

The importance of lighting in environments - not only from an aesthetic point of view - is currently recognized even by those who are not professionals in this sector. Lighting is an element to carefully take into consideration in every furnishing project, however small it may be. To fully understand the technological and aesthetic potentials of this field at the moment, the best thing is to turn to those who have dedicated their lives to this particular sector. This is why we wanted to meet Gianfausto and Michele Abbatinali, co-founders of Interia Srl. "My experience in lighting began 30 years ago - says Gianfausto Abbatinali -. I worked for the leading Italian company in the lighting sector for 15 years. During this time, I had the pleasure to spend seven years in the US, where I was a manager for the American branch of the company. I have also worked for German and Italian companies, finishing my career with another 12 months in the USA. Still, I did not feel ready to end my working career with a retirement. In 2012 the opportunity arose to collaborate with foreign companies wishing to be present on the Italian market and I could not refuse to take this chance. So, in 2016 I founded my own company, Tolight, to sell imported products, mainly of Nordic origin".

What role did this experience play in the development of your project?

G. A.: "During this adventure, I got in touch with a company that particularly caught my attention. They produce LED bulbs, that is a rapidly expanding market, given the new attention to environment and savings. Tolight was expanding and I immediately understood that I needed a partner. So, who could be better than my son Michele, a graduate in marketing economics with so many ideas and a burning desire to put ideas into practice? He was, in short, the fertile "soil" for me to plant my experience and knowledge".

What was the turning point du-

A thousand faces of light

Michele and Gianfausto Abbatinali talk about their experience in the lighting sector between customizations, new solutions and a trademark Italian aesthetic that can shed a light on international design



A SUCCESSFUL RECIPE

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ring this experience?

M. A.: "Urged by the professionals with whom we collaborate on specific projects, we are repeatedly asked to produce structures that can adapt and enhance the use of bulbs. To respond to this request, some lamps are initially created in collaboration with local artisans. They also benefit from the fact that our headquarters is located in a territory full of small enterprises, that also collaborate with big leading companies in the lighting sector and have their head-

quarters in our province and in our region too. Made in Italy, research, craftsmanship are all ingredients that led us to decide that this had to become a real project and not just a casual collaboration. And so Interia was born".

How would you summarize Interia's business project?

M. A.: "Our collection encompasses all of those values that made Italian craftsmanship famous all over the world. We identify a path in the market that is not yet traveled and we offer lamps that are

projected to enrich lighting and can change their aesthetics simply by choosing bulbs of different shape, color and brightness. But we are not easily satisfied, so we give our users the opportunity to customize their chosen model, by purchasing the type of bulb that they like best. To be always competitive on the market, it is essential to constantly offer new models of light bulbs to meet everyone's tastes. Luckily, on our path we found a young company with our same business vision. Daylight Italia is a company active in the development and distribution of cutting-edge light bulbs, so we decided to visit one of their production sites and it was simply an unforgettable experience".

In short, a "natural" collaboration.

G. A.: "We appreciate their craftsmanship. The glass of their bulbs is mouth-blown with the same technique used by the masters of the Italian tradition,



Michele and Gianfausto Abbatinali, at the head of Interia in Milan - www.interialight.com



A SMALL CONTRIBUTION AGAINST THE VIRUS

"This virus has forced us to be more aware and to do what we can, according to our own possibilities, to help people face an increasingly difficult normality - says Michele Abbatinali. So, today we are focusing on development, working with important partners on an innovative lamp that, in addition to performing its lightning function, can also sanitize the illuminated surface. Our hope is that the virus will disappear as soon as possible, but for as little or as much as we can, we hope to be able to help in those places where there is a need for preventive action. For this latest project we are collaborating with many suppliers who, like us, want to help alleviate the burden of this situation. To them goes our greatest thanks".

with which they produce their models. We show them how to enrich a structure, a chandelier, combining the best light bulb with the best proportions, shape and characteristics, thus creating the perfect harmony between function and aesthetics. We have realized that with Daylight Italia we share the same values and the same love for light and so we have decided to also share our projects with them, to make the Interia brand a Srl with their participation. So, today, our current catalog consists of 70 models". ■ **Elena Ricci**