

# Training & Marketing

CONTARDI®

Topic:  
**CIRCUS  
LED**

CONFIDENTIAL DOCUMENT

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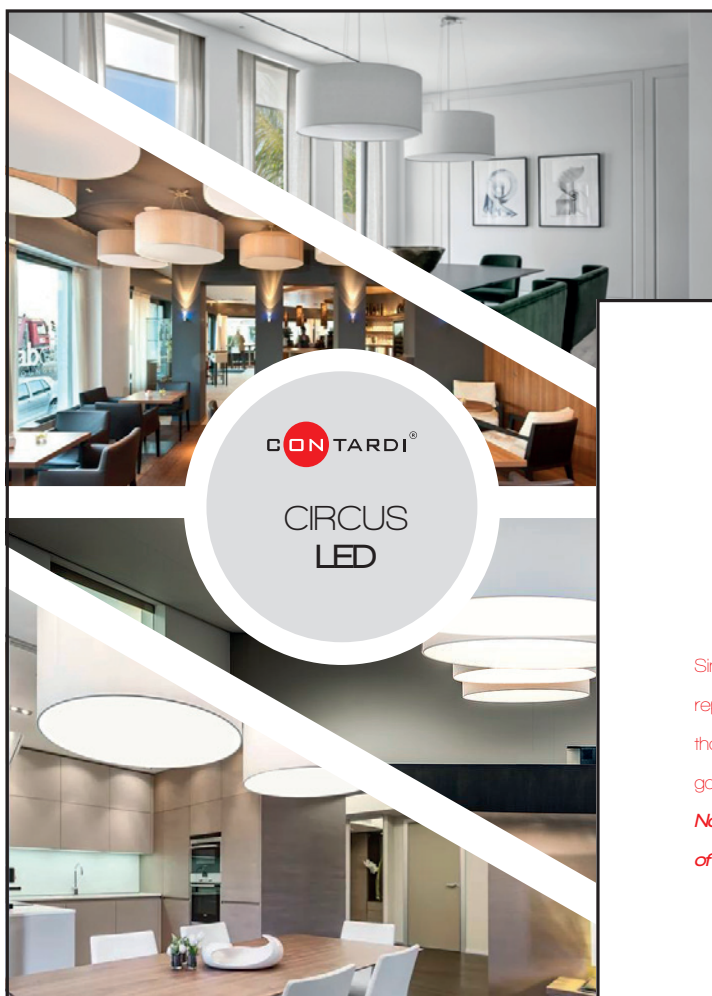
# Introduction

A training and promotion tool about our products is represented by the electronic brochure on Circus LED.

## **Why dedicating such a specific tool to Circus LED?**

Because Circus LED is introduced on the market with high value and a wide range of possibilities, opening new usage opportunities and innovative commercial solutions.

This development into the LED version allows Contardi to offer solutions to a new field of the market, which was actually precluded before: **the commercial field of offices and retail boutiques.**



### *Circus LED*

Simple and clean forms, to put everybody at ease. Circus represents the Contardi's philosophy of the «white shirt», as though keeping its simplicity, it stands as a well executed garment you cannot do without.

*Now available with LED board for an extension of the range of use.*

This electronic brochure, dedicated to Circus LED, starts by introducing Circus in its basic form. It represents Contardi's philosophy of the "White Shirt", versatile and suitable for all occasions.

Circus is a white shirt of sophisticated handcraft: the 2018 fabrics, as per our pricelist or upon request, the possibility of personalisation with trims, the way the lamp is made, the fabric cable and the steel ones to stabilise

the lamp, the solutions to guarantee the stability of the lower diffuser disc. **All of this makes Circus a simple yet complete product.**

# personalisation



Circus is a full-optional product and all options are basic features of the lamp; just think that this lamp has three light sources (for 50, 75 and 90 version) or four (for 120 and 150 versions), which are vertically mounted on the structure poles. This allows the light to be homogeneous and prevents the typical shadows created by the structure: this is a peculiarity of Contardi Circus lamps.

Closures and diffuser disks are made and mounted with piano wire that allows the edges of the diffusers to be bent easily, thus inserting and placing it on the interior part of the

framework.

This creates the so-called "drum latch", one of the most refined ones, without the presence of hooks and supports.

The great variety of fabrics (beside the standard ones, **with a minimum of 5 pieces, other fabrics can be requested and used**), prints and jacquard offer a wide range of possibilities.



# dimensions

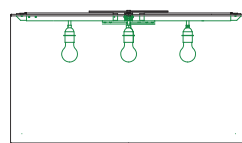


This page is a technical data sheet, where all the variations are presented in their standard Circus versions, with vertically mounted light bulbs.

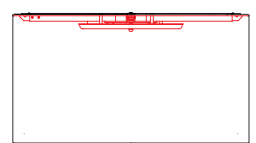
presented. It's visible that **the LED plate** offers the possibility, unlike the basic halogen version, to **reduce the height of the diffuser**.

Even in the 150 diameter version it is possible to have a 30 cm high lampshade.

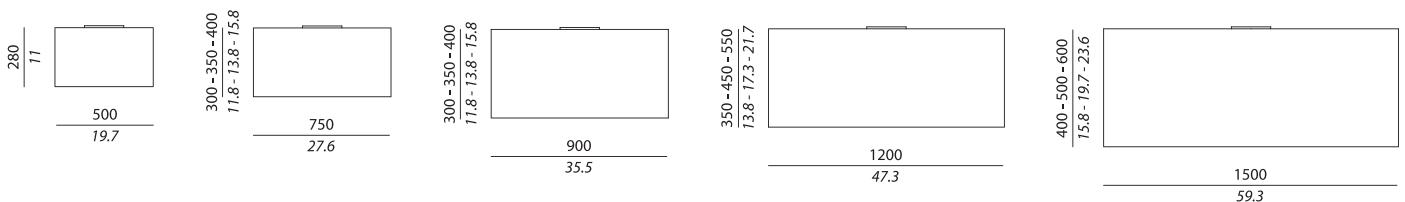
In the lower part of the graphic, the new versions of the **Circus LED** are



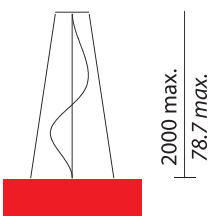
CIRCUS



CIRCUS LED



**Minimum Height:**



Available also in the suspended version.

# LED plate



This is the LED plate customised, designed and engineered by Contardi for a serial use.

Let's point out the technical characteristics, which are essential for professionals:

**53 W, 7300 Lm** (Circus 50-75)

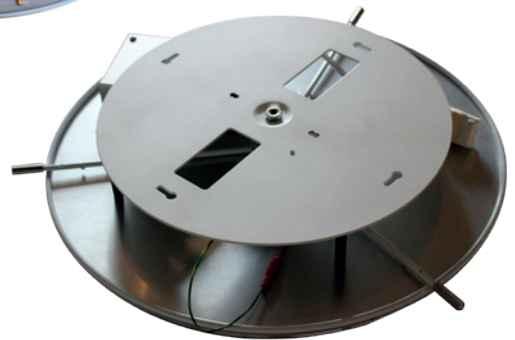
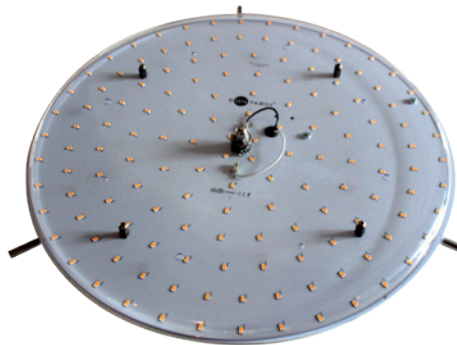
**70 W, 10000 Lm** (Circus 90-120-150)

**3000 K,**

**CRI over 90,**

**dimmable** (0/10 and Push as standard, Dali upon request).

**That is to say that Circus LED is compatible with the main remote control systems for lighting. This is a fundamental characteristic for its use in commercial spaces.**



# commercial spaces



The height reduction makes the product suitable for commercial spaces.

**Circus LED, thus, becomes a new object with a new intended use.**

Let's not forget to mention that the new LED version guarantee more light and almost complete absence of maintenance issues (the LED plate is guarantee for years of usage).



# residential spaces



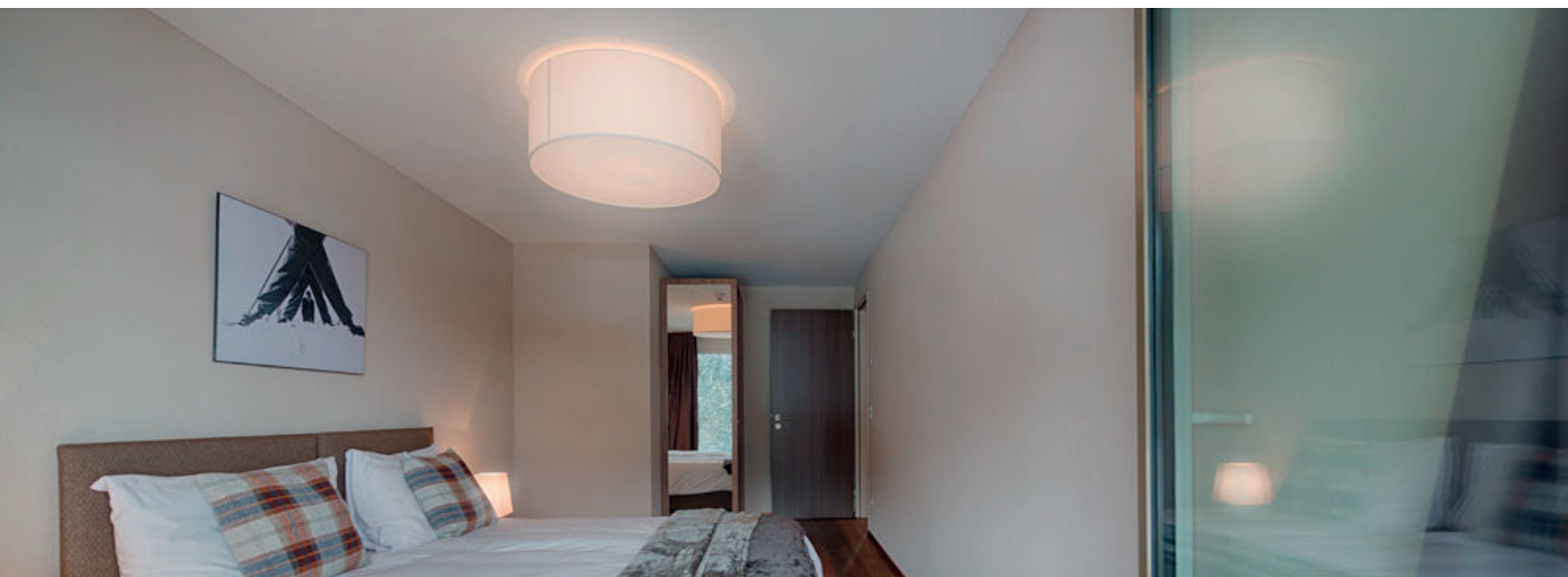
Needless to say that Circus LED is suitable for residential use.

It's the good fitting for residential spaces that require a decorative light able to light up the room without the need of other light sources.

That's the reason why we could define Circus LED (both for its lighting characteristics and its scope of use) **an architectural product.**

Below, you will find other examples of living rooms or residential spaces

where the only light source is Circus. No need for spotlights and recessed lights: **Circus can properly light up the whole surroundings, it's dimmable and compatible with home automation.**





# kitchen



When talking about residential spaces, let's not forget the KITCHEN.

This is an important place, especially for the worktable.

Circus – instead of spotlights and recesses – can perfectly take the job and illuminate and decorate at the same time, all of this while **providing enough light, if not even more than what prescribed by the norm.**

Once more, great versatility and functionality.



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*Thank,  
you!*