

Training & Marketing

CON TARDI®

Topic:

OUTDOOR

CONFIDENTIAL DOCUMENT

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Introduction

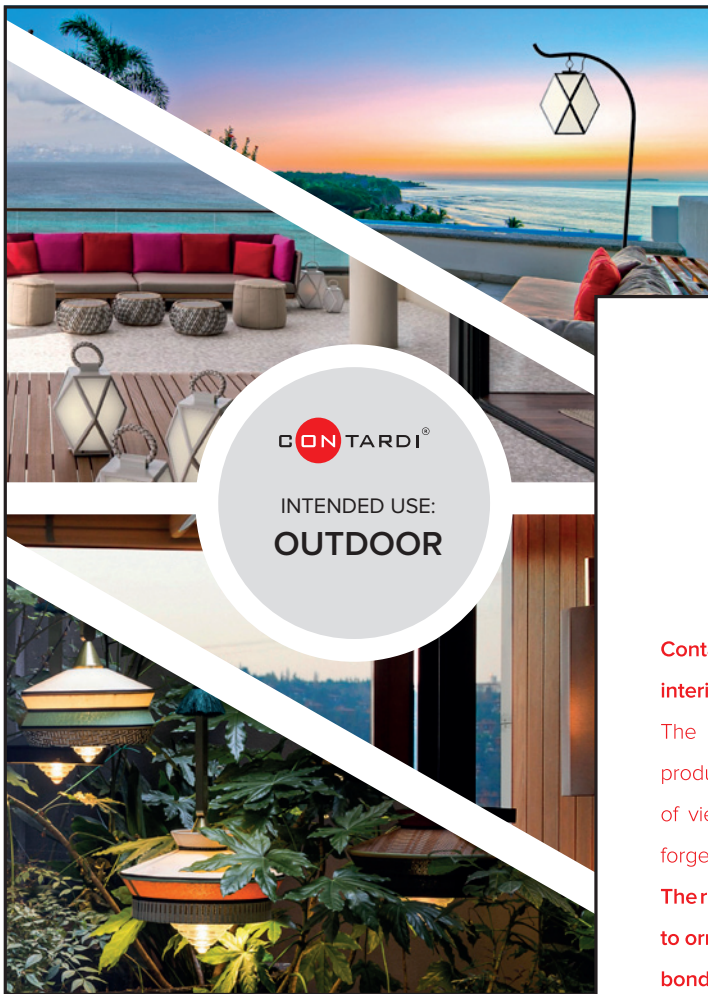
Contardi strongly believes into segmentation. With the term segmentation we mean the partition of our offer.

A commercial offer presented on a catalogue of more than 300 pages, in which it is quite complicated to understand all the subjects, divide them in a proper way, understand their intended use and assimilate information that are essential for the correct use of the product, for its function and not just for its aesthetics. For this reason we have decided to segment by creating electronic brochures on specific subjects, concerning different sectors of our collection.

Each of this training tool is thought for a specific interlocutor:

for instance, among the training tools, an electronic brochure dedicated to yachts and pleasure boats in general (an important field for the company) is to be prepared; then a brochure dedicated to battery operated lamps, or a brochure for special cluster designed for public areas, receptions or common spaces in the hospitality field.

Let's start introducing this Intended Use brochure for **OUTDOOR**.



All brochures start with a presentation of the topic.
Let's read together Contardi introduction for OUTDOOR.

“Contardi’s way to do Outdoor”

Contardi interprets the outdoor collection as the way to bring interior design to the open-air.

The aim is to keep the same characteristics of the indoor products, both from an aesthetic, decorative and tailoring point of view, which are the main traits of the brand, and without forgetting the pragmatic aspect, i.e. the intended use.

The result is highly refined and reliable lighting, that contributes to ornate and enrich natural locations, while creating a strong bond between it and the indoor spaces.

This introduction is the starting point, the inspiration and philosophy for the Outdoor collection by Contardi.

Contardi has always thought of an illuminating Outdoor, being

the continuance of its Indoor counterpart.

A decorative Outdoor that, though meant for the outside, shouldn't lose the decorative characteristics an indoor object would have.

Today, Contardi's Outdoor collection, with 30 codes in its pricelist, is one of the largest and most complete on the decorative lighting market.

calypso outdoor



The best example of this philosophy is CALYPSO.

Calypso, that we all know in its indoor version - which is becoming one of the most iconic and highly recognizable product of the brand, thanks to its art-deco motif, a reference to caribbean and south american atmospheres - have become a product for outdoor use.

When we talk about an outdoor product by Contardi, we talk about a IP65 rated product, therefore a real outdoor item.

This is possible thanks to the engineering process behind the

product, which has lead the company into weaving **waterproof and fireproof fabrics directly**. These fabrics can withstand atmospheric agents, extremely low or high temperatures, still maintaining the quality of their handcrafted materials and their colours.

Another characteristics of this product, the silk cable, has been substituted with a **chord in green colour, inside which the electric cable goes through**. The support is in satin brass and the diffuser is a clear glass.

From an aesthetic point of view the product remains particularly sophisticated.

In the next photo we can see a detail of the difference between the indoor and the outdoor versions: the stem and the conjunction ring between the lampshade and the chord; in the outdoor version this ring becomes a singular blunted piece, whose shape is rounded and conic to match the shape of the shade and which hides the cables, passing through it.



muse lantern outdoor



The second significant outdoor product to mention is **MUSE LANTERN OUTDOOR**.

Till today MUSE Lantern has been the sophisticated indoor version of Muse lamp.

Now, beside the black and white RAL finishes in which the original outdoor versions of this lamp were made, also the bronze finish has been "taken" outside with special treatments to be suitable for external locations and to withstand the atmospheric agents.

Same thing for the handle: from the silk indoor version to the leather one for outdoor, as in the black and white MUSE.

In this way we gain a refined, iconic and recognisable Contardi product.

The novelty is in the material used for the plastic diffuser, which remains in a clear amber finish.

Muse Lantern is available both the battery and the wired version.

In the **cord version** the light source is inside a glass cylinder, properly sealed for IP65 protection.

The **battery version** has been realised with a particularly interesting technical solution: **the shape of a bulb has been engraved on a plexiglas, through which the light of a hidden LED spotlight is conveyed.**



muse outdoor



Let's get back to the **MUSE OUTDOOR** model that we already know, in white and black battery and cable version, with its leather handle and the white glass diffuser, available also in the floor and suspended version.

MUSE is one of the best known and most recognizable products by **Contardi**.

Muse was designed for the summer restaurant of Hotel Meridien in MonteCarlo, and then included into **Contardi** standard collection.

It's a solution with increasing applications both in **commercial** and **shipping** industries.



freedom



The third product of the Outdoor collection is **FREEDOM**.

Freedom reproduces the shape of a cage, in contrast to its name, yet the bird is outside and movable as it is fixed with a magnet, meaning freedom from any obligation.

Freedom, a fun and unconventional product, is available in the versions with cable or battery operated.

It's interesting to think that the battery version can be moved depending on the desire or the need of the client.

All versions are equipped with light sources that make the light decorative and functional at the same time.

Also available black lacquered accessories, extending the possibilities of using of Freedom lamp.



coco mega outdoor



We have already meet COCO in its indoor version, here we will see the Outdoor one.

COCO MEGA OUTDOOR is characterised by marine wood and grey dragnet fabric, which is a particular waterproof fabric.

Also this lamp shows the extension of a product from the inside to the outside.



xxl outdoor



The diffuser of XXL OUTDOOR is realised through a double application of fiberglass, reaching a peculiar material relevance, almost like the moon ground.

The diffuser is bright, because of the presence of four E27 bulb sockets, allowing the use of four light sources at the same time.

A floorlamp of considerable dimensions, affirming its presence in the space. The structure is in ivory lacquered metal.



Conclusion

With these brochures we present each product category to our interlocutor and we explain how to use this product category: how the product has been designed, for what purpose they have been made, when have they been used. This will help our interlocutor to see what has been done and to draw inspiration for future projects.

*Thank
you!*