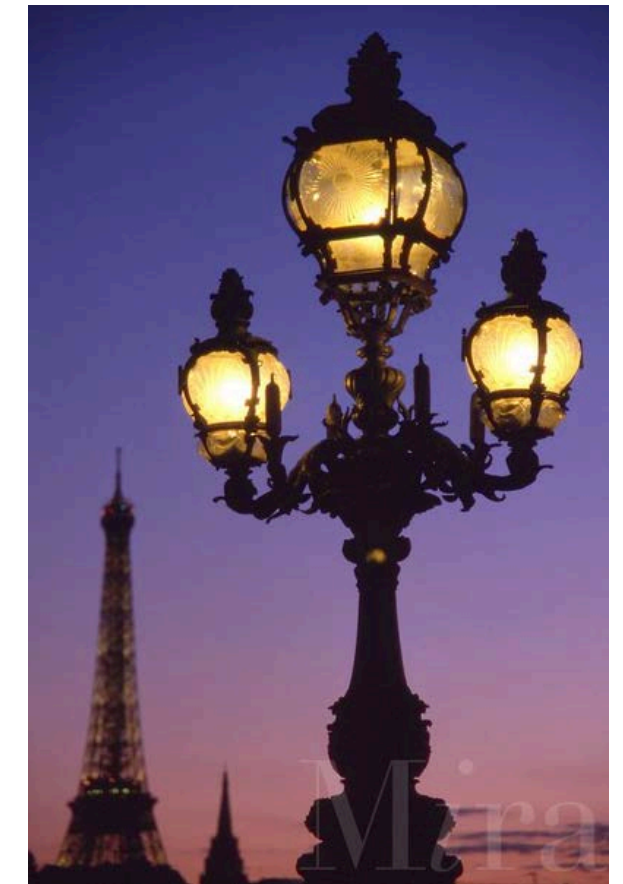
*Intra*  
REQUIREMENTS



# Design process

## RESEARCH ON ICONIC FRENCH LIGHTING

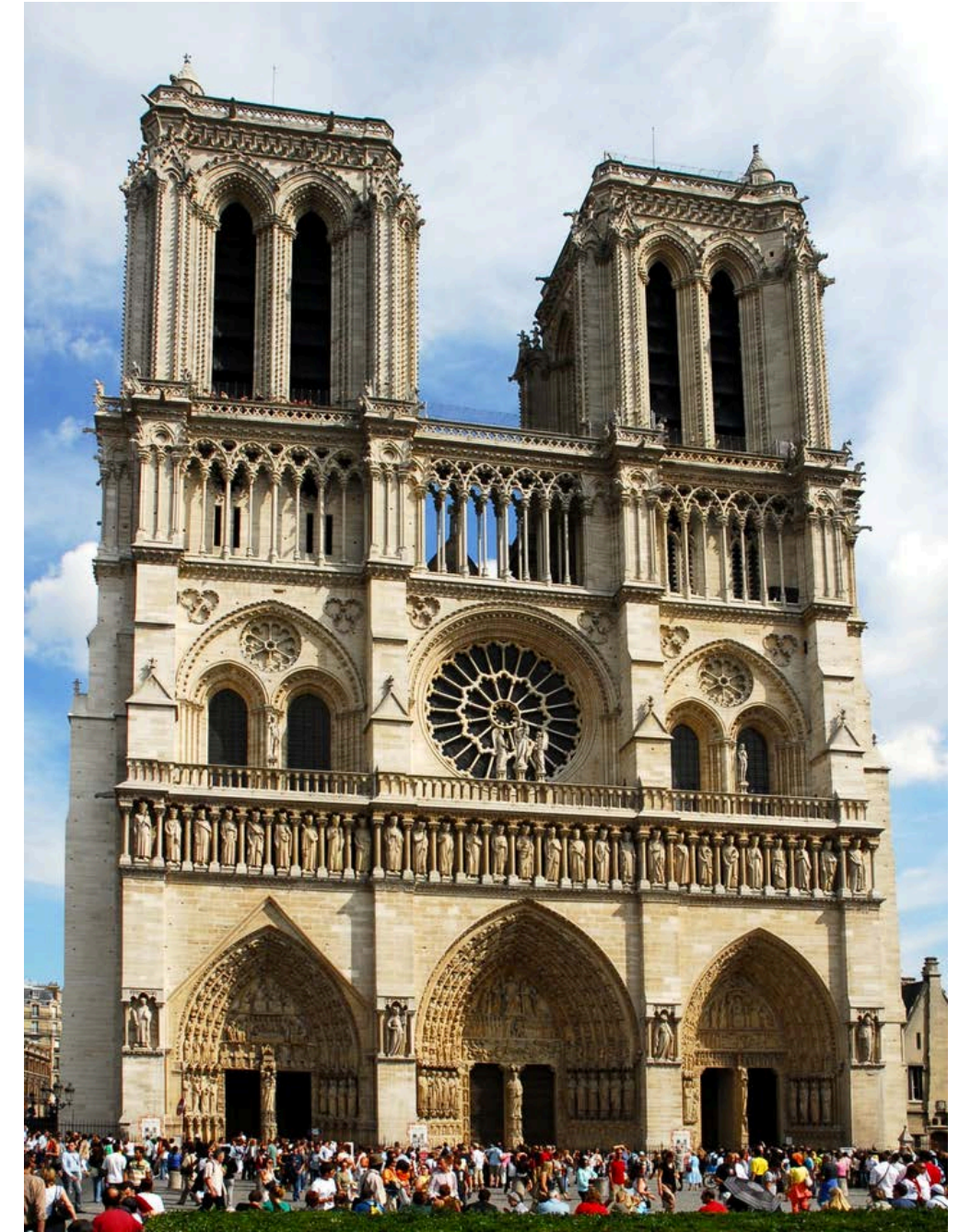
- Parisian street lamps
- Art Nouveau lamps
- Baroque and Rococo chandeliers
- Industrial lighting
- Lanternes de Jardin
- Selection of three most appealing styles: Art Nouveau, Baroque and Rococo, Lanternes de Jardin



# *Design process*

## RESEARCH ON FRENCH SYMBOLISM

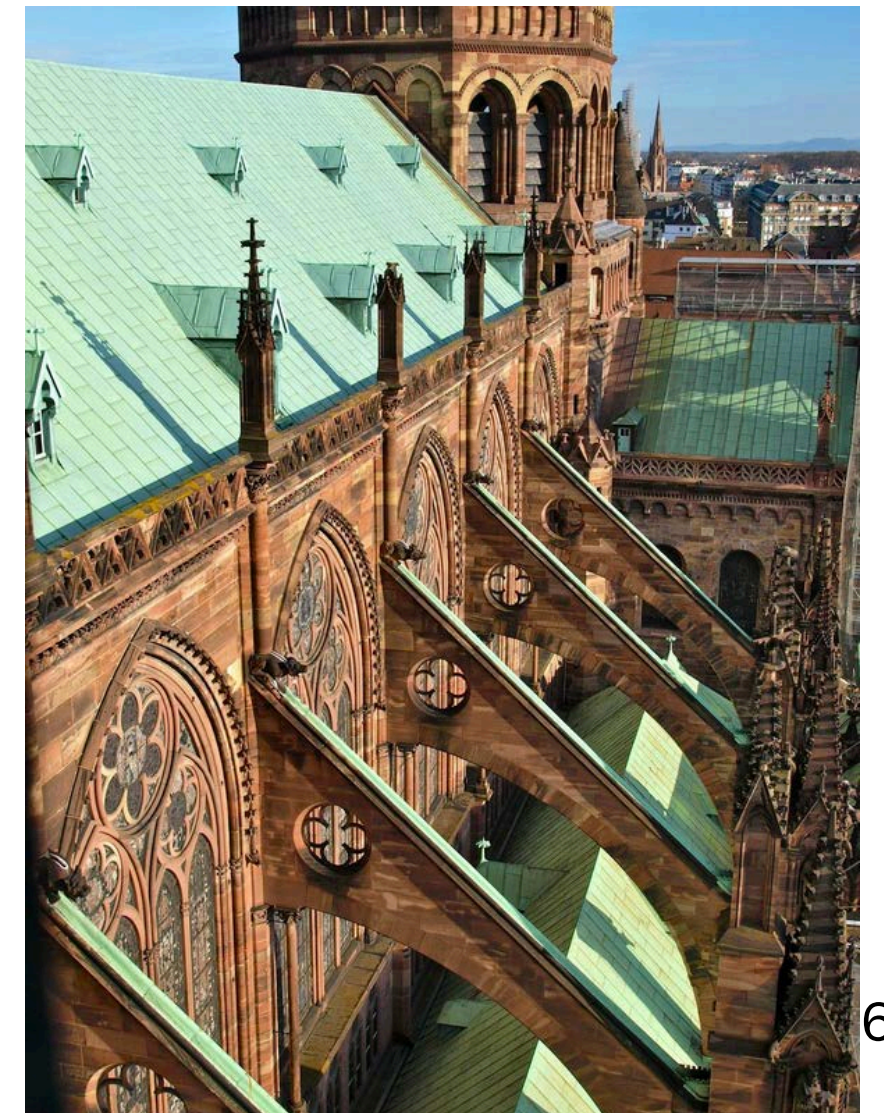
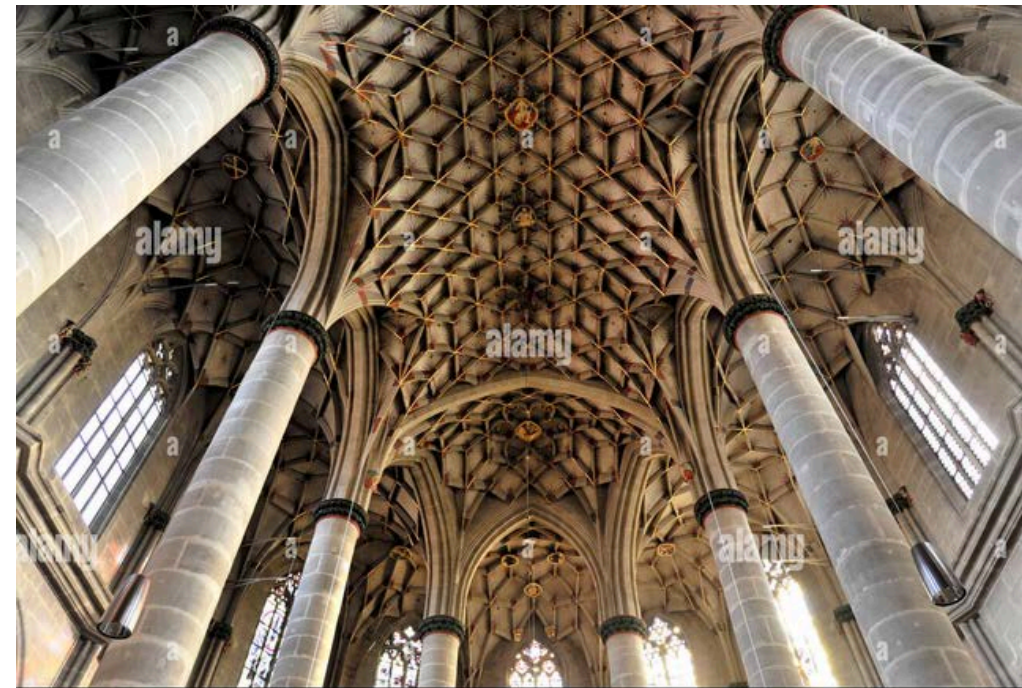
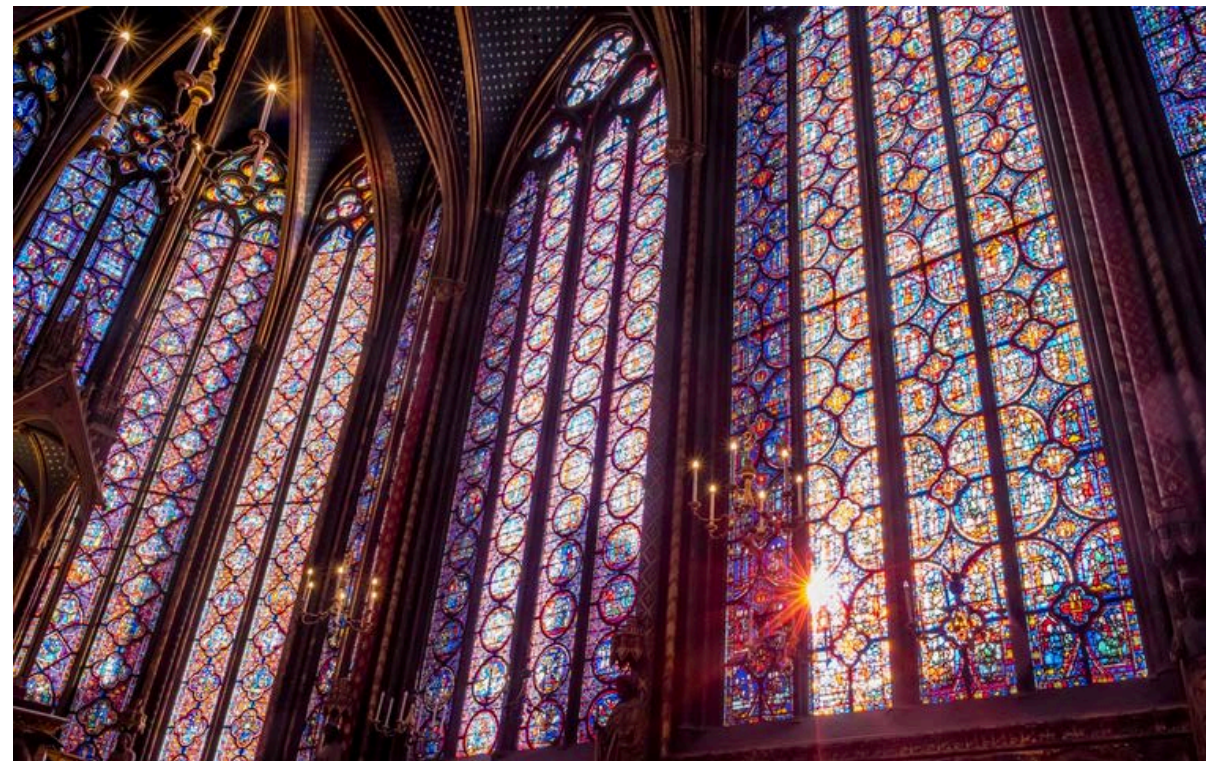
- Eiffel Tower
- Notre Dame
- Louvre
- Versailles
- Impressionism
- Gothic Style
- Flowers: Iris, Roses, Lavender, Sunflower, Mimosa, Camellia, Tulips



# Design process

## ANALYSIS OF NOTRE DAME

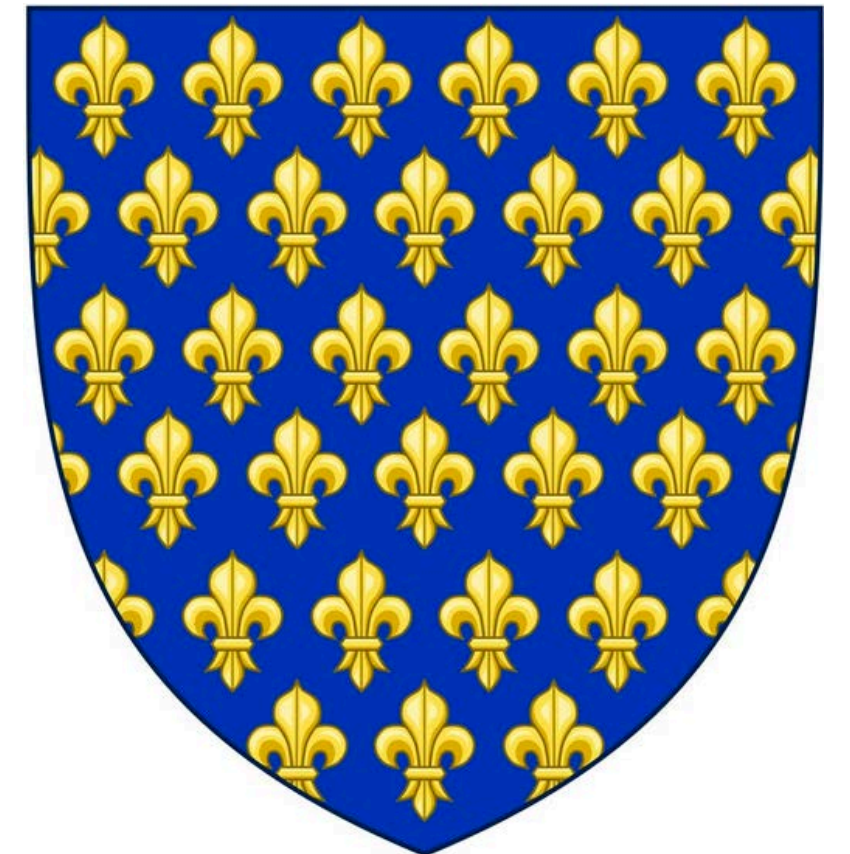
- Importance of Gothic architecture
- Symbolism of its location and history
- Key architectural elements:
  - Pointed arches
  - Ribbed vaults
  - Flying buttresses
  - Stained glass windows



# Design process

## ANALYSIS OF IRIS AS A SYMBOL OF FRANCE

- Historical connection with the monarchy:
  - King Clovis I - symbol of victory
  - Charlemagne - mark of royal authority
  - Capetian dynasty - official symbol
  - Louis IX - association with purity and faith
- Symbolism throughout history:
- Royal crests, banners, and coins
- Architectural details
- Modern usage (Saint-Denis, Quebec, New Orleans)



# *Design process*

## ANALYSIS OF A ROSE AS A SYMBOL OF FRANCE

- Courtly love and beauty
- Symbol of freedom during the French Revolution
- Love, passion, elegance, strength
- Icon of romance, perfume



# Design process

## ANALYSIS OF LAVENDER AS A SYMBOL OF FRANCE

- Symbol of Provence
- French perfumery
- Calm, purity, wisdom, nature
- Wellness, beauty, design



# *Design process*

## ANALYSIS OF A SUNFLOWER AS A SYMBOL OF FRANCE

- Immortalized by Vincent van Gogh
- Joy and vitality
- Hope, happiness, sunlight, life
- Summer, optimism, eco-conscious living



# *Design process*

## ANALYSIS OF MIMOSA AS A SYMBOL OF FRANCE

- International Women's Day
- Femininity and resilience
- Gentleness, light, femininity, spring



# *Design process*

## ANALYSIS OF CAMELLIA AS A SYMBOL OF FRANCE

- Refined beauty and discretion
- Alexandre Dumas' The lady of the Camellias
- Coco Chanel
- Timeless beauty, sensitivity, elegance, quiet strength
- Refined emblem in luxury fashion and artistic design



# *Design process*

## ANALYSIS OF TULIPS AS A SYMBOL OF FRANCE

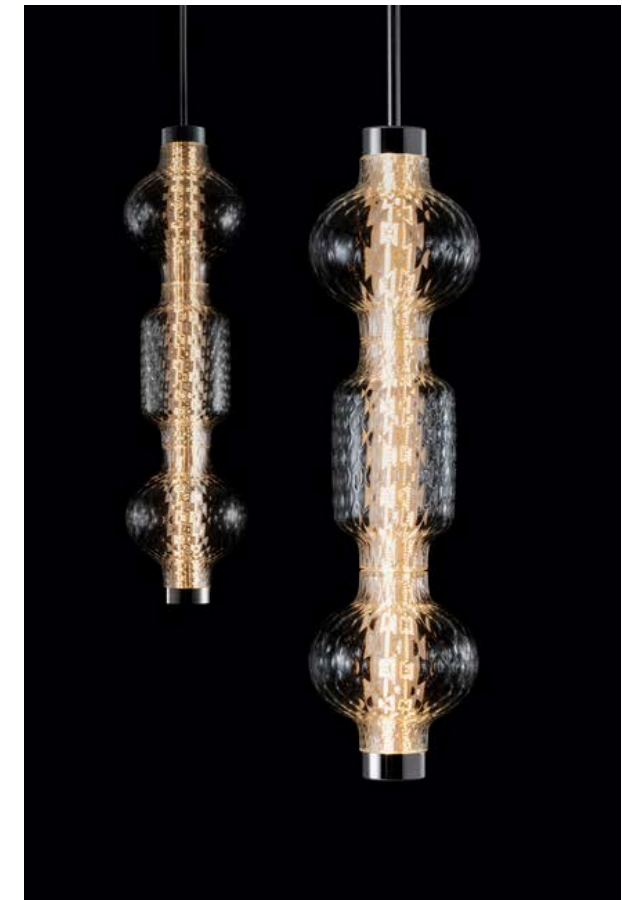
- French nobility
- Refined taste and luxury
- Harmony, renewal, grace, sophistication
- Spring gardens and floral arrangements
- Elegance and luxury



# Design process

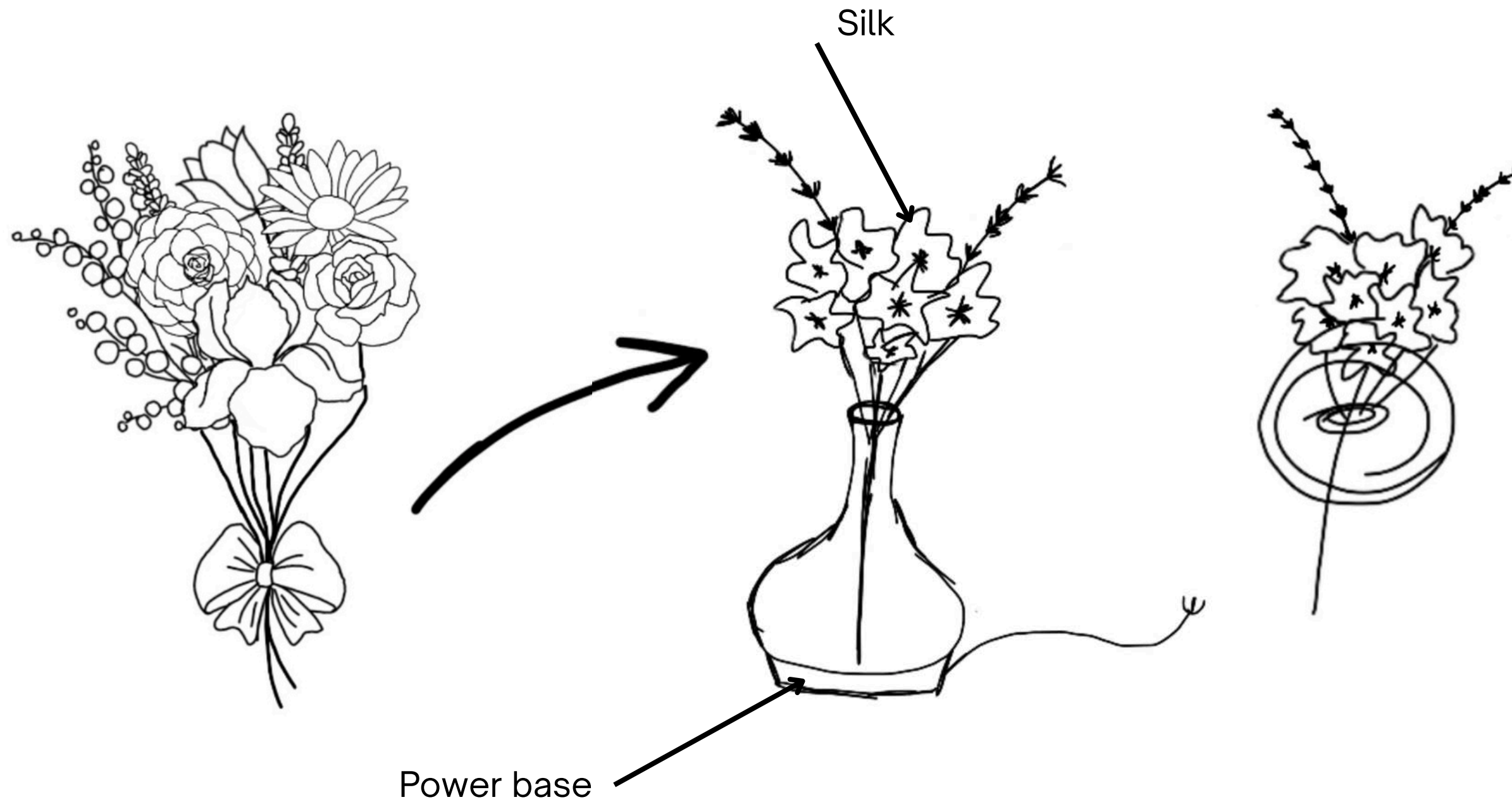
## TRENDS AND COMPETITION ANALYSIS

- Trends in lighting design
- Trends in the use of natural materials
- Sustainability and eco-awareness trends
  
- Lasvit (Czech Republic)
- Bocci (Canada)
- Artemide (Italy)



# Ideas

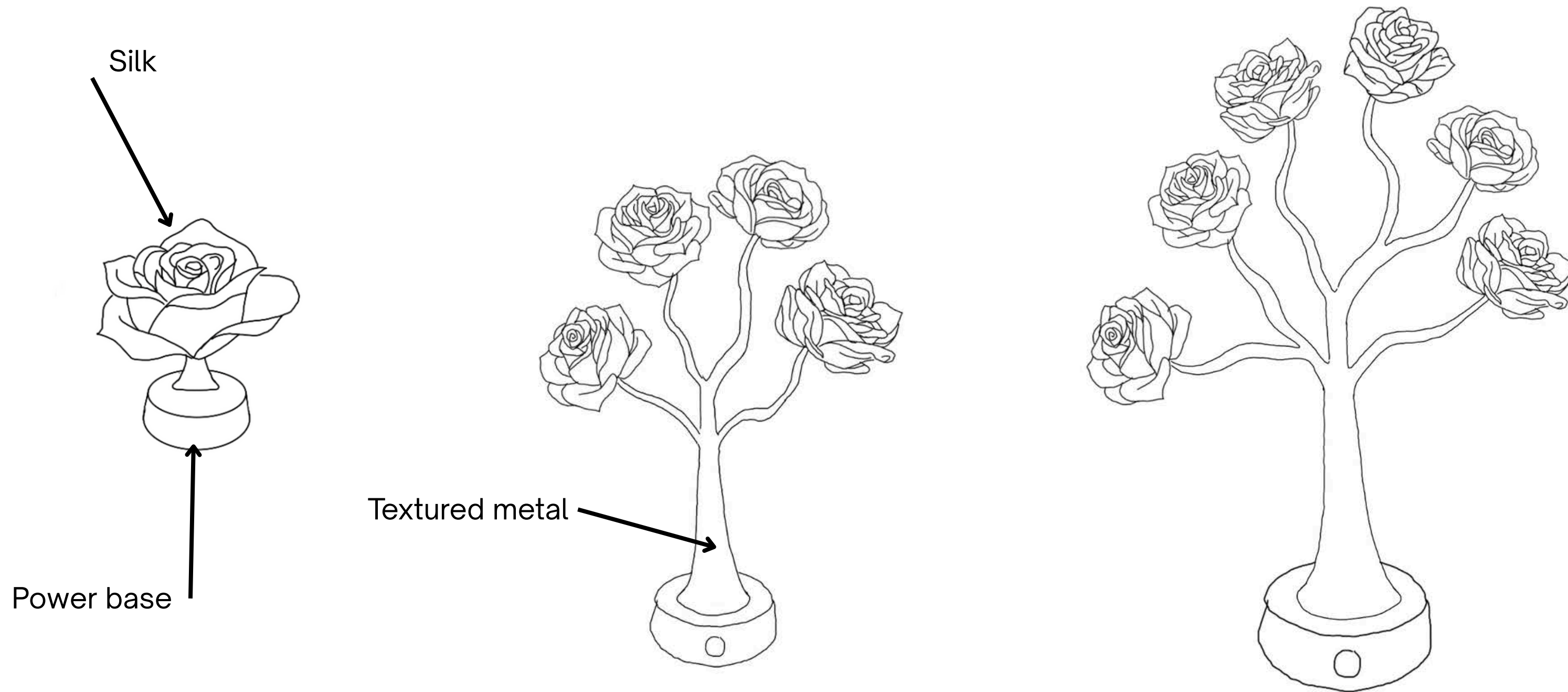
## "LUMIÈRE DES FLEURS" - LIGHT OF THE FLOWERS #1





# Ideas

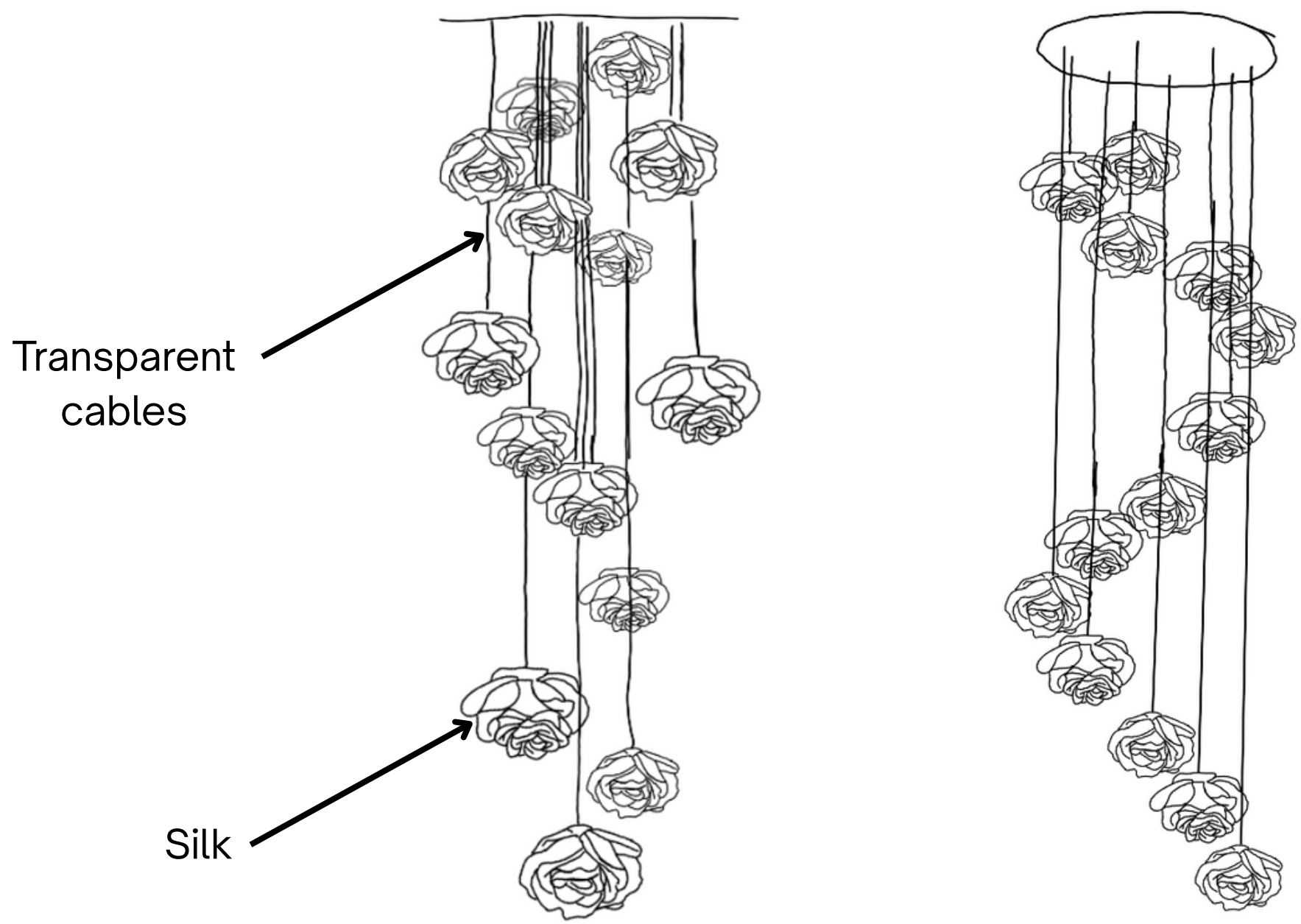
## "LUMIÈRE DES FLEURS" - LIGHT OF THE FLOWERS #2



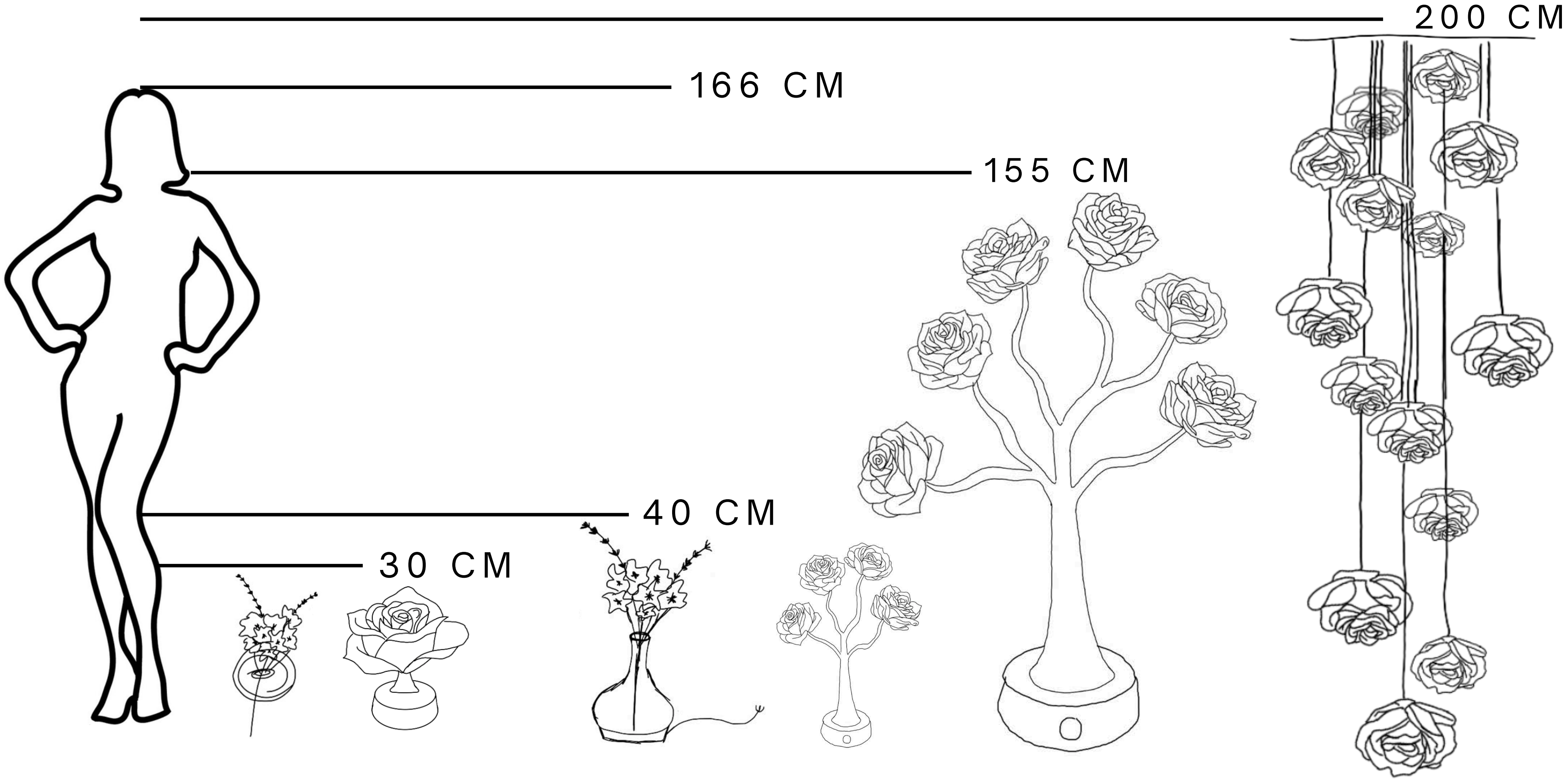


# Ideas

## "LUMIÈRE DES FLEURS" - LIGHT OF THE FLOWERS #3







# Ideas

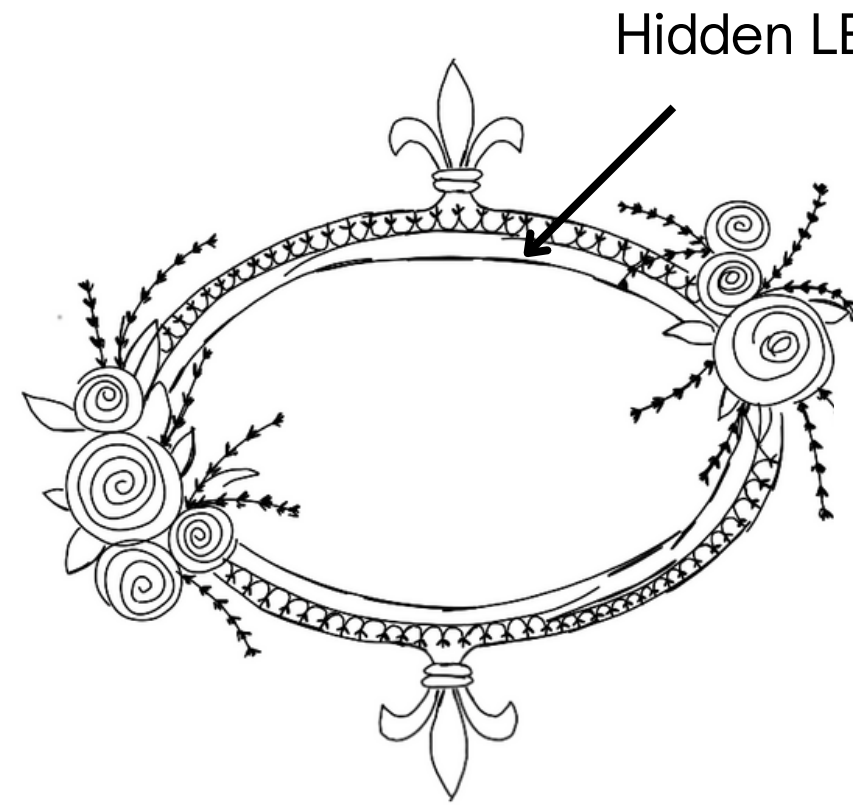
## "REFLET DU JARDIN" - GARDEN REFLECTION



Power button



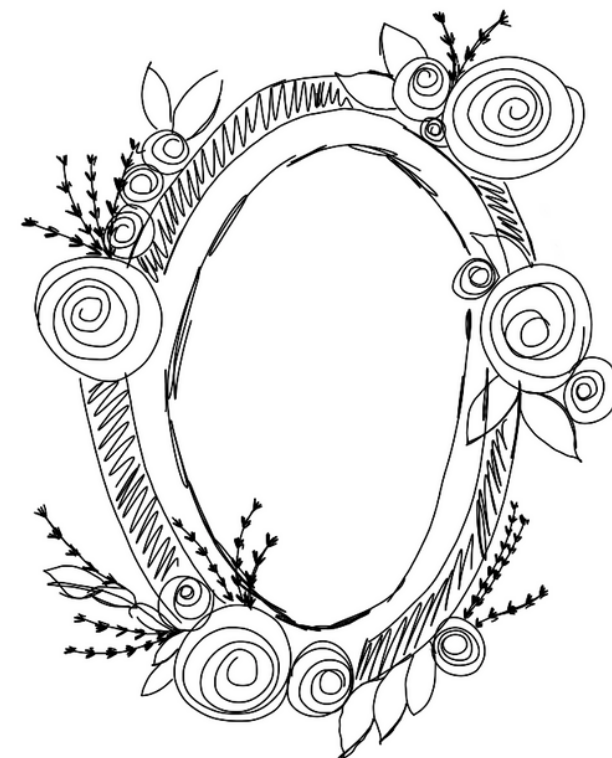
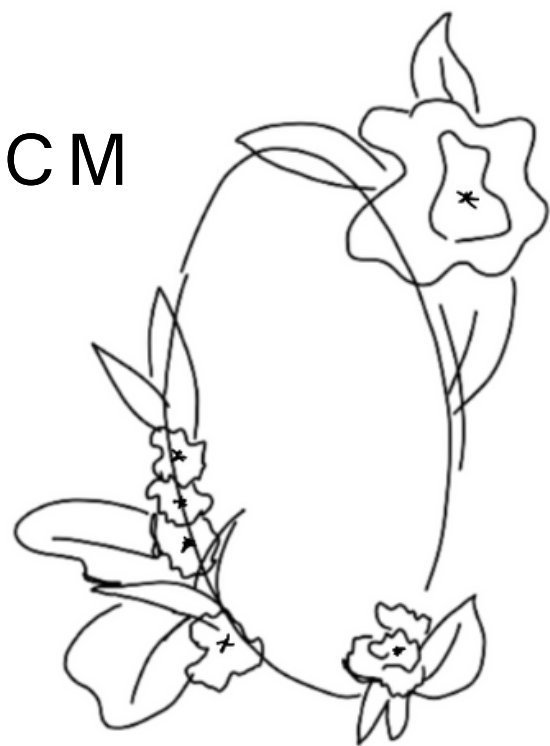
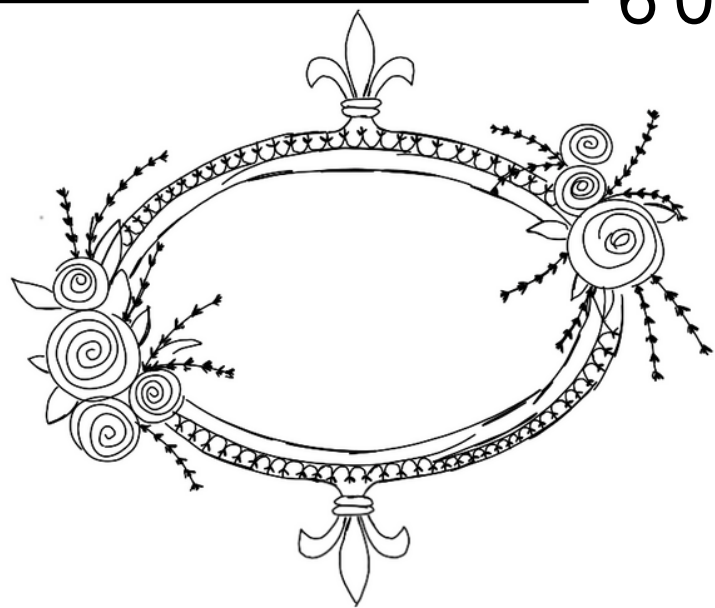
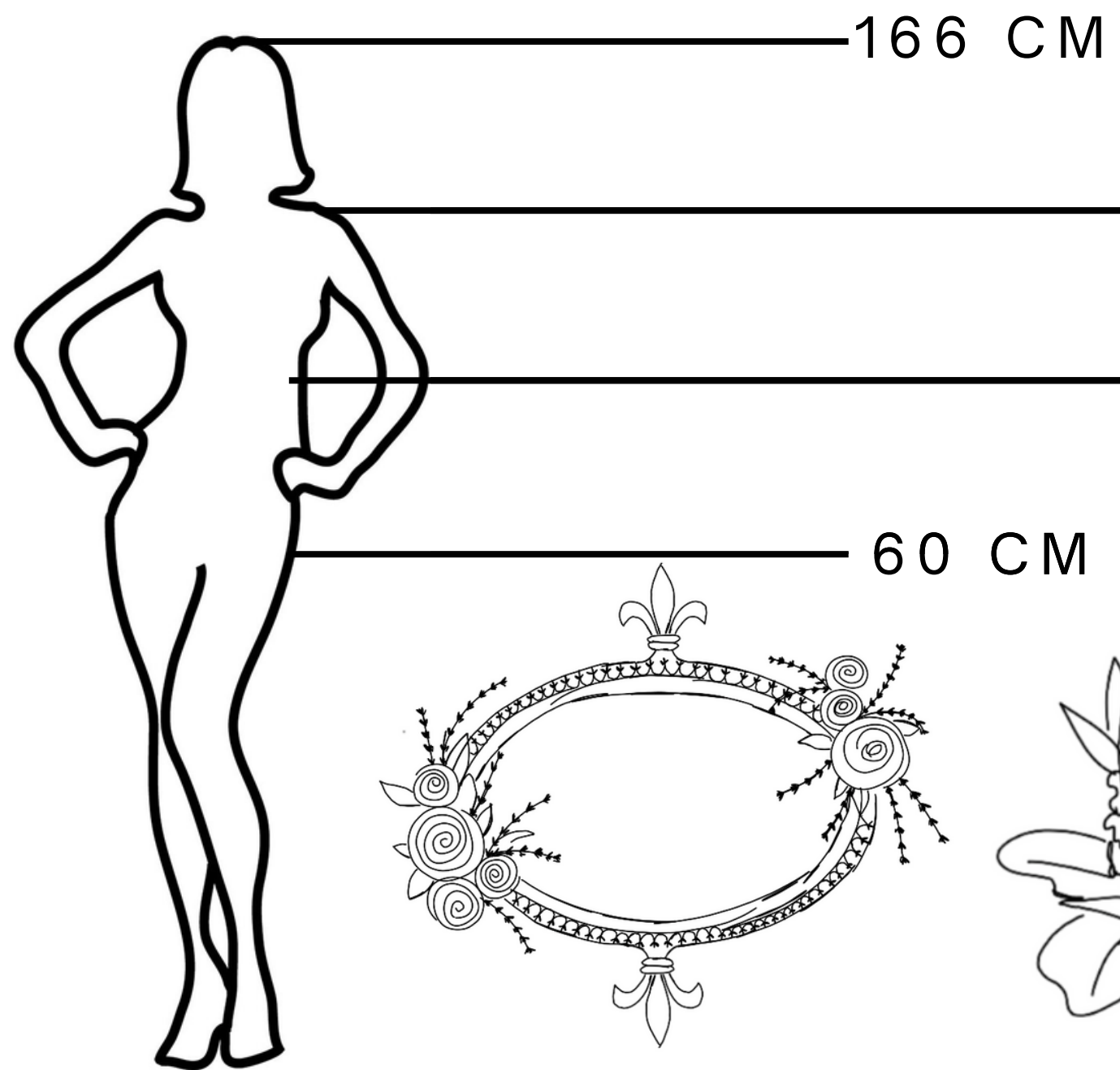
Silk



Hidden LED strip

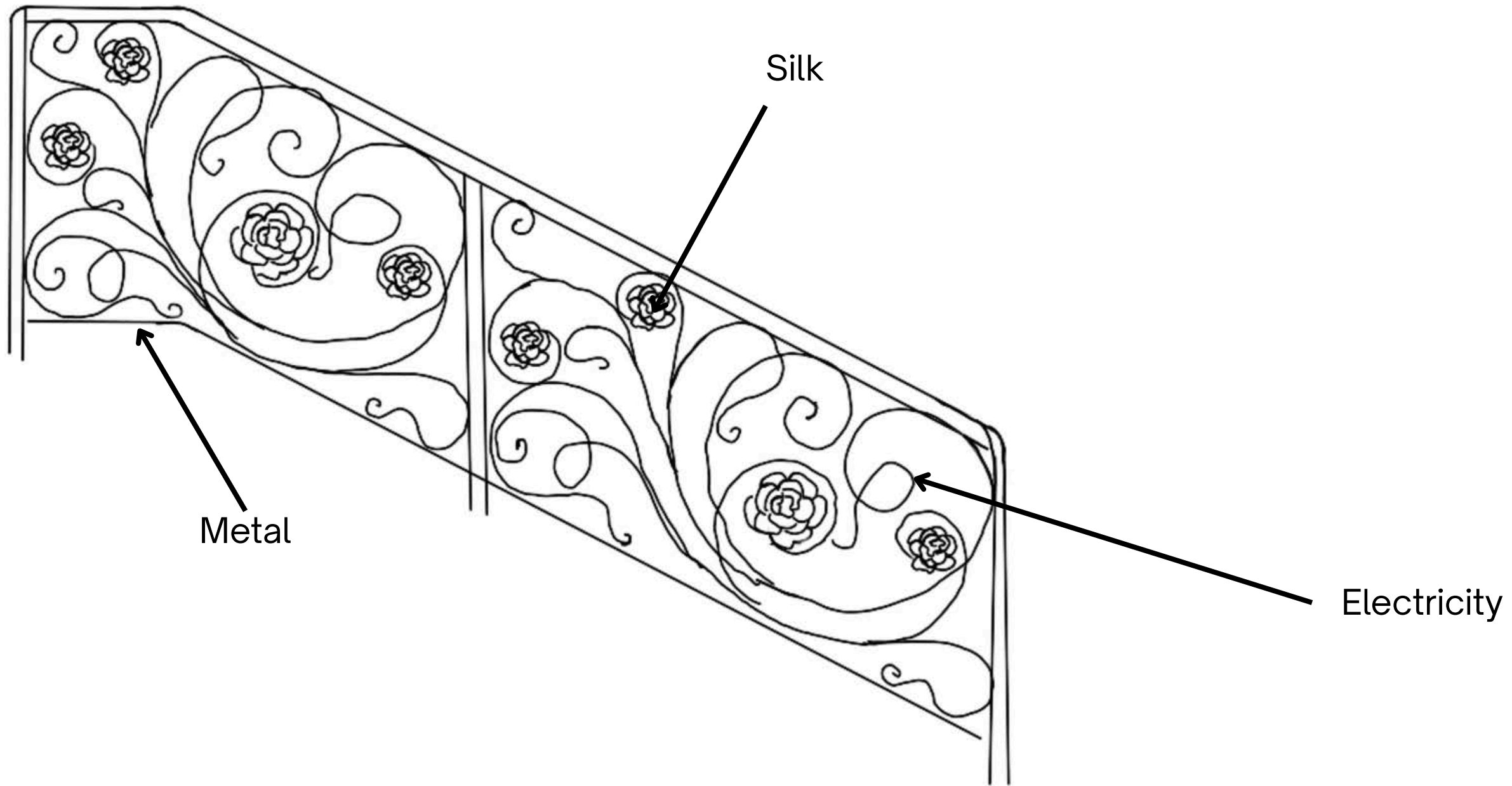


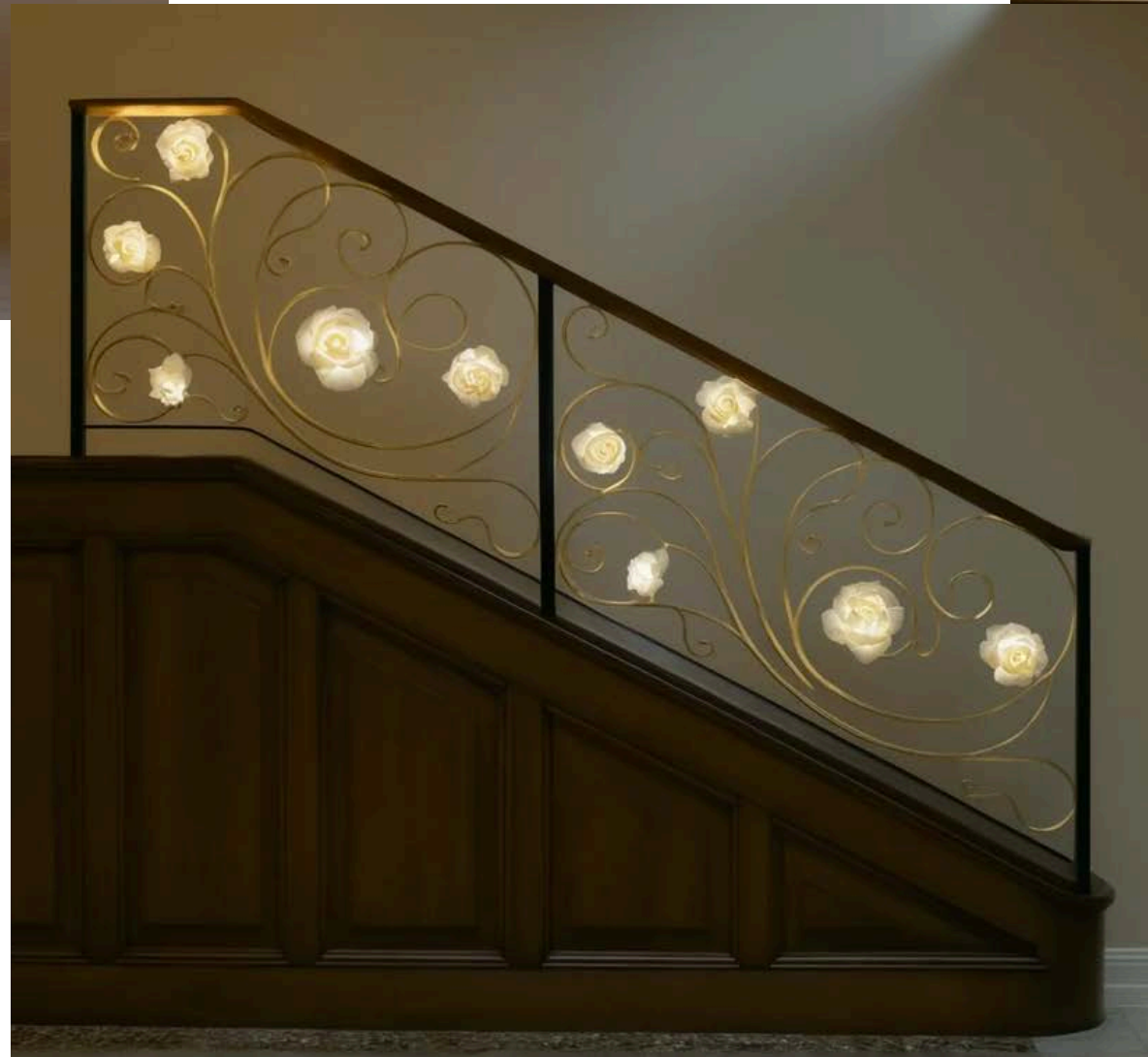


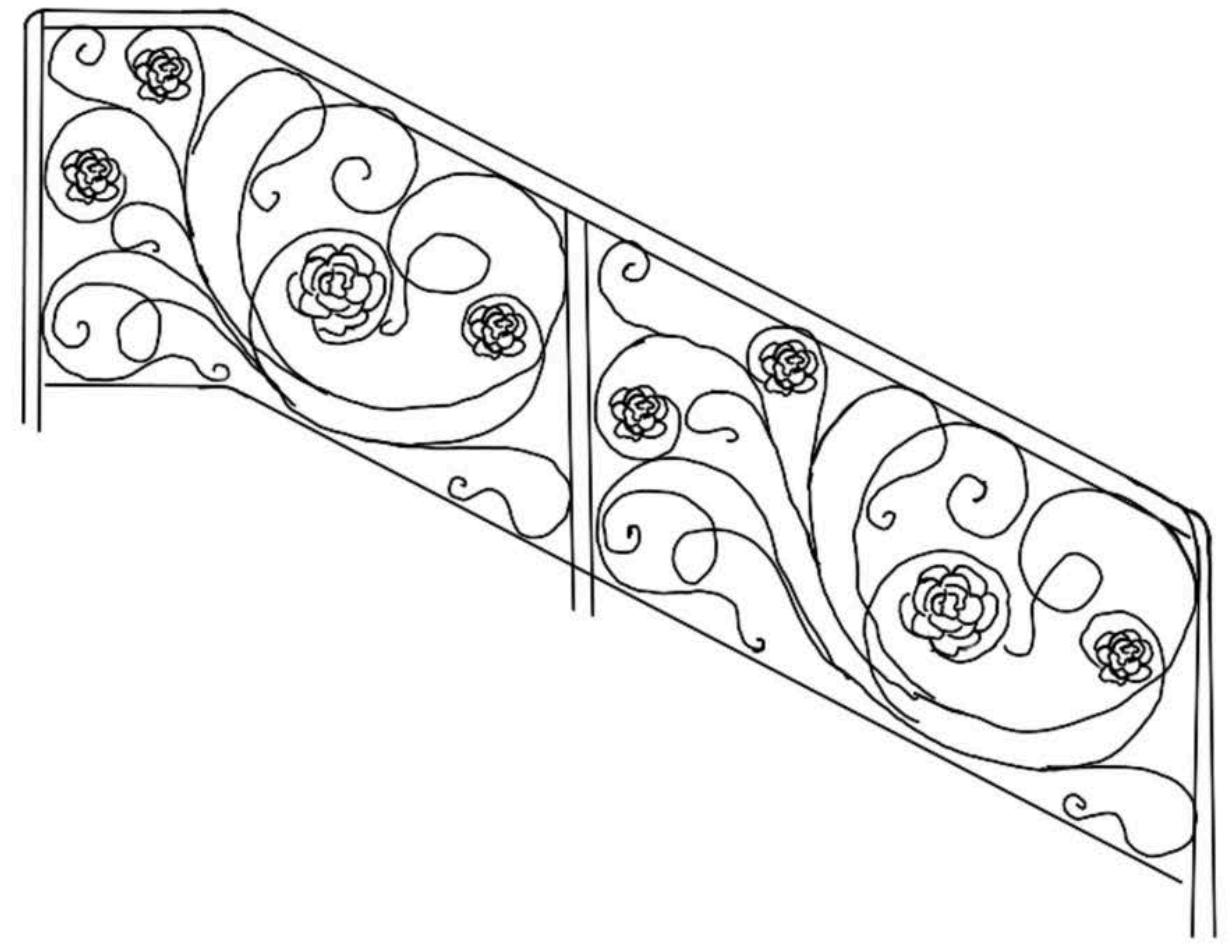
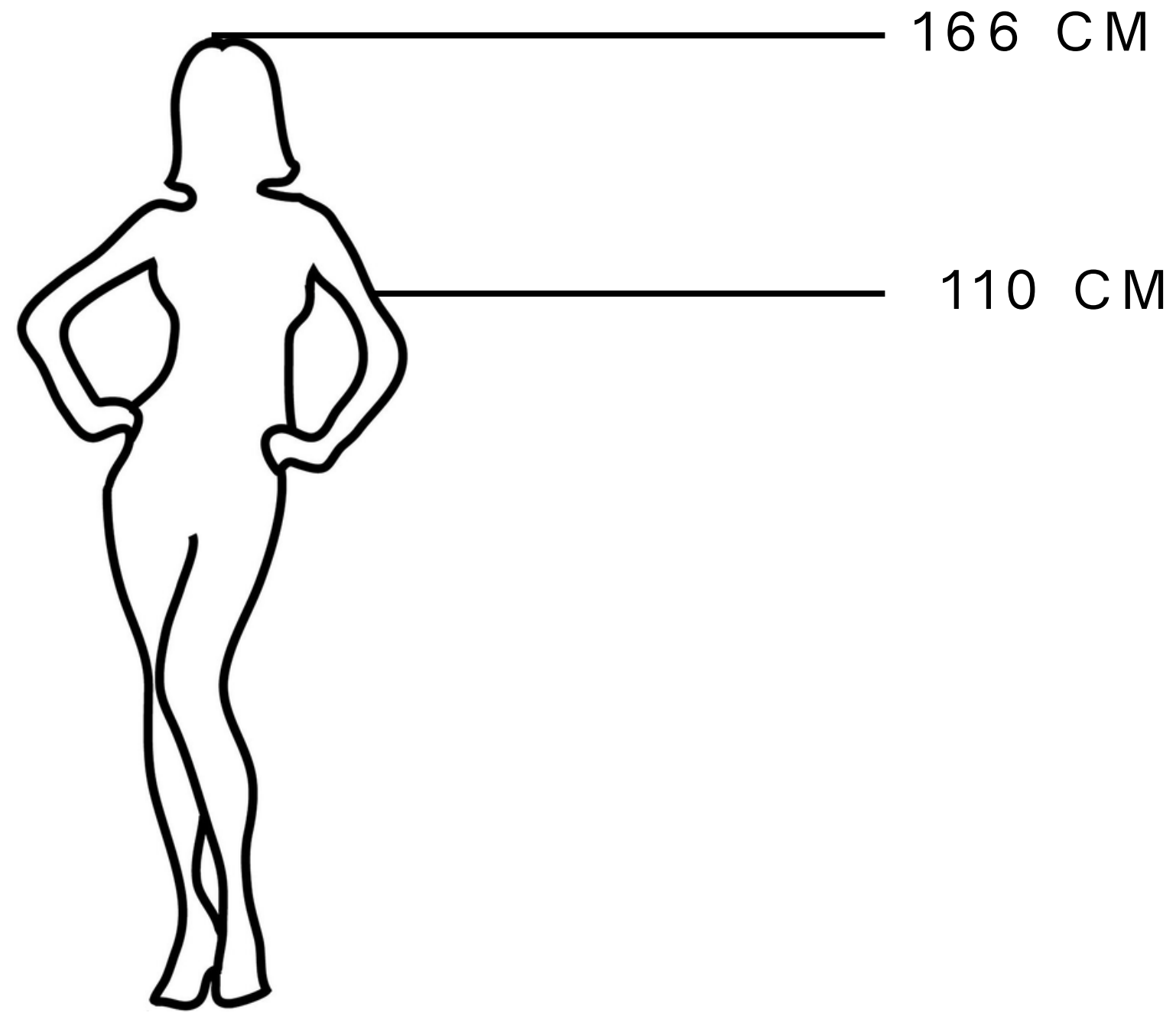


# Ideas

## BLOOMRAIL

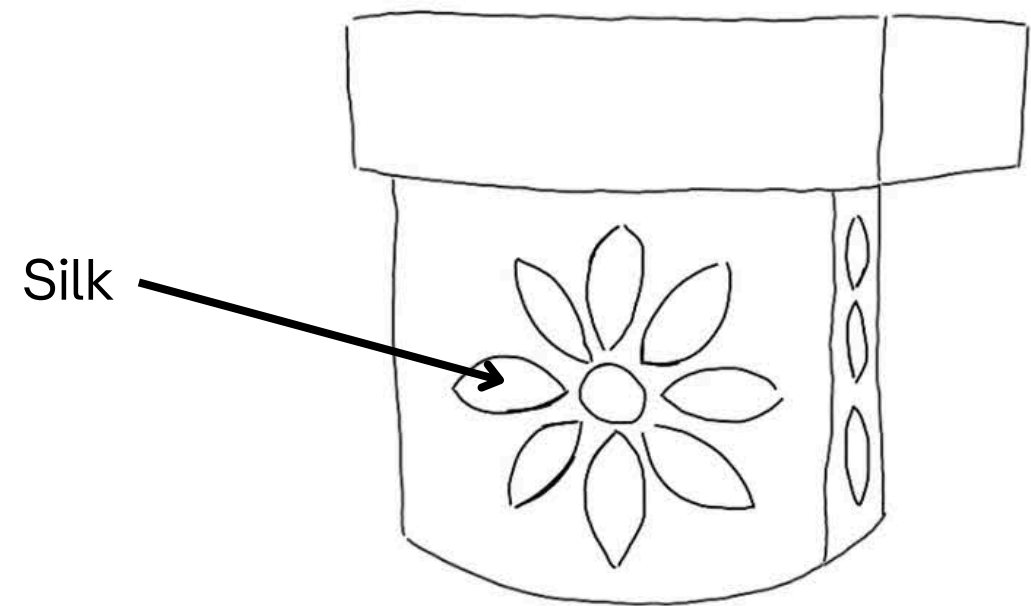






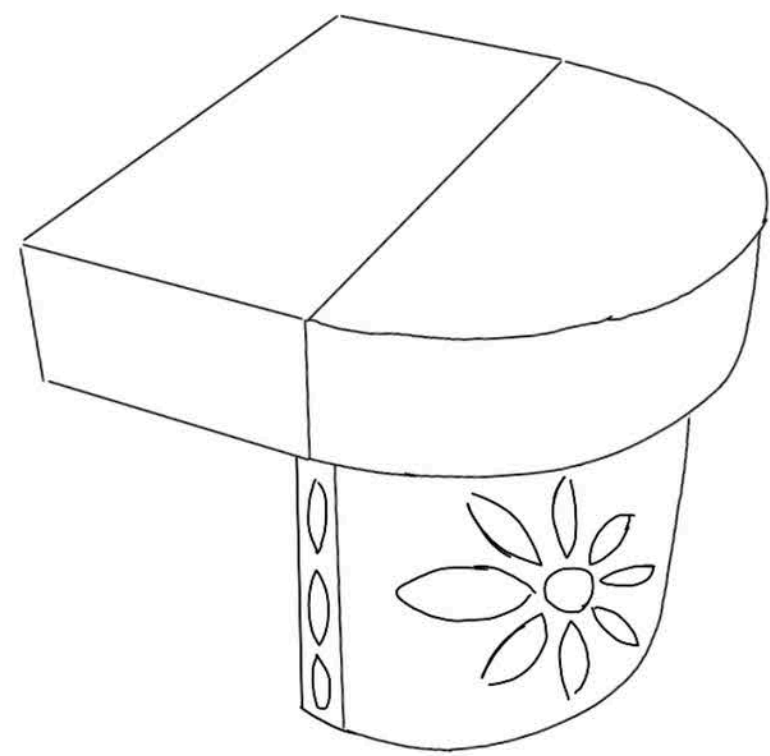
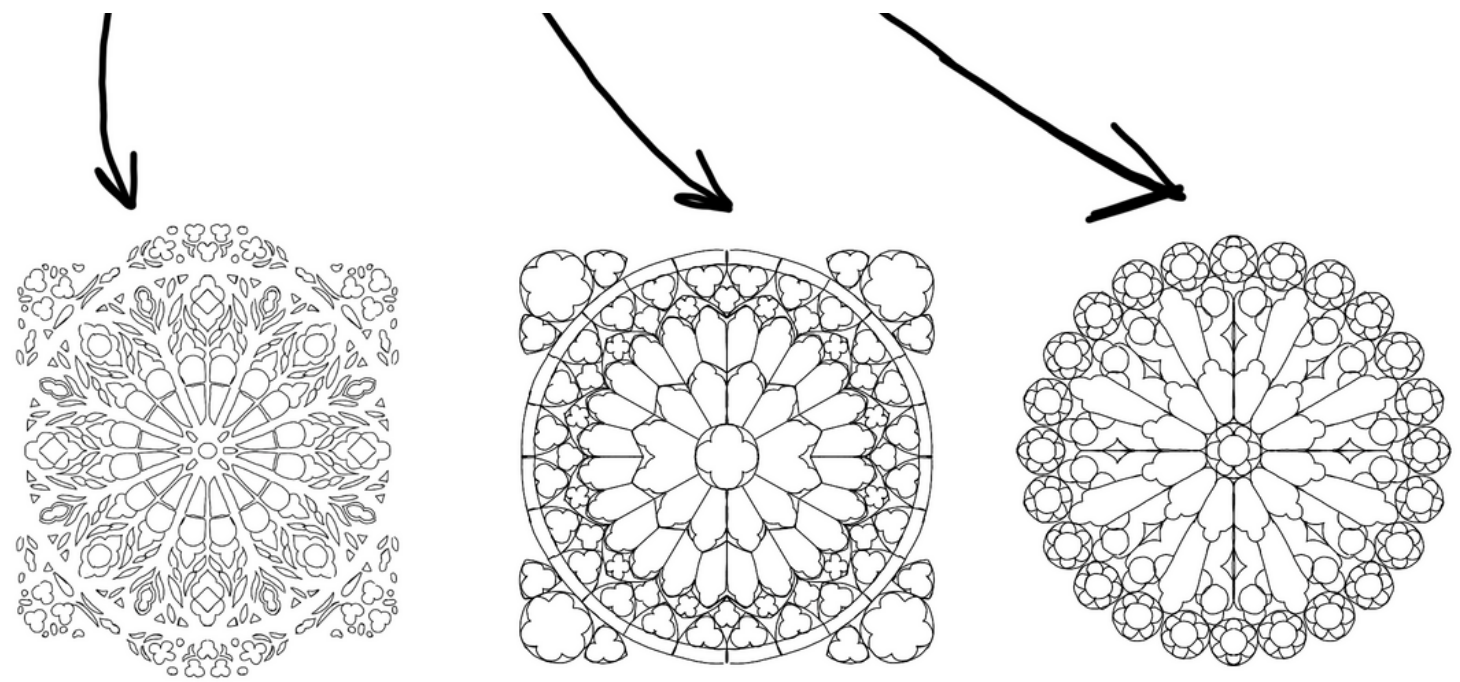
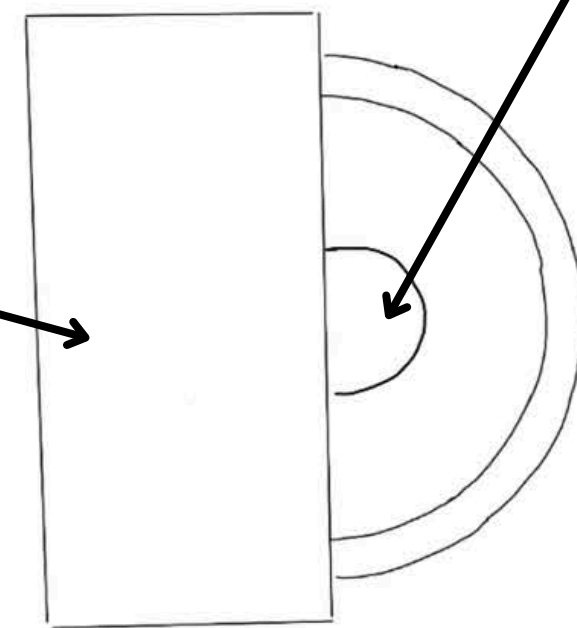
# Ideas

## LUMIGRAPH

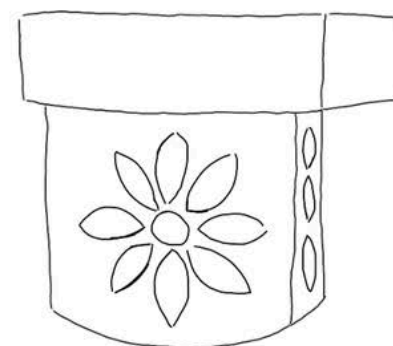
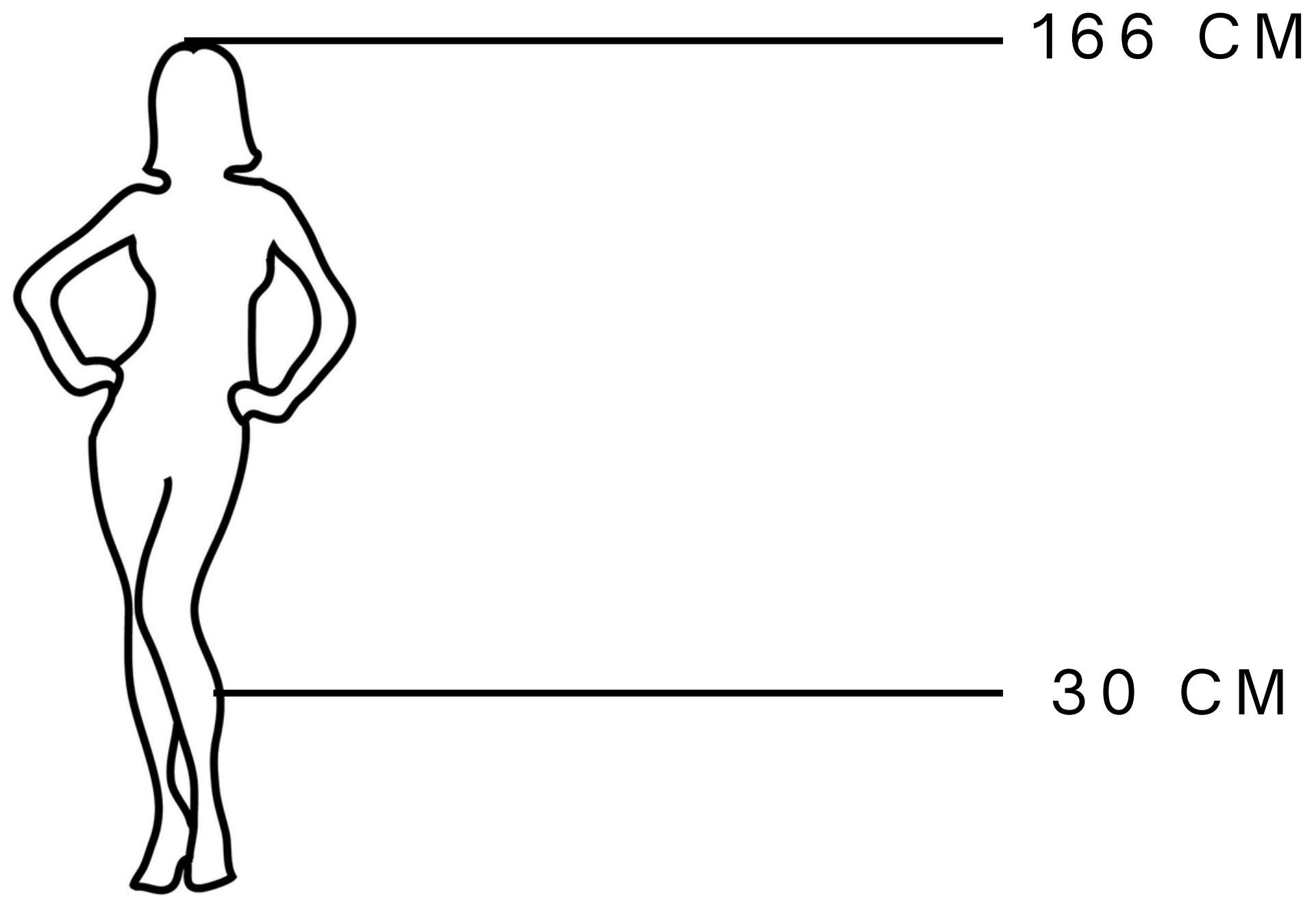


Power base

Light bulb

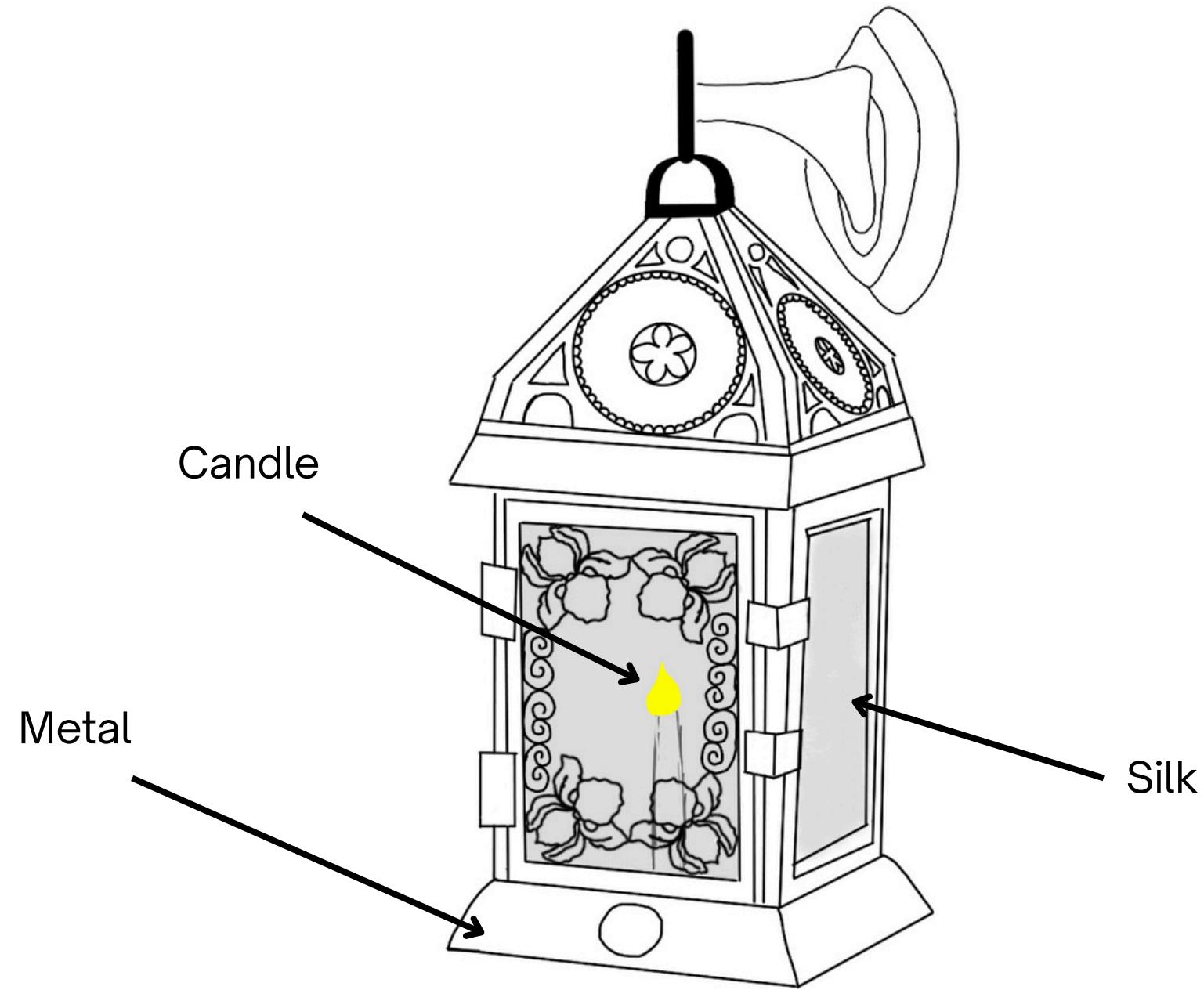




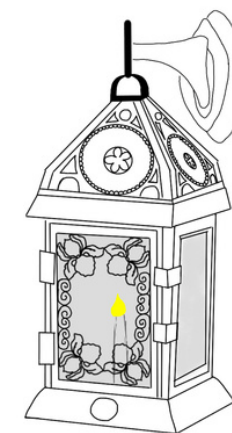
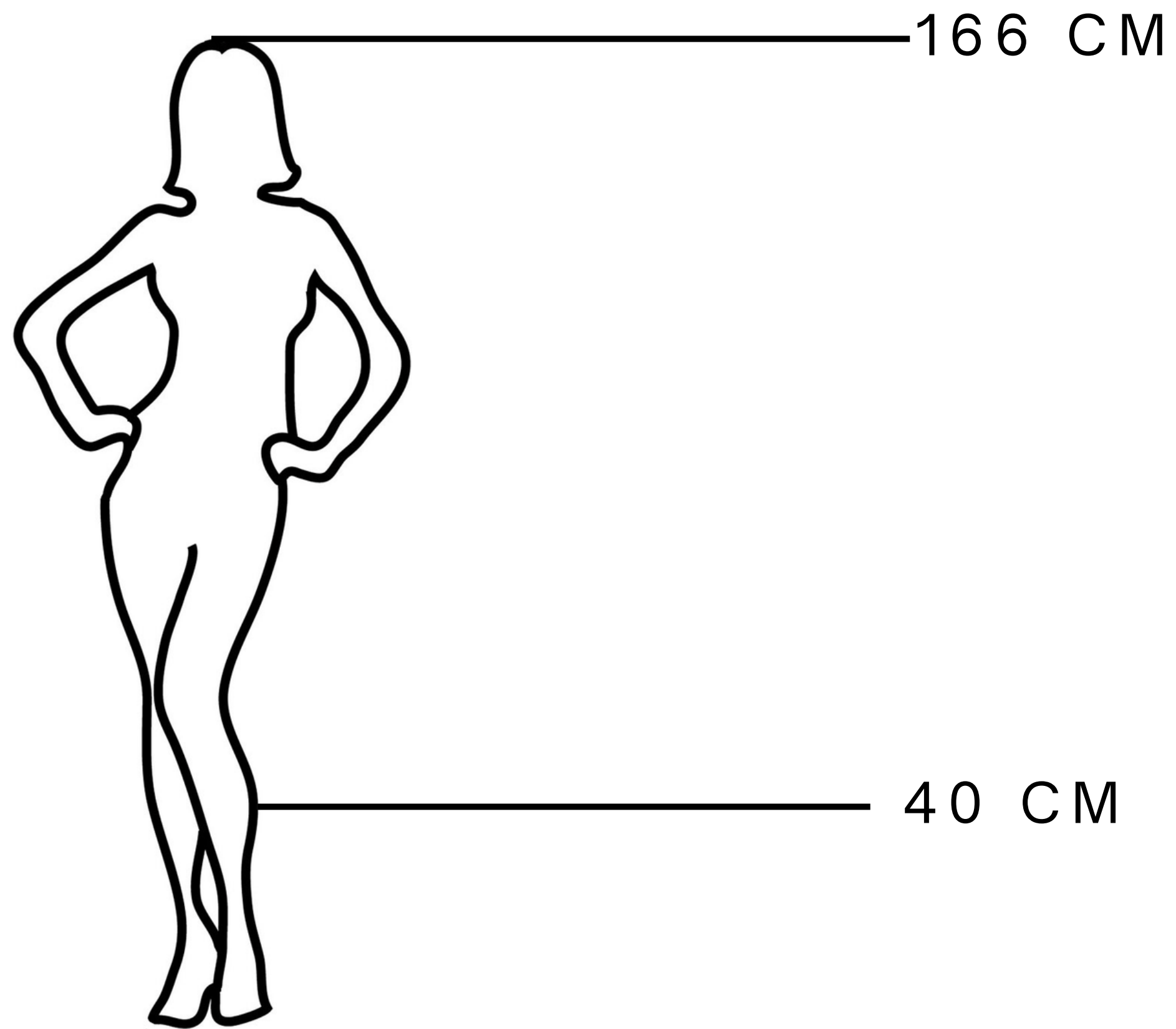


# Ideas

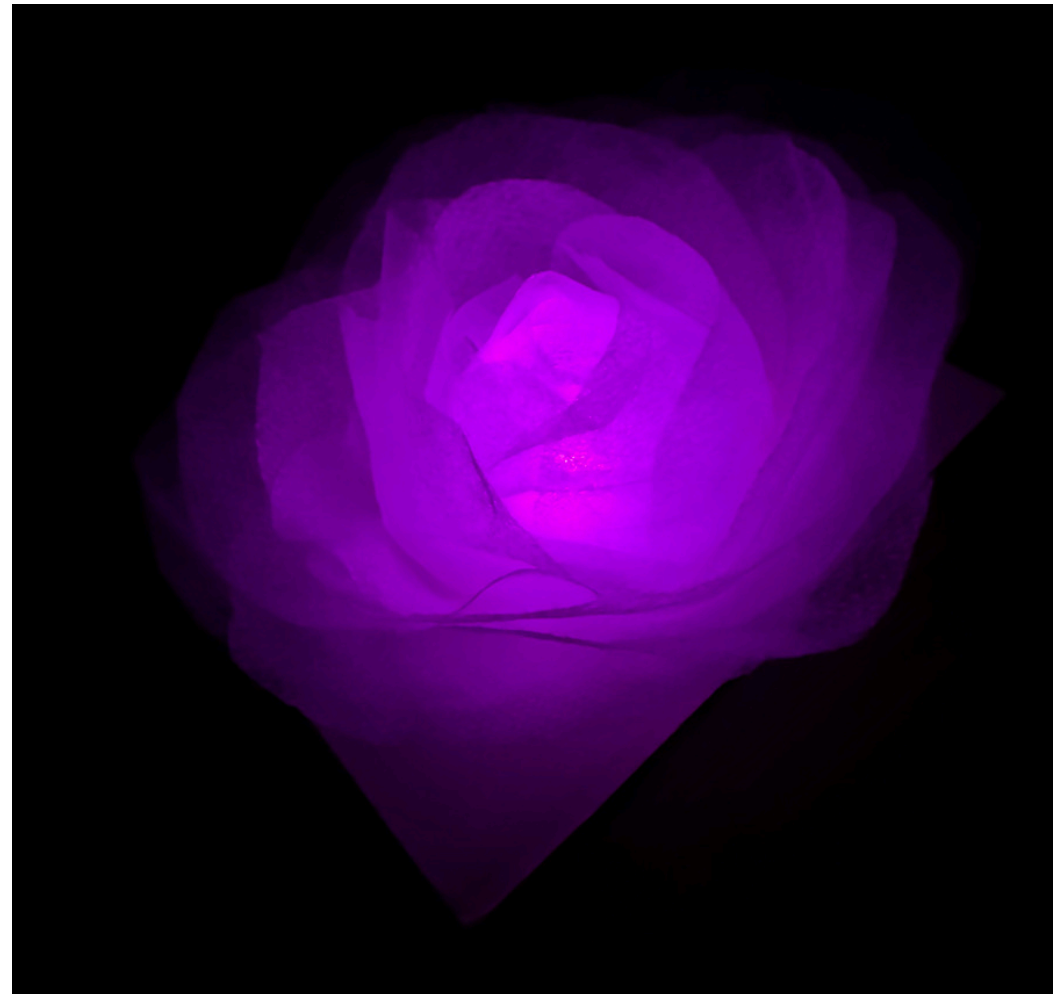
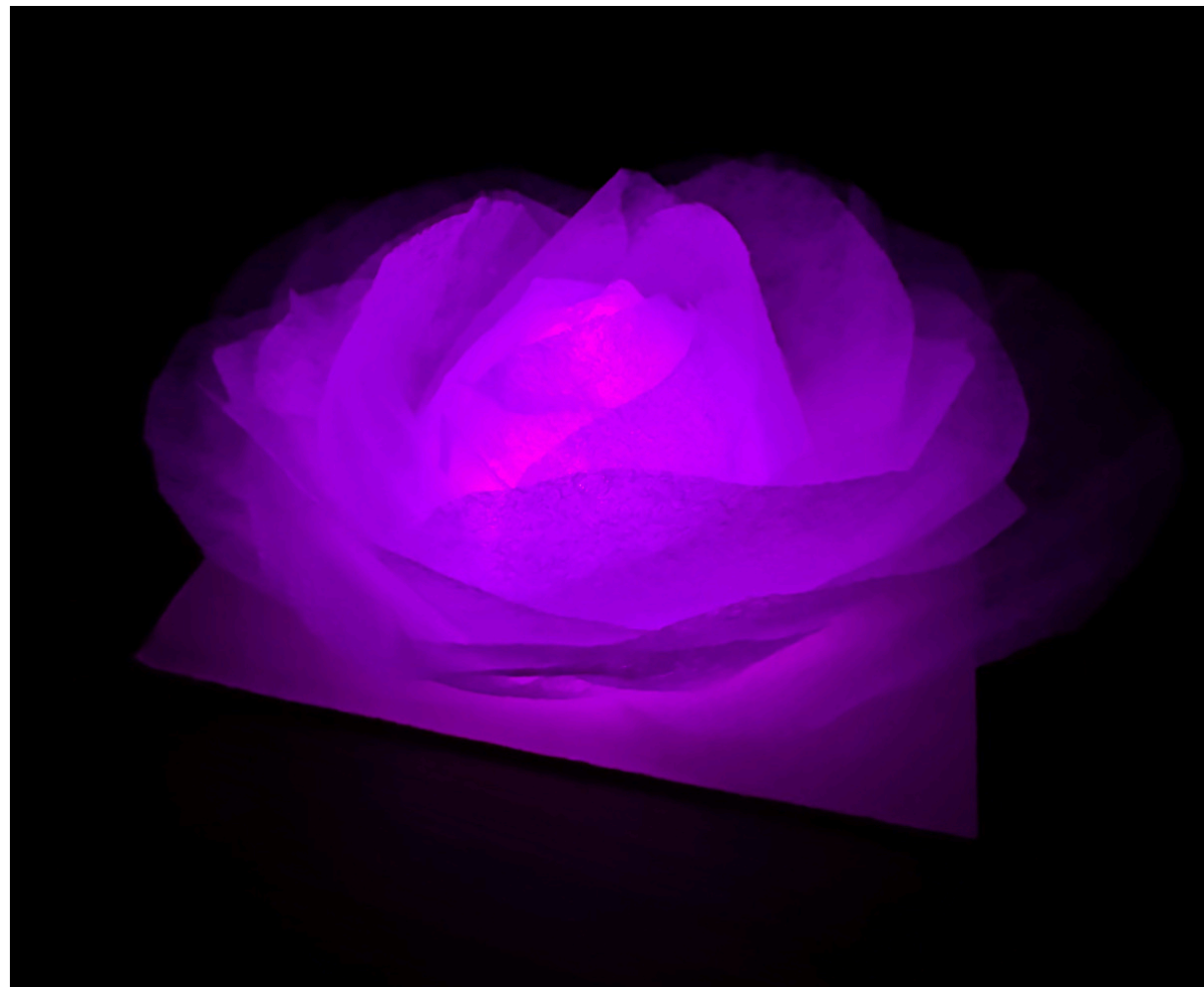
## "LANTERNE ROYALE" - ROYAL LANTERN







*Product design*  
PROTOTYPE DEVELOPMENT



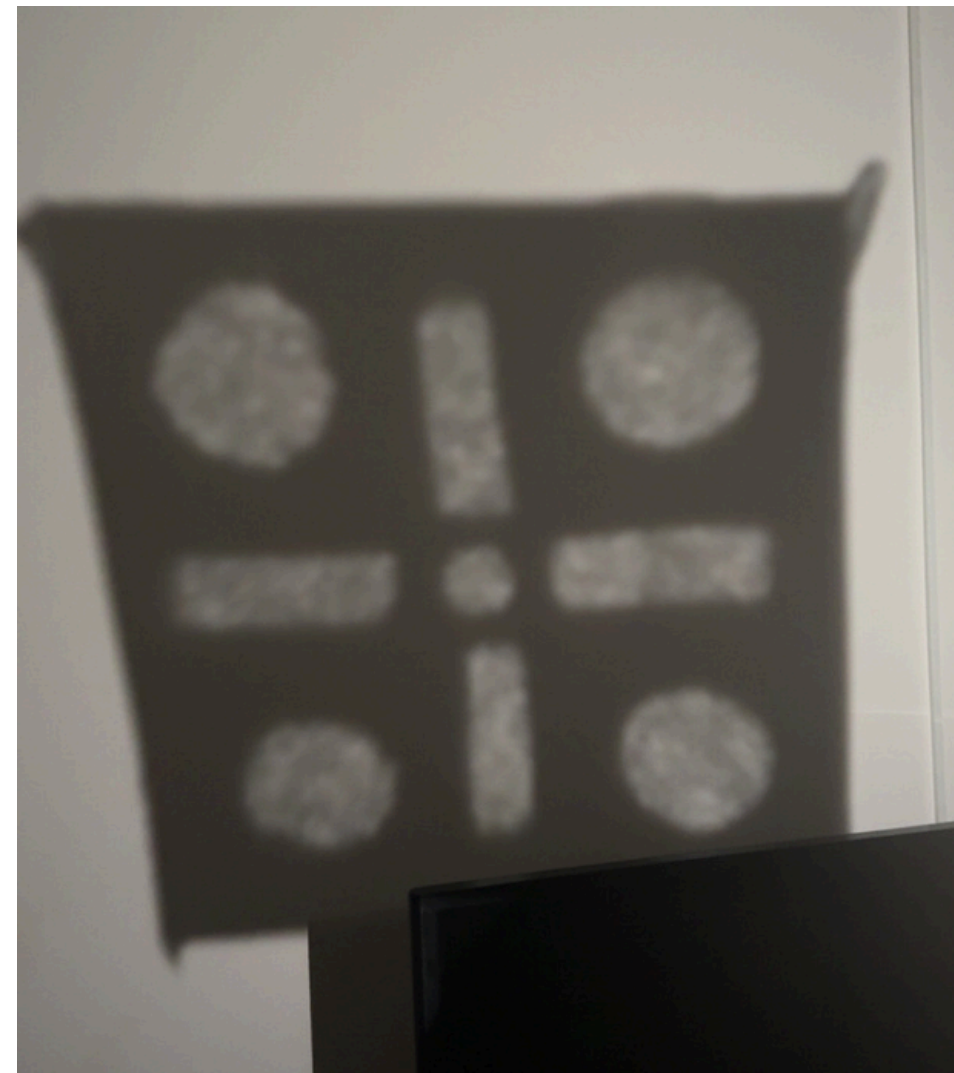
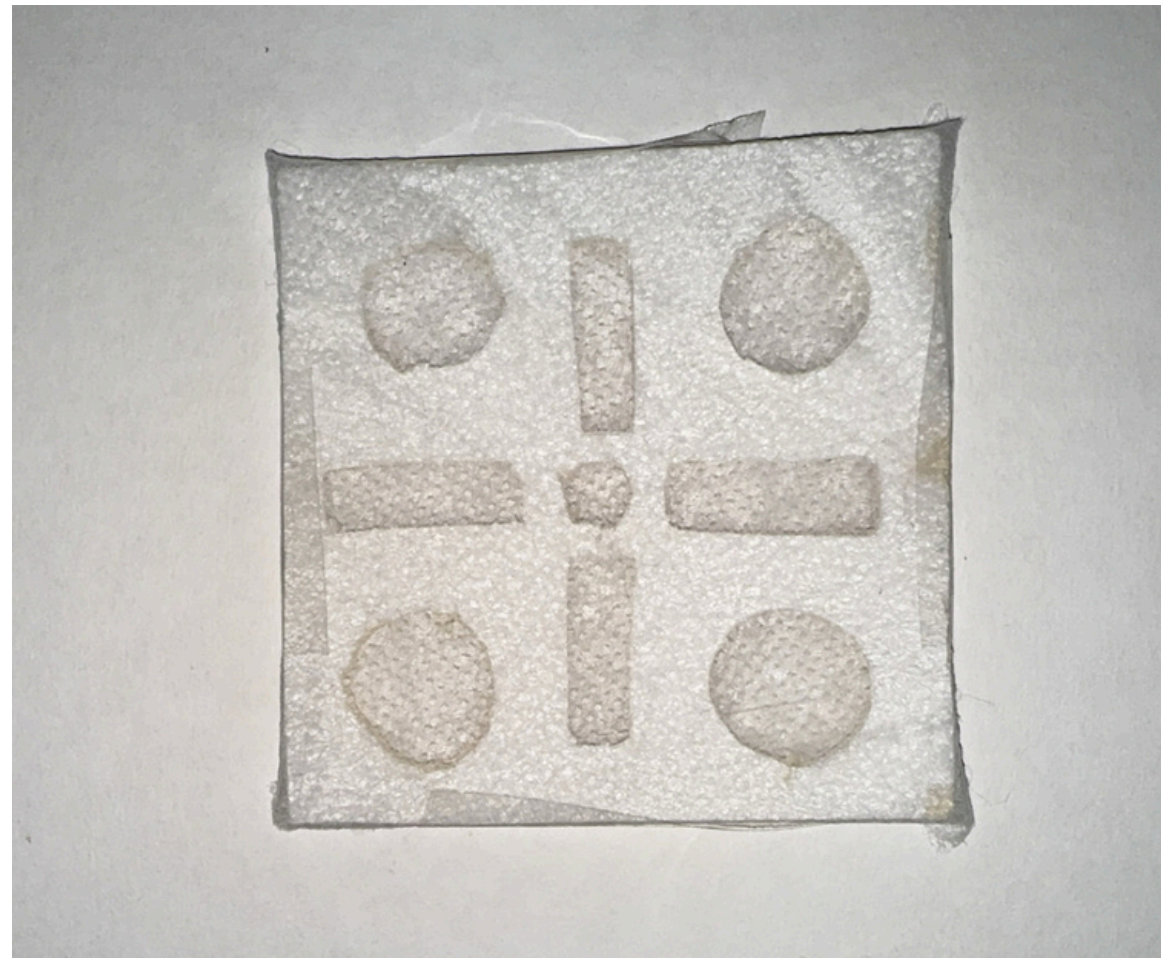
# Product design

## PROTOTYPE DEVELOPMENT



# Product design

## PROTOTYPE DEVELOPMENT



# Technical specifications

## PRODUCT ADVANTAGES AND PROMOTION

- Eco-Friendly and Sustainable Materials
  - Elegant, Timeless Design
  - Ambience-Creating Functionality
  - Unique, Artistic Appeal
  - Customizable and Versatile
  - Relaxing and Calming Effects
  - Easy to use and practical
  - Premium materials and luxury quality
- Brand storytelling
    - Handcrafted elegance
    - Natural silk parts
    - Eco-conscious design
    - Nature-inspired design
    - Ambient lights
    - Functionality meets decorativity
    - French elegance and symbolism
    - Modular and versatile



THANK YOU FOR  
YOUR ATTENTION