

April 4, 2017

connect 690. A revolutionary creation.

Introducing the fusion of furniture and light.

Monthey, Switzerland, April 4, 2017. connect 690 is a aesthetic and technological revolution. For the first time, furniture and lighting unite as one. connect 690 was created by Swiss designer Davide Oppizzi for Manumeta and is illuminated by LG Display OLED Light. As simple as « assemble - magnetise - illuminate », screws, electrical wires and cables are nowhere to be found, thanks to cutting-edge conductive technology.



High-Resolution Photo request:
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A many-faceted design

connect 690 is the world-first, ultra-thin furniture unit that lets light flow. With connect 690, screws, electrical wires and cables are nowhere to be found, thanks to cutting-edge conductive technology. This innovation from Swiss designer Davide Oppizzi demonstrates great technical skill, integrating both the unit's electrical system and LG Display OLED Light panels into metal that is just 6 millimetres thick. Gold-hued oxidised brass lends warmth to otherwise austere steel contours. Lamps and accessories are placed on the unfinished unit and held securely through magnetic attraction. There's a touch of sophistication in the interplay between the worlds of materials and numbers and the technological sphere: warmth and cold, lightness and heaviness, brightness and darkness, craftsmanship and cutting-edge technology, femininity and masculinity, 690 and its divisors. Underpinning it all, a complex discretion contained within a 6- millimetre-thick layer of metal that embodies beauty, balance and calm.

The technology

To distribute power through the structure, designer Davide Oppizzi imagined a connector that is 69 millimetres long, which firmly clasps the lower and upper panels of the modules, lights and accessories, and which features a technology that circulates electricity throughout the conductive metal and distributes it to all the necessary elements. A feat of engineering embedded in a thickness of just 3 millimetres, which expertly manages both negative and positive charges, keeps the electricity at a low voltage, and ensures that power is ultimately delivered at 5.6 volts to multimedia devices and at 8.6 volts to lamps. An infallibly safe system that functions at low voltage.

A powerful storytelling

Based on the storytelling developed by the agency LES LETTRES D'OR, Manumeta's innovative marketing encompasses a love story between this unrefined steel unit and a woman who it must impress and seduce. A narrative that gives a voice to a product with a host of secrets hidden in its recesses.

Enclosed you will find a comprehensive description of the product, the storytelling and related images.

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