

LIGHTING GREEN AREAS AND GARDENS

Not only products but also consultancy from lighting experts:

the value of solutions by Ghidini

Brescia, 17th September 2007 – Home gardens and urban green areas are places where people enjoy pleasing and emotional experiences in unique landscapes. Light plays a crucial role in this *milieu* when it serves its aesthetic purposes creating visual comfort, and above all, when it fully complies with all safety, quality and environmental standards.

Enhancing the value of home gardens and public green areas with lighting systems by Ghidini Illuminazione. An added value well reflected by our wide range of solutions both for your home and city areas: this is what you get thanks to the consultancy services provided by our lighting designers at Ghidini Lighting Technology Department, our in-house team committed to providing customers with cutting edge solutions.

“Designing a garden or an urban green area in general, is a very wide and current issue tackled by Ghidini Illuminazione lighting designers with the aim of developing products which meet the needs of people working in the lighting industry worldwide. Indeed our designers strive to enhance the performance of their products and stir strong emotions through light beams to decorate a garden, light an antique building or simply to enhance the charm of an urban environment. Alongside its products, Ghidini Illuminazione also provides consultancy services to combine both aesthetic and practical aspects of lighting. That is our mission”, says Roberto Castellotti, Ghidini Illuminazione Sales & Marketing Director.

Ghidini's solution for lighting ancient trees, like the spectacular olive trees, majestic poplars or big trunked trees in general (reaching 4 to 8 meters high), are products which allow to direct the light beam from the ground upwards:

- **Spiona**, features an aluminium or stainless steel ring with a cathaphoresis treated iron rough-in housing to ensure maximum protection against corrosion. Spiona is recessed into the ground and emits a beam of light even also thanks to special accessories such as its coloured glass filters which can be fitted subsequently.
- **Tekna**, comes in round and squared shapes and it is recessed into the ground. Glass filters are also available for this product to create a particularly charming light effect.
- **Vik**, is purposely made to avoid digging the ground but achieving the most efficient lighting at the same time. Ghidini Illuminazione recommends the Vik spot-lights which can be mounted both on fixed and adjustable supports. In addition, the coloured filters can be fitted to enhance the light effect, thus generating fabulous colour solutions.

Mid-size trees and shrubs not exceeding 4 meters height – the red maple with its shaded tones for instance – can be highlighted by our recessed lamps flooding them with light directed from the ground upwards. Just to quote some examples, you may achieve these lighting results using **SpiaCar** (from the Ghidini catalogue) and Mikko, Mughetto System.

SpiaCar is a ground-recessed with 10% energy saving capacity thanks to its electronic ballast. This fixture is provided with an aluminium or stainless steel ring and a cathaphoresis treated iron rough-in housing. Coloured glass filters are available for scenographic lighting upon request.

This kind of plants can be lighted even using post-fixed or ground spot-lights, best recommended when you want to avoid digging the ground. These spot-lights include:

- **Daytona** can be adjusted by 75° and rotated by 365°. It is available with 70 W HIT lamp to light up the tallest trees and 35 W HIT specific for mid-size shrubs.

- **Mikko:** thanks to its adjustable and rotating bracket, which ensures an extraordinary lighting effect, this spot-light can be fixed both on the ground and on the wall, with no need to dig the ground.
- **Mughetto System:** adjustable rotating spot-light used to highlight details. It is available in opaque black or anthracite grey colours, even in the 9 W Led for maximum energy saving.

Here you find the top solutions by Ghidini to light fences, bushes or any other plants smaller than 2 metres:

- **Midineo Led:** consumes only 3 W and allows for great energy savings even during maintenance operations. Its long product life (50,000 hours about) is another cost-effective benefit not to forget.
- **Midigeo Led:** huge power from the tiny recessed device capable of directing an oblique light beam from one or more sides: suffused light for in a breathtaking atmosphere.
- **Mic Led:** a very small spot-light available even with sandblasted glass, casting suffused light to enhance flower colours.

On the other hand, arcades, walkways and all areas near the green zones are enhanced using ceiling lamps such as the **Neon Tre, Owalla, Lama, Ringo** and **Manta** models listed in the Ghidini catalogue: all these models have a captivating design in common. In addition, said fixtures are supplied with coordinated posts to match the garden design suitably.

Verso, Metro, City and **Occhio Wall** are part of our recessed wall line of products for casting non-blinding suffused and service light when directed downwards (asymmetric optic).

Tret, Pila and **Polverso** are just some of Ghidini Illuminazione bollards designed for the directable lighting of walkways, and all other garden pathways and pedestrian areas. Even the **Geo** line of products, available in various sizes, is conceived for the same purpose. Geo is a ground-recessed product, casting oblique light for marvellous atmospheres and highly efficient lighting.

GHIDINI ILLUMINAZIONE s.r.l.
Via Monsuello, 211
25065 Lumezzane(Brescia)_Italy
tel +39 030 8925625_fax +39 030 8925626
fax export +39 030 8248406
customerservice@ghidini.it_www.ghidini.it



GHIDINI ILLUMINAZIONE is an accomplished trade-mark in the outdoor lighting industry, with a consolidated know-how in the use of production techniques for processing aluminium and lighting technology. Founded in Lumezzane (Brescia) in 1978 and still entirely run by the founding family, the company specialised in providing outdoor solutions with a keen eye to details and a focus on design. Ghidini Illuminazione always strives to achieve topmost results in terms of light yield and enhancing outdoor aesthetic look. Our key line of products includes recessed products, appliquéés, bollards, spot-lights and urban design solutions. Ghidini Illuminazione was certified both UNI EN ISO 9002 and UNI EN Iso 14001.

For further information: **www.ghidini.it**

For press information:

Business Press SpA , Ufficio stampa Ghidini

Francesca Gervasoni, Laura Vecchi

e-mail: francescag@bpress.it, laurav@bpress.it

tel. 02 72585329