

A photograph of a dining room. In the foreground, a dark wooden table is partially visible, with two modern chairs (one grey, one olive green) tucked under it. Above the table hangs a large, cloud-shaped lamp made of crumpled paper. The background is a light-colored, paneled wall. To the right, a doorway leads to another room with a window and a wicker chair.

belux

anniversary edition

An icon turns 20.



# The architecture of light

Deconstructivist approach. Collage-like architectural volumes. Expressive design language. What defines the buildings by Frank O. Gehry also shapes cloud. The light sculpture is the first luminaire to be developed for series production by the architect and Pritzker Prize laureate – in collaboration with belux.

## Inspiration: paper

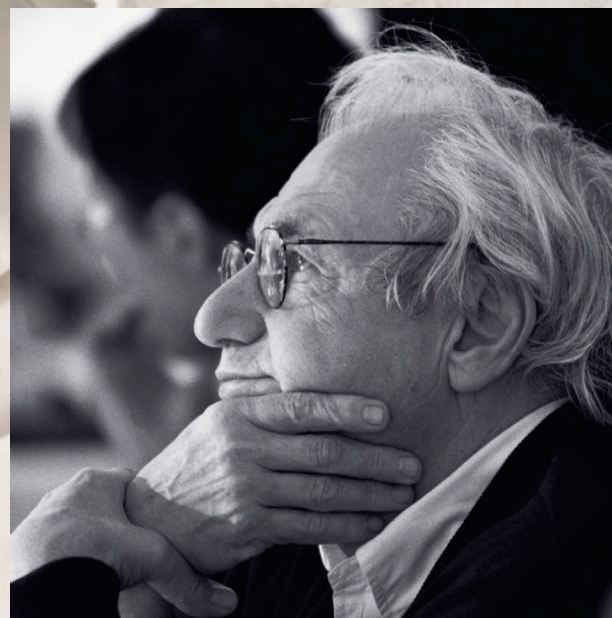
Gehry regards cloud as an homage to Isamu Noguchi, with whom he shares a commitment to sculptural quality and refined construction. And above all: a fascination with paper. His first prototype consisted of intricately shaped shells of packing paper, fastened together with staples.

## cloud forever

For reasons of safety, a specially treated polyester fleece was chosen as the design material. It evokes the appearance and touch of paper, but it is tear resistant, durable, easy to clean and fire retardant. Equipping cloud with everything required to make it a companion of many years.

## Unique pieces in series

No two clouds are the same. The folds are created at random during production and can be reshaped by hand at any time. A rise here, a dip there – do it yourself. In true Gehry fashion, as his creations probe the limits of structural balance and make movement their guiding design principle. Experience design in a new way: floating on a cloud.



# Aesthetic. Poetic. Iconic

Frank O. Gehry describes his light sculpture cloud as being intended to convey a sense of freedom and eccentricity. For 20 years, the iconic cloud has been fulfilling precisely this wish – now, for its anniversary, also in colour.

## XL in size. XXL in colour.

Voluminous, yet seemingly weightless: cloud XL RGBW shines in countless colours – enhancing the atmosphere and expanding design possibilities. Subtle or intense? Harmonious or energising? Colour your cloud.

## Lighting design à la corporate design

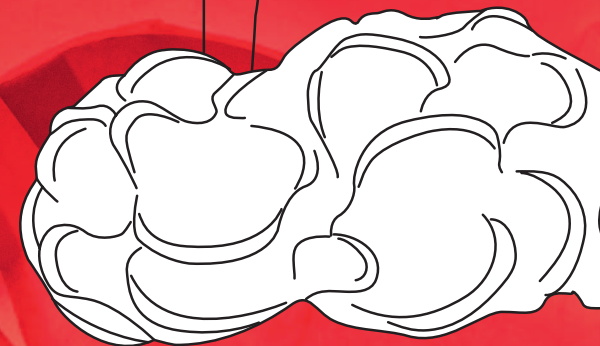
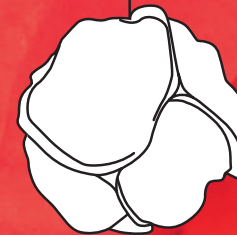
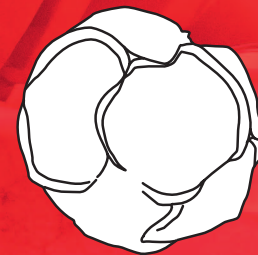
From foyer to bar, reception to conference room, even staircases: with a thousand and one shades – including the rarest of them all, pure white – the new cloud adapts to any corporate design and serves as an expressive and distinctive brand ambassador. Its control? Smart, via app.

Order No.	CLDXL-12-RGBW-WD	Number of suspension points	2
Size	L 1500-1600 mm, Ø 450-550 mm	Power cable	Transparent, 3 x 0.75 mm², L 6000 mm
Light source	LED	Power consumption	78 W
Colour temperature	RGBW	Total luminous flux of luminaire	4420 lm
Colour rendering index	CRI > 90 (LED white)	LED service life	50000 h (L80/F10)
Operating mode	Wireless Dim (casambi ready), via smartphone, tablet or xpress switch	Mains voltage	220-240V, 50Hz
Material lamp shade	Polyester fleece	Safety class	I
		Protection type	IP 20



# Pendant light cloud XL RGBW

- ▶ design by Frank O. Gehry, 2005
- ▶ exclusive small edition celebrating the 20th anniversary
  - ▶ full colour spectrum, including pure white
  - ▶ its colours can match any corporate design
  - ▶ easy, smart control via app
  - ▶ mood and functional light
  - ▶ sound-absorbing properties
  - ▶ each lamp is unique



Small edition. Big presence  
Experience our anniversary edition live and in colour.



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