



## RAKUMBA REVEALS TYPOGRAPHY, A REMARKABLE NEW LIGHTING SYSTEM BY STUDIO TRULY TRULY

Rakumba will showcase its artisan designed lighting range, along with a new collaboration with Australian/Dutch design duo Studio Truly Truly at IMM Cologne, from 15 to 22 January, 2018.

Rakumba today announces the debut of its beautiful new decorative lighting system "Typography". The sophisticated system will be making its first appearance at the Cologne interiors fair, IMM, on 15 January, 2018.

"Studio Truly Truly have designed a lighting system of exceptional purity of form in their first collaboration with us" said Michael Murray, Rakumba's director. "Based on the discipline of typography, the system allows for infinite combinations of its several component characters, creating endless configurations or 'expressions' as we refer to them."

Typography is a graphic lighting system, reflective of the multi-disciplinary talent of its designers and the manufacturing and specialist technical abilities of Rakumba.

An advanced rail, almost impossibly thin, allows for the complete mobility of any light along the line. With the first Typography collection, CILON, Rakumba introduces seven lighting fixtures, or characters. Each light can be positioned on four sides of the central axis and can be controlled independently of any other. Combining multiple rails in vertical or horizontal orientations enables Typography to be formed into endless expressions; simple pendants, chandeliers and room dividers, almost limitless design solutions. And over time, lights can be moved to new positions, or new lights and rails can be added. The design possibilities are almost limitless.

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“The new Typography lighting system is inspired by the way characters form words, and how these can be arranged in relationships to create a language of expression” said Studio Truly Truly.

Typography will launch at IMM Cologne on 15 January. Studio Truly Truly will be present with Rakumba on the stand at IMM Cologne from 15 to 17 January. A launch tour with the designers is planned to coincide with the Australian launch in June of 2018.

Rakumba is an Australian based decorative lighting company with an extensive portfolio of beautiful lighting and related products in its range. Authentic design, artisan and advanced making and the mentorship of the current and emerging generation of designers are at the core of its competence. An integral part of the design community, the company collaborates with international and Australian designers, providing knowledgeable manufacturing support and expertise in lighting technology. In 2018, the company celebrates its 50th Anniversary of making beauty.

Studio Truly Truly is a design studio operating from the Netherlands, founded by Australian designers Joel & Kate Booy. Positioned on the interface between industry and art, the studio specialises in creating artistic products for the living environment.

#### TYPOGRAPHY QUICK REFERENCE

The introductory Typography collection called CILON includes 7 decorative lights, each featuring integrated LED technology. Low voltage rail and wall mounts are available in black and golden anodised finishes and allow lights to be positioned anywhere along the axis, in four positions around the rail. DALI and other control systems are used to individually control each light.

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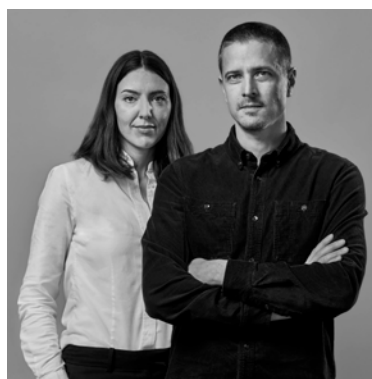
# Press release

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# Rakumba

## Rakumba Typography Collection

### SELECTED IMAGES



STUDIO TRULY TRULY

PHOTOGRAPHY BY HAYDYN CATTACH  
STUDIO TRULY TRULY PORTRAIT BY PIM TOP

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