

W  
LAMP

Italian Paper Creations.



# W-LAMP

IS LIGHT WITH A  
UNIQUE  
DESIGN, ECOLOGIC,  
AFFORDABLE,  
AND WITH A  
CREATIVE  
SOUL, PERFECT  
TO LIGHT UP  
YOUR IDEAS.

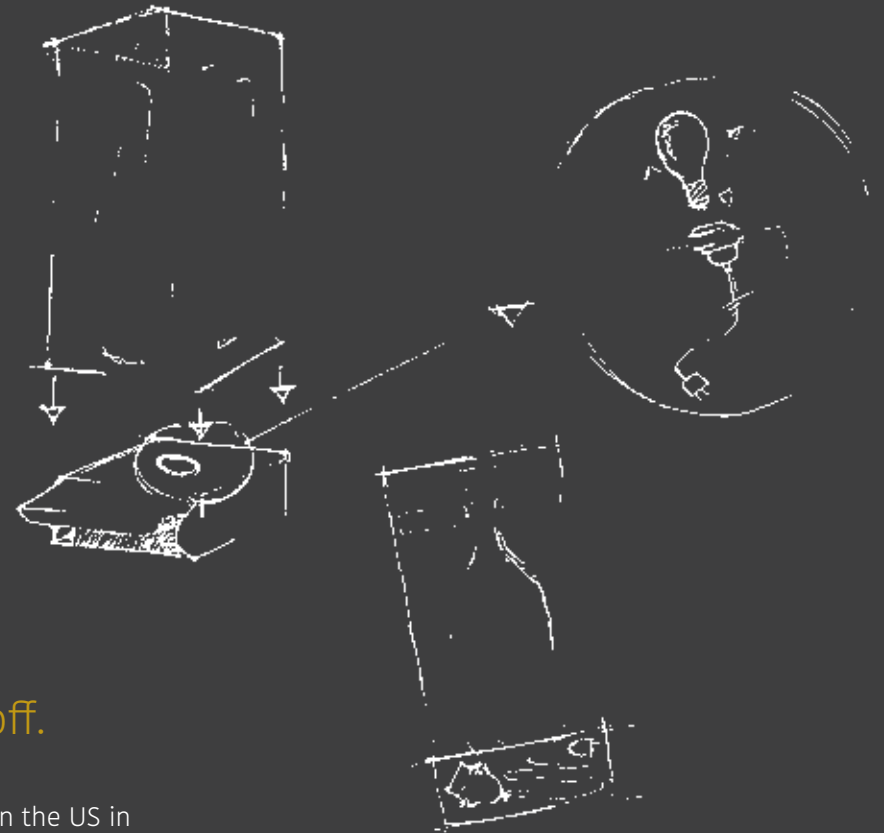
## History.

### The gamble paid off.

The W-Lamp brand was born in the US in 2013, and in July 2014 in Italy, for a bet almost impossible: design a pack to cover a box containing a bottle of wine, which could have a second life.

So here is the first prototype made of three elements: a cardboard base containing the electrical cable, the bottle of wine with its box and a paper box that can be used as lamp shade which becomes a vehicle of communication and design for the bottle of wine.

The gamble paid off and the rest is history. 80 different subjects, divided into categories. W-lamp paid a high attention to the lamp shade details.



The packing is made of recycled cardboard and the selection of the paper for the lights is done in a rigorous manner and in close cooperation with leading Italian most important paper manufactures.

The result is a product that combines the Italian creativity with advanced production technologies.

The products also have passed all laboratory tests necessary to obtain the safety certifications for both the European market (TUV in Germany) and the US market (UL, Underwriters Laboratories) obtaining eligibility for sale also outside Italy.



## Packaging. with style.

The packaging structure is to carry thanks to its top handle.

Its shape has been specially designed to take a very little space, while its beauty is due the use of recycled paper and the care details.

Also the choice of the window on the front. It has been specially designed with the aim of allowing to recognize immediately the subject that contains, subject that has been also printed on the label hung on the packing.

Each pack contains a base, a lamp shade, an electric cable and the instructions for the assembling.

Assemble a W-Lamp is very easy and it takes about 15 seconds.

The W-Lamp are a perfect gift idea for everyone.



# Creativity.

Do you enjoy unusual products?  
Say it with a lamp

All subjects in the catalogue have been studied to combine geniality and originality.  
The SHADOW line, for example, once it's turned on, it will transport you to a parallel world.  
That you could not see previously thanks to its light games and shadows.  
You'll suddenly see appear magically dogs, cats, flower, and for children, fairies and dragons.





# Made in Italy.

Each W-Lamp is entirely Made in Italy and assembled by hand, for which reason some imperfections are not to be considered a defect but a virtue, a symbol of uniqueness. W-lamp also has a social impact on productive aspects in terms of positive cooperation and integration the world of prisons. As the products are assembled inside the prisons of Turin and Verbania. In fact, we employ the collaboration of the cooperative EXTRALIBERI.

The cooperative was Born in 2007 in a wider project promoted by the City of Turin and named "The virtues of work" Social Cooperative is EXTRALIBERI

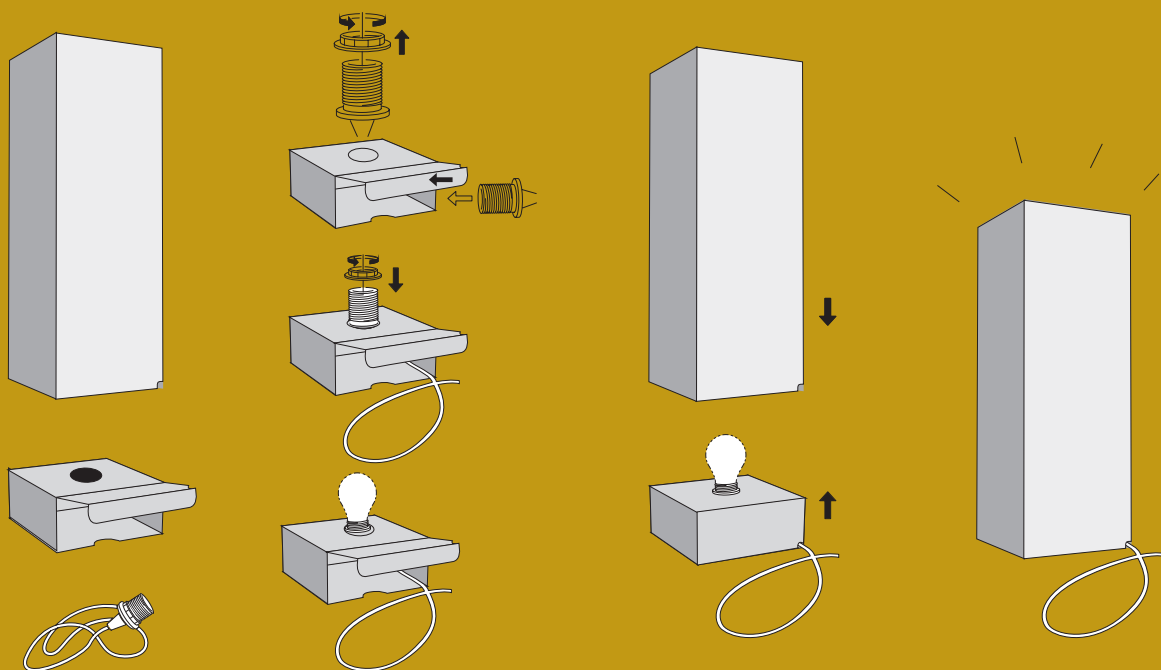
It aims to create opportunities for professional growth and work within prison system, developing new synergies and successful integration between prison and territory.

The FSC® logo identifies products containing wood from forests managed correctly and responsible according to strict standards environmental, social and economic.



The forest of origin it has been tested and evaluated according to these standards (principles and criteria of good forest management), established and approved by the Forest Stewardship Council® a.c. through the participation and consent of the parties concerned.





# Assembly.

## All in 15 seconds

Easy to assemble, they are composed of three simple elements, a base of cardboard, an electric cord and a cardboard shade that needs to be inserted on the base. They have an absolutely unique style.

### CONTENT:

LAMPSHADE CARDBOARD

4,33 x 4,33 x 12,60 in / 25.19 in

CABLE WITH PLUG

AND SWITCH 110 / 220V

LAMPHOLDER BASE

ASSEMBLY INSTRUCTIONS

BULB NOT INCLUDED.

### GIFT PACK SIZE:

HEIGHT 14.96 in

WIDTH 9.45 in

DEPTH 2.36 in

WEIGHT 300 G

### TECHNICAL INFORMATION

CAUTION U.S.A.:

RISK OF FIRE: MAX 15 WATT FLUORESCENT BULB. MAX 11 WATT INCANDESCENCE BULB. VOLTAGE/FREQUENCY 120 V / 60 HZ - MAX WATTAGE 11 W OR 15 W - BULB TYPE SBCFL OR B.



# Colibrì.

IVORY CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

NEW  
800\_COL





# Magritte.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

NEW  
801\_MIR



# India.

IVORY CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

NEW  
802\_IND



# Vintage.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

670\_SHD





# Paw ball.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

678\_SHD



# Lucrezia Francesca.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

606\_PIZ



# Regina Vittoria.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

607\_PIZ





# Sax.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

132\_SHD



# Butterflies.

Imagine bringing the warm glow of a perfect sunset in your home or office. This is the effect of this lamp.

When it's turned off, the outside of the lampshade is sharply decorated with outlines of butterfly wings, lighting the lamp, the glow from the inside shows the image of a silhouette of a field of tall grass and wildflowers, through which the bright butterflies seem to float.

The card chosen is ivory color, suitable to all types of environment, the fly of the butterflies is made by laser cutting and the wings can be lifted up as you like.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

190\_SHD



## Band.

In our collection of shadows could not miss a reminder to the world of music. Small musical notes and a treble clef finely etched with small holes, almost imperceptible, are visible when the lamp is on. A band appears when the light goes on, and also the notes come to life, allowing us a glimpse the delicacy of the workmanship. The card chosen is ivory, which is suitable for all types of environment, musical notes and scores are made with the laser cutting technology in order to allow the exit of the light.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

131\_SHD





## Classic dancer.

Beautiful when turned off, magical when the light is on. A lamp of the Shadow collection creates an atmosphere that takes the charm of Chinese shadows in your mind. When you think you've seen all, the wonder appears.

The classic dancer lamp is made of printed cardboard front and back to create the game of shadows and it is Suitable for any type of room.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

163\_SHD



# Checia.

With this lamp we have set ourselves the aim to bring a little ' color and spring in the homes of our admirers.

The multicolored butterflies have wings that can be opened as you wish, in this way you'll allow the light to come out in a more or less. The woman's hand appears only once it is turned on. The card chosen is ivory, which is well suited to all types of ambient, the butterflies are made with the laser cutting technology in order to allow the opening.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

331\_SHD



# Woman.

Delicate and ethereal, with these two simple words we describes in full the beauty and the elegance of this lamp with the woman. A female shadow appear in which you may be imagine to recognize a friend, a mother, an important woman in your life, this makes it a suitable present for any important woman event. The cardboard used is ivory , which is suitable to all types of ambient, the butterfly is made with the laser cutting technology in order to allow the opening.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

191\_SHD



## Cat.

We also thought to all the animal lovers, of course, and the cat, as well as the dog could not miss in our collection.

A cat that comes down the stairs trying to catch a small butterfly, here is what we imagined.

A cat, which appears obviously, only in the moment in which you light up our lamp and that brings up an unexpected and funny scene.

The card chosen is ivory, which is suitable to all types of ambient, the butterfly is made with the laser cutting technology in order to allow the opening.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

188\_SHD





# Vespa.

Thinking about the icons of Italian design we could forget to make tribute to our Vespa. Vespa is in fact one of the twelve objects that have characterized the world design in the last 100 years, it's internationally recognized as an idea that has marked the industrial creativity, one of the best and most significant creation of last century. The Vespa design is unisex and brilliant, it can be driven either with elegance, from a business man to a woman that wears a skirt. We have celebrate it in this way! The card selected is in ivory color, which is suitable for all types of ambient, the street light is always visible, while Vespa, our protagonist, appears only after turning the light on.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

139\_SHD



# Dandelion.

Imagine to bring the warmth of a flowers field in your home or office. This is the effect of this lamp. When it's turned off, the outside of the lampshade is sharply decorated with a flower head and with its seeds that fly in the air. Lighting the lamp, the glow of the light shows from the inside the image of a flowers grass field, through which the flower seems floating. Particular attention has been dedicated to the field. In fact, looking carefully, you will notice besides the plant even a small spider that is weaving its web. The card chosen is ivory color, which is well suitable for all types of rooms, the main flower head has been engraved with laser cutting technology.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

187\_SHD



# Kitten.

Among all pets, the cat is certainly the most loved pet for its character little aggressive, confident, sociable, active and reactive, adapted to the cohabitation with family and children. This is the reason why we decided to show a game scene, with a mother who carefully controls its kitten. The card chosen is ivory, which is suitable for any type of ambient, the flight of butterflies is made by laser cutting and the wings of butterflies can be opened as you wish.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

611\_SHD



## The family.

A romantic scene that will brighten your homes , that's the feeling that transmits this lamp. When it is off you notice only the stars and the moon, when light is on it appears an unexpected world of love and happiness and even the same stars and the moon becomes active parts of the scenery.

The card chosen is ivory color, which is suitable for all types of rooms, stars and moon are made with laser cutting technique, instead the family with dogs is printed intern.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

610\_SHD





# Cage.

A cute small cloud laser cut, this is what you can see once the lamp “Cage“ is off. But once it is turned on, the inside light, shows an unexpected scene in a small cage , may be forgotten open by two little birds that just run away. A little poem told with pictures. The paper chosen is ivory paper, which is suitable for all types of ambient, the cloud made with the laser cutting technology allow the exit of the light. The tree, the cage and the birds are printed.

IVORY CARDBOARD - MAGIC PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

332\_SHD



# Portland.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

318\_MAR



# Sea.

IVORY CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

316\_MAR



# Dog.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

181\_SHD





# Cat and chair.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

180\_SHD



# Otto.

IVORY CARDBOARD - MAGIC PRINT - SIZE: 4,33 x 4,33 x 12,60 in

130\_SHD



Martin.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

NEW  
803\_AVE



# Steve Jobs.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

133\_JOB



# Pablo Picasso.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

323\_PIC





# JFK moon.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

193\_JFK



# Statue of liberty.

BLACK PEARLED CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

032\_STL



## New York.

The icon city by definition, inspired by a very urban collection. To give your home an international spirit and trendy, typical of those who love the atmosphere of large cities. The cardboard used for this product line is white and pearled black, inside it's white. It allows to emphasize the carvings and brighten the room in which it is placed. The design of the city of New York has been achieved with laser cutting technique.

BLACK PEARLED CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

030\_SKY



# Flower.

WHITE CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

675\_STO



# Colors.

WHITE CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

674\_STO





# Super cool.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

242\_SKU



# Cat.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

609\_CAT



# Love.

RED PEARLED CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

146\_AMO



# Paris.

IVORY CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

602\_SKY



# Music Lovers.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

613\_SKY





## Condo.

Between all the collections and the scenes that we have reproduced and drawings realized, the building is definitely one that has given us more satisfactions. Our designers wanted to put a piece of their lives. You can see then the children, the dancing woman, the happy family and the pregnant woman, you can find a pc of you or a pc of your life among these images and identify with it.

The card chosen is in ivory color which is suitable for any type of ambient and furniture, windows, people, and decorations are made with the laser cutting technique.

IVORY CARDBOARD - PRINT - LASER CUTTING - SIZE: 4,33 x 4,33 x 29,19 in

164\_SKY



# Sculptor.

BLACK PEARLED CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

679\_SKY



# Liberty.

Between all the collections and the scenes that we have reproduced and drawings realized, the building is definitely one that has given us more satisfactions. Our designers wanted to put a piece of their lives. You can see then the children, the dancing woman, the happy family and the pregnant woman, you can find a pc of you or a pc of your life among these images and identify with it. The card chosen is in ivory color which is suitable for any type of ambient and furniture, windows, people, and decorations are made with the laser cutting technique.

IVORY CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 12,60 in

603\_SKY



# Music Lovers.

BLACK CARDBOARD - LASER CUTTING - SIZE: 4,33 x 4,33 x 29,19 in

305\_SKY