

Press Release

For immediate release

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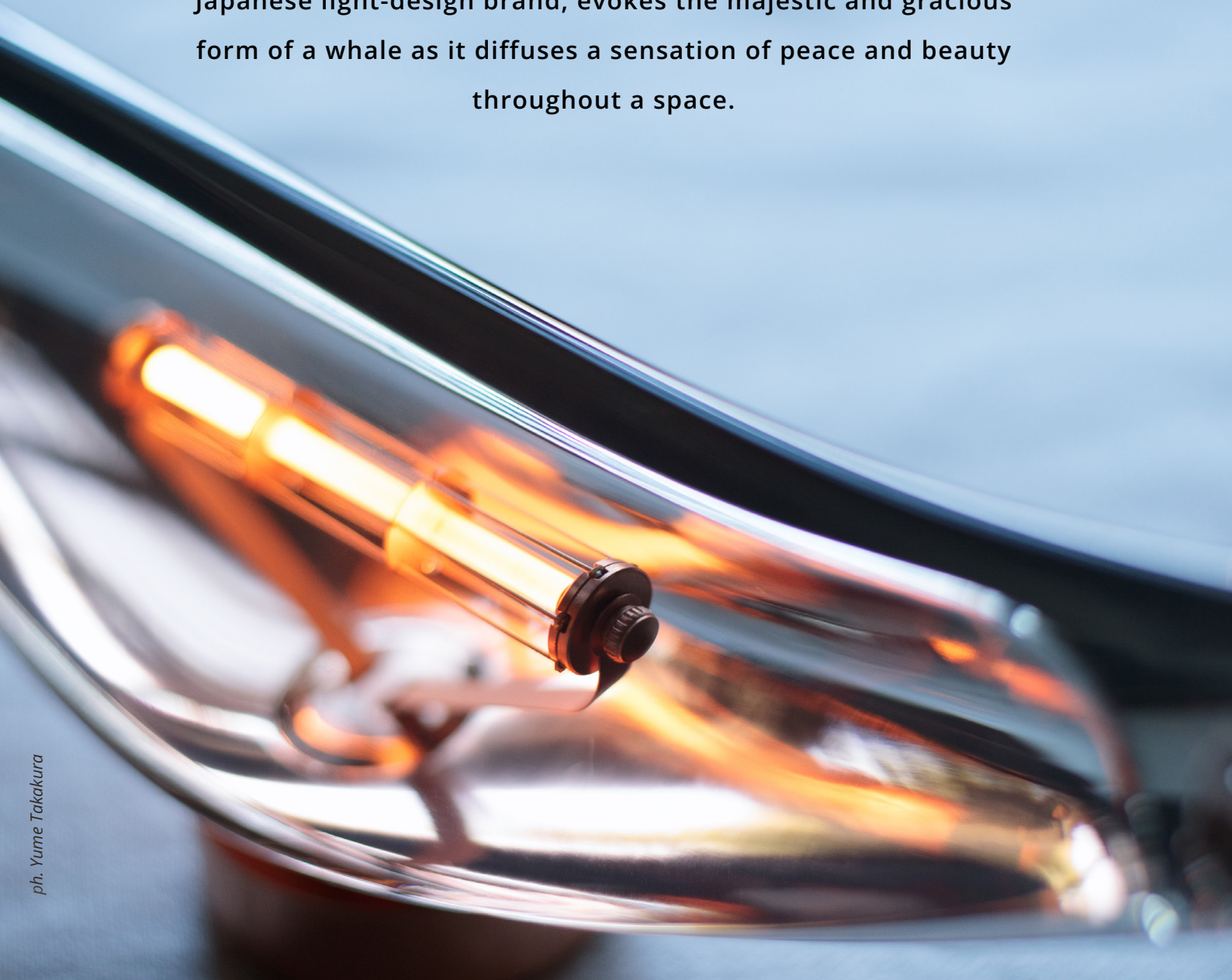
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Press Kit

bit.ly/Ambientec_Cachalot_MDW22

**THE SOFT LIGHT OF CACHALOT SLOWS DOWN TIME AND ILLUMINATES
THE ATMOSPHERE. AMBIENTEC'S NEW LAMP HELPS US UNDERSTAND AND
PROTECT THE OCEANS.**

Yoshiki Matsuyama's new portable lamp, created for the Japanese light-design brand, evokes the majestic and gracious form of a whale as it diffuses a sensation of peace and beauty throughout a space.





ph. Yume Takakura

Milan, May 2022 - It seems to surface gently from the depths of the ocean to bring its warm and tender light into our living spaces. Between light design and marine biology: **Ambientec** presents “**Cachalot**”, the new portable lamp designed by **Yoshiki Matsuyama**. Starting from its very name, the piece **evokes the fluid and majestic image of a whale**. Cachalot is an evocative and symbolic object, avoiding any cartoonish or overly-literal reference to the cetacean figure, while **perfectly grasping its essential and familiar form**. This **portable lamp** can be freely placed on a shelf, among books, on an end table, or surrounded by other favorite objects. Like all Ambientec pieces, it invites us to develop a genuine emotional relationship with it.

“As a child, I was enchanted by the whales and cetaceans in picture books and adventure novels. Today as a designer I find the shape of these ocean creatures fascinating: powerful and fluid, yet also warm and gentle. It is this majesty imbued with sweetness that I hoped to convey with Cachalot. Its soft light spreads into the night and makes time seem to slow down - just like how a whale moves through the depths of a silent sea, creating an atmosphere of peace and quiet,” explains designer **Yoshiki Matsuyama**.

Cachalot is a sculptural light, a fine example of the synthesis of cutting-edge illumination technology, precise artisan craftsmanship and high-quality materials that sets Ambientec apart, along with its poetic design.

The base is die-cast zinc with a copper plated finish. The lamp shade is made of pure, crystal-clear and durable acrylic, available in clear or dark gray. Inside, **a tubular-shaped LED unit using unique proprietary technology produces a warm, gentle light**.

“Cachalot” is an evocative declaration of love for the depths of the sea. **This project is Ambientec’s first design inspired by nature**. Yoshinori Kuno, CEO and founder of the brand, asked Yoshiki Matsuyama to develop a concept for a zoomorphic lamp. Drawing on his own personal experience, the designer turned to the shape of a whale. Unconsciously, his idea intersected with the passion for the seas that has always been part of Ambientec’s identity.

In his early entrepreneurial days Kuno created RGBBlue, a brand of professional lights for underwater photography still synonymous with excellence. Now with Ambientec, his visionary spirit has brought that technical know-how into the world of design, creating wireless and rechargeable waterproof lamps.

"With Cachalot, Yoshiki Matsuyama has exceeded my expectations. With this poetic metaphor of the whale, he recalls Ambientec's technical background and fully expresses our values: a deep love for nature and the sea, along with respect for the environment. Cachalot, like all our lamps, is also designed to last: this is the opposite of the "disposable object" mentality, and it comes thanks to our selection of ultra-durable materials and careful construction methods," says

Yoshinori Kuno, CEO of Ambientec.





ph. Yume Takakura

AMBIENTEC: SUPPORTING UNDERWATER PHOTOGRAPHERS AND MARINE BIOLOGISTS

Making the general public aware of the situation of the ocean environment and the creatures that inhabit it is an important step towards protecting this delicate ecosystem. Building on its experience with the RGBBlue brand of underwater photography lights, Ambientec is marking the launch of Cachalot with the inauguration of **a project to raise awareness of the documentary work done by marine biologists and underwater photographers to protect the marine environment**. The company will donate 1% of Cachalot's annual sales to charities supporting marine environmental protection programs. Initiative schedules will be shared on Ambientec's website beginning in August 2022.

Please **download the press kit** by clicking bit.ly/Ambientec_Cachalot_MDW22

For further requests contact **Novità Italia** at ambientec@novitaitalia.com

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Watch the video of Cachalot by clicking <https://vimeo.com/705022447/2f6101806e>

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Notes to editors

Ambientec

The Japanese light design brand was launched in 2009. Founder and CEO Yoshinori Kuno had previously created AOI Japan Co., Ltd. in 1999, specializing in the production of protective underwater cases for professional photography equipment and, later, a full line of professional lighting for underwater photography under the RGBBlue brand, still a synonym for high quality today. This technology, and the know-how necessary for the development of portable gear able to resist high water pressure at extreme depths while still providing excellent light, represented a body of knowledge that Yoshinori Kuno brought into the world of design. Ambientec was created to explore new frontiers in portable lighting for everyday spaces: from outdoors to the bath, from the home to the elegant café. High-quality components and refined design come together to create inimitable products. Driven by experience in photography gear, Ambientec's portable, rechargeable, and waterproof lamps are made with masterful precision in ultra-sturdy materials that make them - in terms of both style and durability - indestructible.

Yoshiki Matsuyama

His product designs tend towards calm, warm and symbolic forms, in harmony with everyday life and the beauty of nature. He also works in the electronics industry and is involved in various areas of industrial design, from household appliances to equipment for public spaces. He has received numerous awards, including the Toyama Design Competition/Grand Prix, the Lexus Design Award 2014, and the Good Design Award. He is a part-time lecturer at Hosei University.

Yoshinori Kuno

His fascination with light began early. After working in digital imaging, he followed his passion for the depths of the ocean and began research into the field of professional lighting for underwater photography. Challenges included making equipment that would resist water pressure at depths of up to 100 meters, and complete waterproofing. The rise of modern devices led him to reflect on ways to move beyond the "disposable" mentality of the culture of mass production and toward a more honest, balanced and sustainable relationship between people and objects. In the wake of the earthquake that struck Japan in 2011, he decided to create a new kind of indoor lamp, one that people could take with them into any space or setting. A visionary concept of a portable, indestructible, reliable light with integrated LED technology that would also be comfortable and charming. A poetic sort of light is at the heart of all Ambientec's designs, one that is never harsh or cold, but that carries on a friendly dialogue with the space it illuminates. Yoshinori Kuno is passionate about sound and the rarefied sonorities of electronics, and wanted to create a light that would caress the dark and encourage an intimate atmosphere for listening. A light to bring beauty into a space even when turned off. Wireless, thus personal by definition, Ambientec lamps invite you to reach out and touch them both physically and visually, through an experimental design based on an intense purity of form and the vivid sensory qualities of their materials.

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