



PRODUCT SHEET

2021 05 VER.02



VERONA

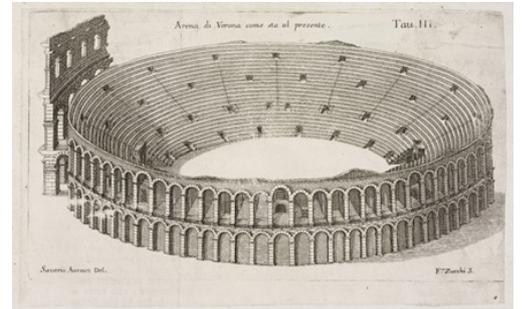
by Sven Middelboe ¹⁹⁶⁸

A sophisticated 8-shade pendant that serves a soft, glare-free lighting with timeless grace and simplicity. When lit, the spherical pendant beautifully self-illuminates, making for a striking display in itself. When introduced in 1968, Sven Middelboe's VERONA series grew into the most popular design of his career. VERONA was the ultimate result of many years of experimentation with different shade constructions.



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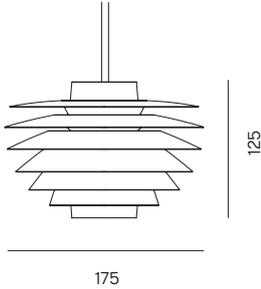


INSPIRED BY THE SHAPES OF THE ITALIAN AMPHITHEATRE, ARENA DI VERONA

Inside the city of Verona, the grand amphitheatre, Arena di Verona, is a fascinating sight. The concentric rows of stands at amphitheatre inspired Sven Middelboe to design a pendant that used the levels and bends from the highest row down to the arena level - forming a harmonious and soft line. Outside of the amphitheatre, the open vaults allow a view under the rows of stands, creating a lightweight appearance to the construction - as with the distinctive bend of the VERONA shades that gracefully conceal the light source.



VERONA 175 WHITE



Category

Pendant

Type of light

Indirect
Direct

Purpose

Task
Ambient

Materials

Matt painted aluminium

Colours

White

Weight

0,7 kg

Direction of light source

Downwards

Light source

One bulb needed
Not included

Recommended bulb

Philips LED 4.8W
570 lumen

Socket size

G9

Max wattage

60 W

Canopy

White standard

Cord

White textile
3 m



See full product description at
lyfa.com/collections/verona

COLOURS

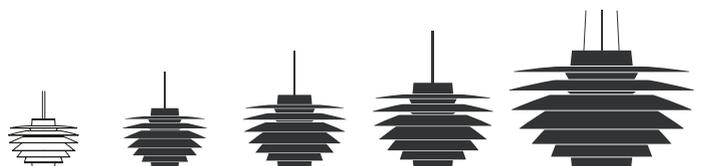


CONCEPT AND CRAFTSMANSHIP

The captivating 8-shade pendant has a clean and timeless design that makes for a lifelong living companion. Each VERONA pendant is still carefully assembled by hand using the original spinning techniques.

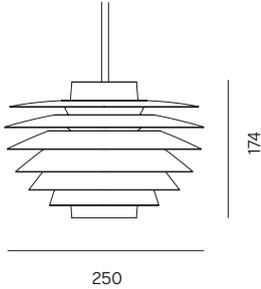
LIGHTSCAPE

VERONA is a prime example of functionalist design philosophy, in which form follows function. The need for glare-free lighting is achieved by bending and shaping the light around the ring shades. The pendant provides soft and functional illumination that's easy on the eyes, while elegantly keeping the light source obscured from view. All the while, the lamp itself lights up, becoming a flowing and glowing design piece in the room.





VERONA 250 WHITE



Category
Pendant

Type of light
Indirect
Direct

Purpose
Task
Ambient

Materials
Matt painted aluminium

Colours
White

Weight
1,1 kg

Direction of light source
Downwards

Light source
One bulb needed
Not included

Recommended bulb
Philips LED 6.5W
806 lumen

Socket size
E14

Max wattage
60 W

Canopy
White standard

Cord
White textile
3 m



See full product description at
lyfa.com/collections/verona

COLOURS

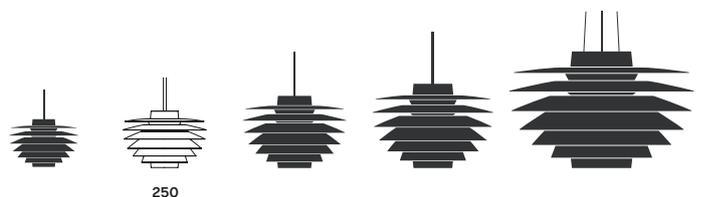


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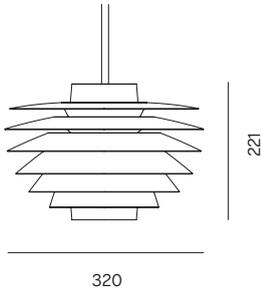
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VERONA 320 WHITE



Category
Pendant

Type of light
Indirect
Direct

Purpose
Task
Ambient

Materials
Matt painted aluminium

Colours
White

Weight
1,8 kg

Direction of light source
Downwards

Light source
One bulb needed
Not included

Recommended bulb
Philips LED 7W
806 lumen

Socket size
E27

Max wattage
60 W

Canopy
White standard

Cord
White textile
3 m



See full product description at
lyfa.com/collections/verona

COLOURS

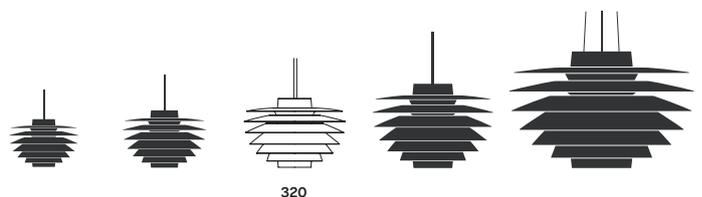


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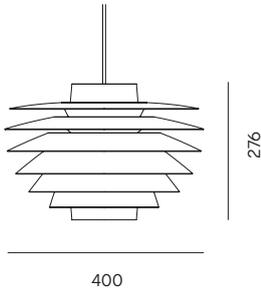
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VERONA 400 WHITE



Category
Pendant

Type of light
Indirect
Direct

Purpose
Task
Ambient

Materials
Matt painted aluminium
Solid brass

Colours
White
Brass

Weight
3,8 kg

Direction of light source
Downwards

Light source
One bulb needed
Not included

Recommended bulb
Philips LED 11W
1055 lumen

Socket size
E27

Max wattage
60 W

Canopy
White metal

Cord
White textile
3 m



See full product description at
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COLOURS

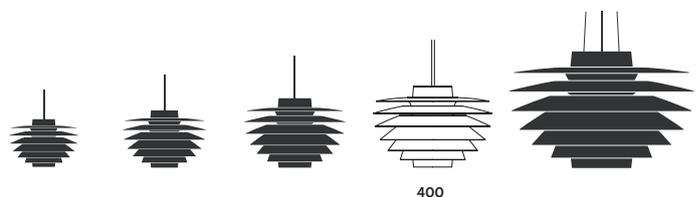


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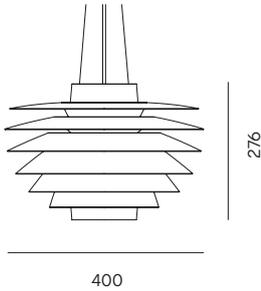
LIGHTSCAPE

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VERONA 400 BRASS



Category
Pendant

Type of light
Indirect
Direct

Purpose
Task
Ambient

Materials
Matt painted aluminium
Solid brass

Colours
White
Brass

Weight
6,5 kg

Direction of light source
Downwards

Light source
One bulb needed
Not included

Recommended bulb
Philips LED 11W
1055 lumen

Socket size
E27

Max wattage
60 W

Canopy
Brass

Cord
White textile
Steel wire
3 m



See full product description at
lyfa.com/collections/verona

COLOURS

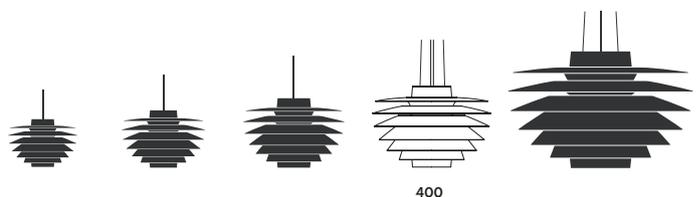


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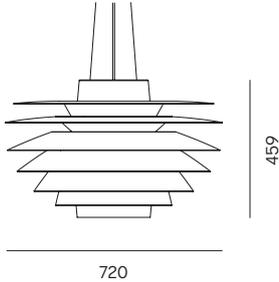
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VERONA 720 WHITE



Category

Pendant

Type of light

Indirect
Direct

Purpose

Task
Ambient

Materials

Matt painted aluminium

Colours

White
Brass

Weight

13,4 kg

Diffuser

Frosted plastic

Direction of light source

Downwards

Light source

One bulb needed
Not included

Recommended bulb

Philips LED 23W
3452 lumen

Socket size

E27

Max wattage

60 W

Canopy

White metal

Cord

White textile
Steel wire
6 m



See full product description at
lyfa.com/collections/verona

COLOURS

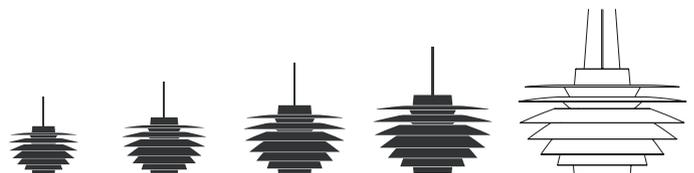


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LIGHTSCAPE

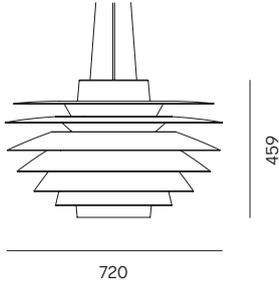
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720



VERONA 720 WHITE

**Category**

Pendant

Type of lightIndirect
Direct**Purpose**Task
Ambient**Materials**

Solid brass

ColoursWhite
Brass**Weight**

22,7 kg

Diffuser

Frosted plastic

Direction of light source

Downwards

Light sourceOne bulb needed
Not included**Recommended bulb**Philips LED 23W
3452 lumen**Socket size**

E27

Max wattage

60 W

Canopy

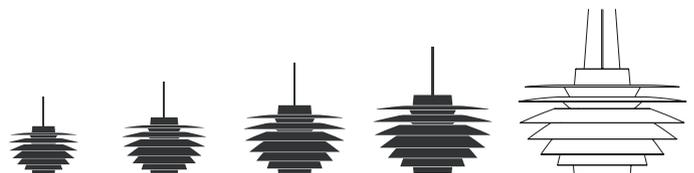
White metal

CordWhite textile
Steel wire
6 mSee full product description at
lyfa.com/collections/verona**COLOURS****CONCEPT AND CRAFTSMANSHIP**

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720



LIGHTSCAPE VERONA

DIRECT LIGHTING

Direct lighting is focused illumination with an exposed light source. It enhances the visibility and directs the light to where it is needed. By highlighting objects and surfaces, direct lighting is useful for specific purposes, like reading a book or prepping food in the kitchen. Choosing the correct light source is vital to avoid glare and lighting that is too harsh.

INDIRECT LIGHTING

Indirect lighting is ideal for creating an ambient setting as illumination relies on reflected, indirect light from the source. The light is emitted in different directions, which adds a delicate brightness, while the concealed light source ensures a glare-free experience. Choosing the correct light source is important to provide a sufficient level of illumination.

DIFFUSED LIGHTING

Diffused lighting is non-directional; a soft, scattered light that is not directed at particular objects or surfaces. The light passes through a translucent surface, creating a softer appearance that serves well as overall room illumination or to create an ambient setting. Choosing the correct light source is essential to avoid unwanted patterns on the illuminated surfaces.

PURPOSE

Lighting a room is all about a comfortable level of illumination, which is the result of a complex interplay between the room, atmosphere, light, and form. Different types of light entail different purposes. Based on our collection, we differentiate between three distinctive purposes: task, ambient and decorative lighting.

DIRECT

INDIRECT

DIFFUSED

TASK

A supportive light to better accomplish a task or specific activity

AMBIENT

An overall, soft light to set or improve the atmosphere of the room

DECORATIVE

A delicate light to draw attention and add distinction to a room

*720 VERSION: REMOVE DIFFUSER TO CREATE A DIRECT LIGHT