



CREA

design Francesco Murano 2025
INDOOR COLLECTION



Il progetto CREA prende vita dall'esplorazione delle proprietà conduttive dei profili metallici. L'elettricità può viaggiare senza cavi, grazie a LED a bassissima tensione inseriti dentro a sottili profili in ottone. Nasce un sistema luminoso modulare, dove ogni elemento, un'asta, si attiva al semplice contatto con gli altri, per sovrapposizione, e irradiando luce nella direzione desiderata: offrendo intrecci, combinazioni infinite e unendo estetica e funzionalità in un dialogo continuo tra tecnologia e creatività. Vera protagonista di CREA è la luce: una luce pura ed essenziale, che diventa non solo elemento funzionale, ma anche espressione artistica e poetica. Ogni lampada si trasforma in un'opera dinamica, che cambia gli spazi e gli ambienti: invitando chi la utilizza a divenire l'autore della propria luce, libero di comporre e creare infinite configurazioni spaziali.

The CREA project comes to life through the exploration of the conductive properties of metal profiles. Electricity can travel without wires, thanks to ultra-low-voltage LEDs embedded within thin brass rods. This gives rise to a modular lighting system, where each element, a rod, is activated by simply touching another, through overlapping, radiating light in the desired direction. It offers endless combinations and interweavings, merging aesthetics and functionality in a continuous dialogue between technology and creativity. The true protagonist of CREA is light: a pure and essential light, which becomes not only a functional element but also an artistic and poetic expression. Each lamp becomes a dynamic work, which transforms spaces and environments, inviting the user to become the author of their own light free to compose and create infinite spatial configurations.

“Crea non è solo una lampada: è un inno alla libertà compositiva, alla bellezza della luce e all’armonia della casualità.”

“Crea is not just a lamp: it is a hymn to compositional freedom, to the beauty of light, and to the harmony of chance.”

Francesco Murano, 2025

"Una linea è un punto che è andato a fare passeggiata."

"A line is a point that went for a walk."

Paul Klee



COMPONENTI STRUTTURALI

STRUCTURAL COMPONENTS

Asta luminosa/Light rod

LED 16W 24V 1900lm 3000°K

Cod. CREA01NK3K nichel lucido/polished nickel

Cod. CREA01OT3K ottone satinato/satined brass

LED 24W 24V 2850lm 3000°K

Cod. CREA02NK3K nichel lucido/polished nickel

Cod. CREA02OT3K ottone satinato/satined brass

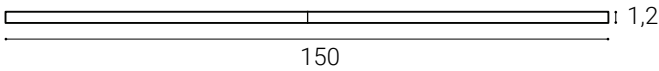
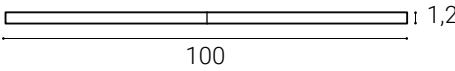
FINITURE/
FINISHES



nichel lucido/
polished nickel



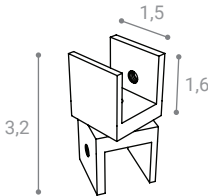
ottone satinato/
satined brass



Bloccaggio aste snodabile/ Locking rods jointed

Cod. CREK01NK nichel lucido/polished nickel

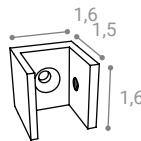
Cod. CREK01OT ottone satinato/satined brass



Bloccaggio aste a parete / Wall-mounted rod clamping

Cod. CREK02NK nichel lucido/polished nickel

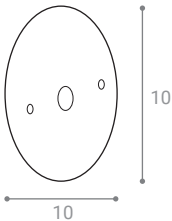
Cod. CREK02OT ottone satinato/satined brass



Piastra alimentazione remota/ Remote power supply plate

Cod. CREK03NK nichel lucido/polished nickel

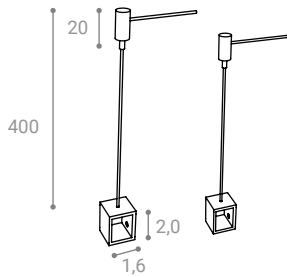
Cod. CREK03OT ottone satinato/satined brass



Coppia di cavi di sostegno conduttivi in rame e acciaio rivestiti in nylon per sospensioni/
Pair of conductive support cables made of copper and steel, nylon-coated, for suspension systems

Cod. CREK04NK Cavo nero e trasparente con supporto nichel lucido/
Black and transparent cable with polished nickel support

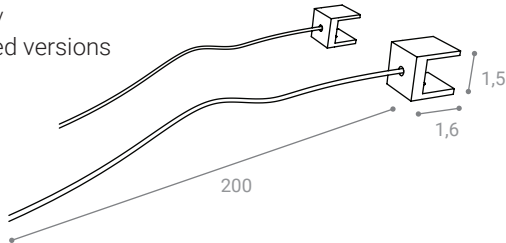
Cod. CREK04OT Cavo nero e trasparente con supporto ottone satinato/
Black and transparent cable with satined brass support



Coppia di cavi conduttivi in rame e acciaio rivestiti in nylon isolante per versioni a parete/
Pair of copper and steel conductive cables with insulating nylon coating, for wall-mounted versions

Cod. CREK05NK Cavo nero e trasparente con supporto nichel lucido/
Black and transparent cable with polished nickel support

Cod. CREK05OT Cavo nero e trasparente con supporto ottone satinato/
Black and transparent cable with satined brass support

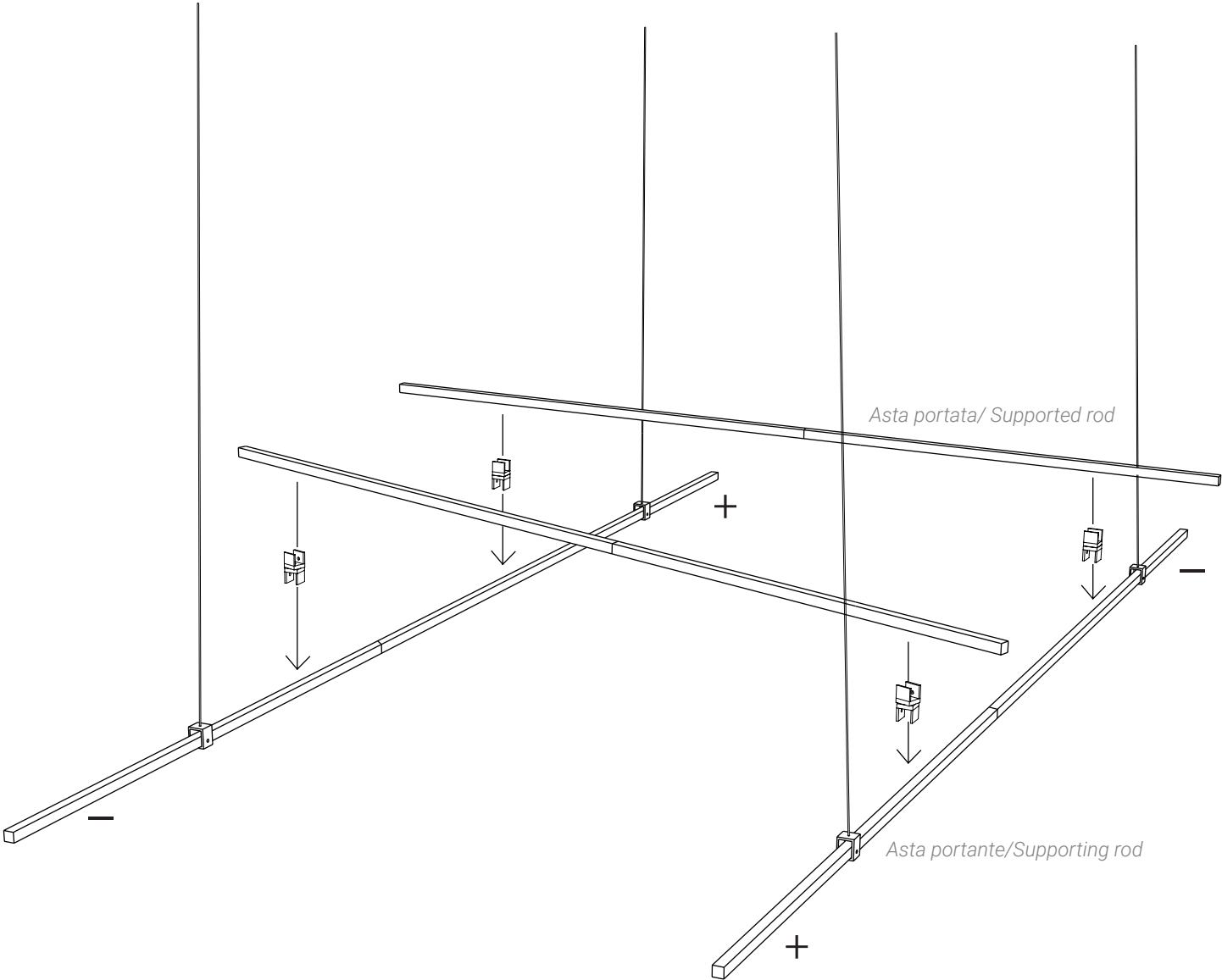


SCHEMA ALIMENTAZIONE

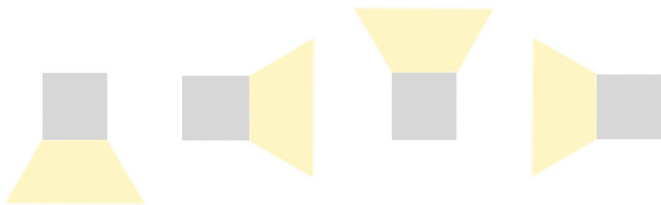
POWER SUPPLY DIAGRAM

CREA è composta da aste di due diverse dimensioni, ciascuna divisa a metà per separare le due parti conduttrici e ottenere, nella stessa asta, le polarità Positivo e Negativo. A seconda di come vengono installate, le aste possono funzionare come **portanti** (collegate alla bassa tensione 24V) o come **portate** (autoalimentate senza fili), per contatto e sovrapposizione. Ogni asta **portata** si illumina quando entra in contatto con due aste di polarità opposta, chiudendo così il circuito.

CREA consists of rods in two different sizes, each split in half to separate the two conductive parts, thereby providing both Positive and Negative polarities within the same rod. Depending on how they are installed, the rods can function either as **supporting rods** ("connected to the low voltage 24V) or as **supported rods** (wirelessly powered through contact and overlap). Each **supported rod** lights up when it comes into contact with two rods of opposite polarity, thus closing the circuit.



Le aste possono essere posizionate su tutti i lati indirizzando la luce nella posizione desiderata/
The rods can be placed on any side, allowing the light to be directed as desired.



Per i driver guardare pagina 12/ For drivers see page 12



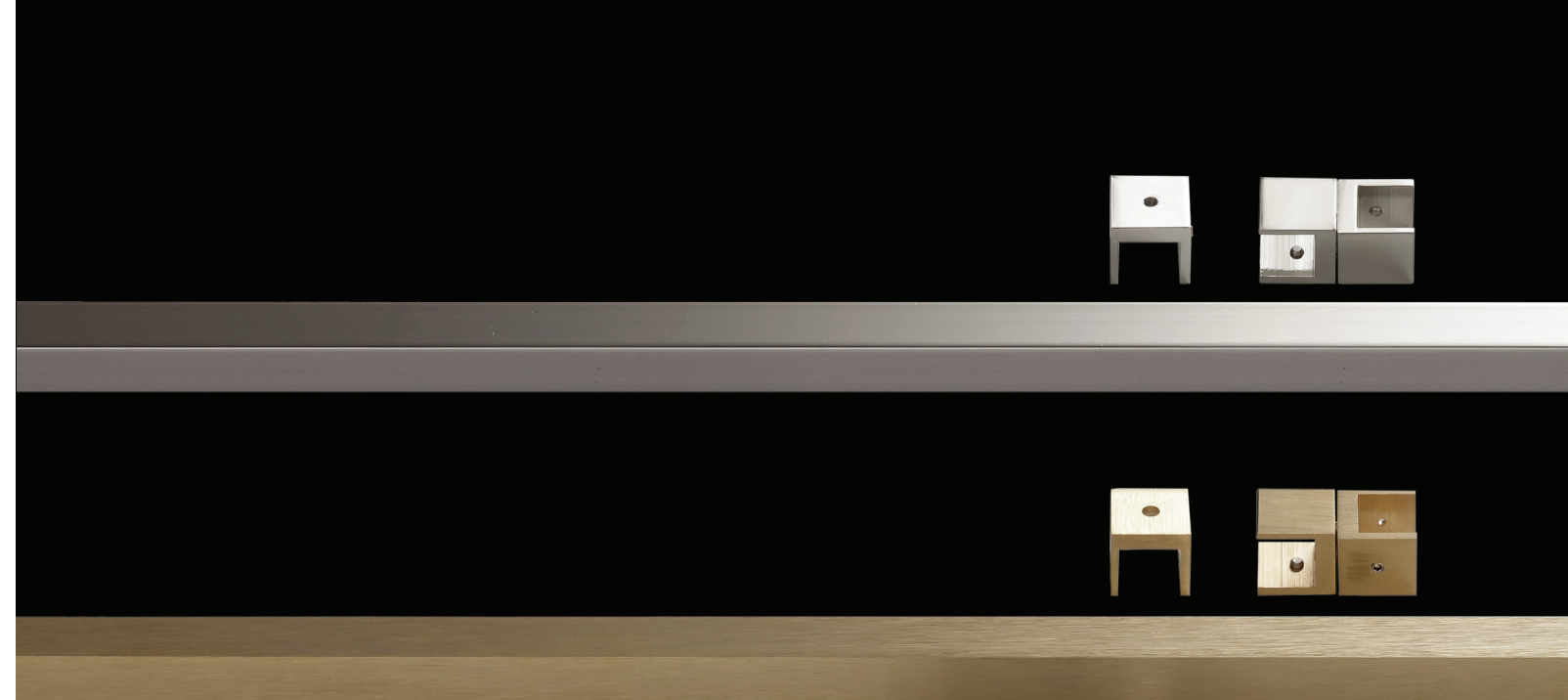




152 Crea

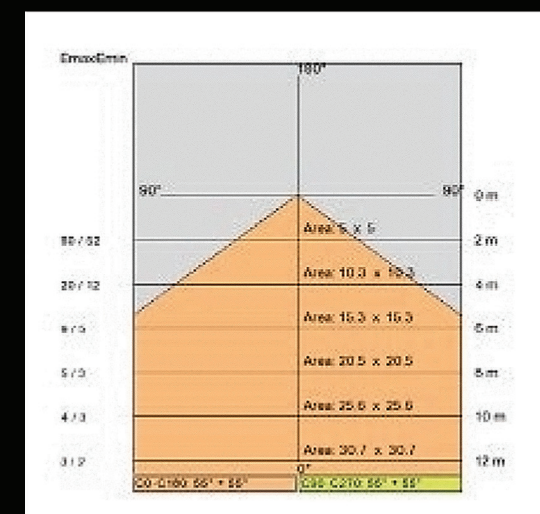
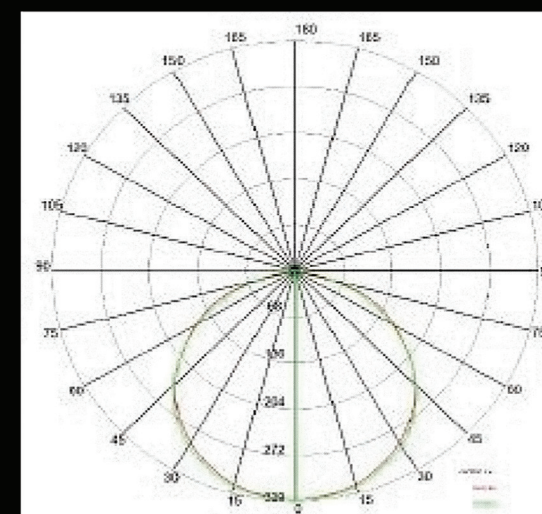


Crea 153



Aste ed elementi di bloccaggio fissi e snodabili, nelle finiture nichel lucido e ottone satinato/
Fixed and articulated rods and locking elements, in polished nickel and satined brass finishes.

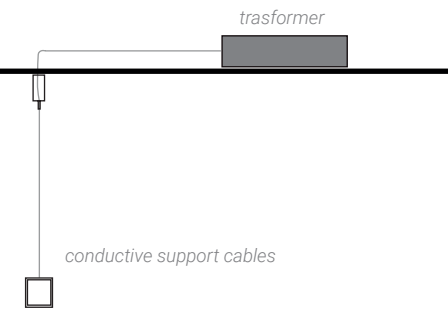
CURVE FOTOMETRICHE
PHOTOMETRICS CURVE



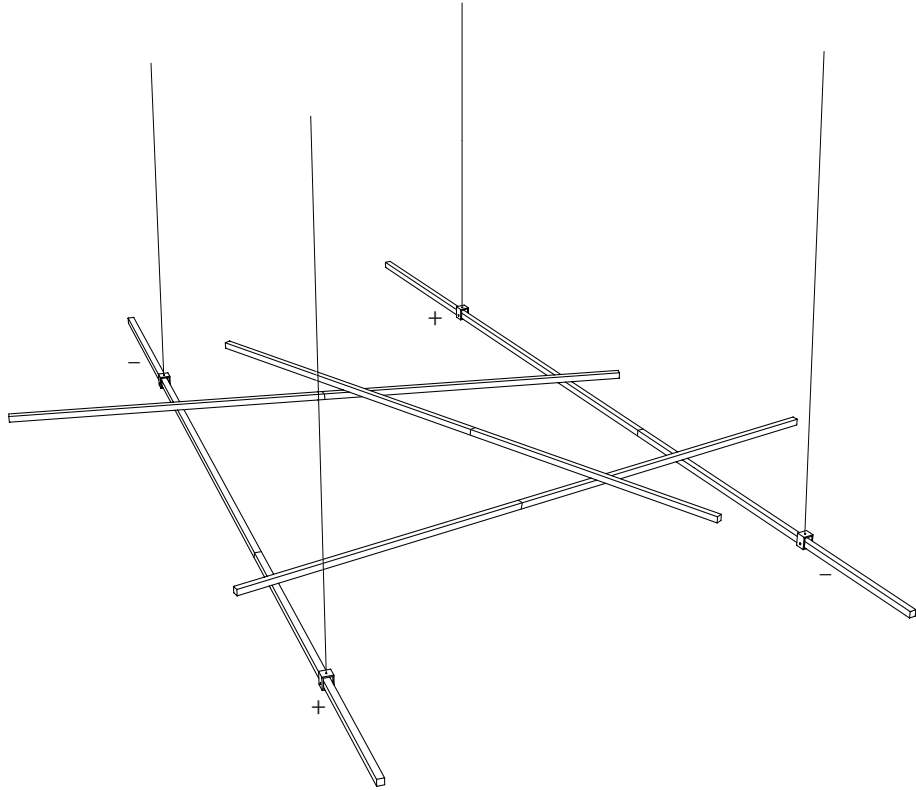
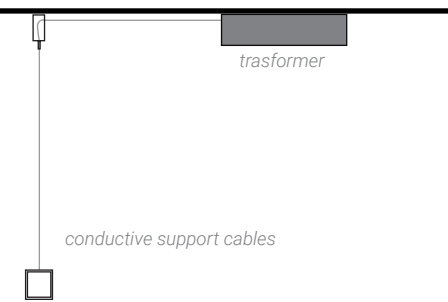
ESEMPI APPLICATIVI/ APPLICATIONS

SOSPENSIONE/ SUSPENSION

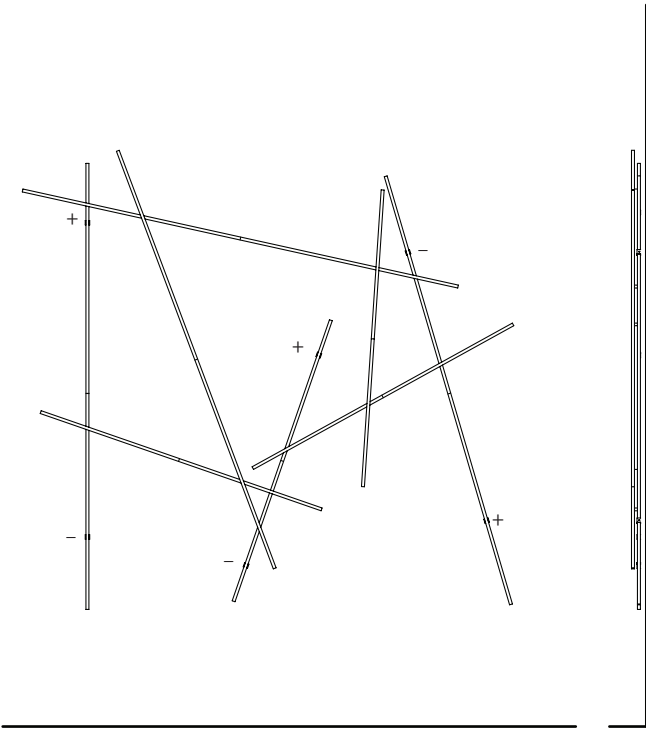
Trasformatore remoto/ Remote transformer



Trasformatore a vista/ Exposed transformer



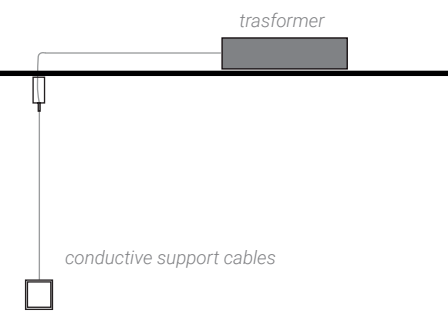
PARETE/ WALL



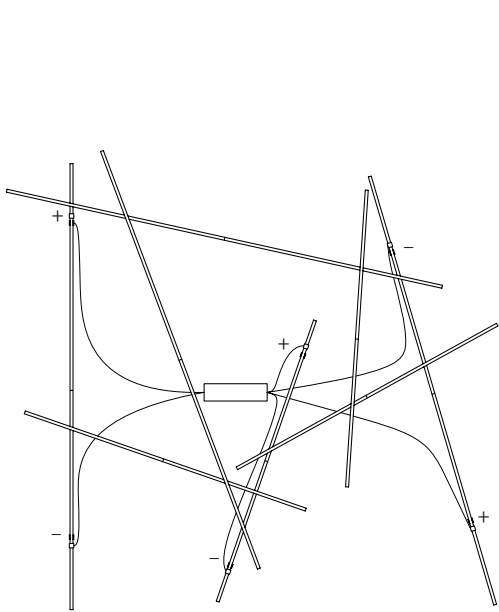
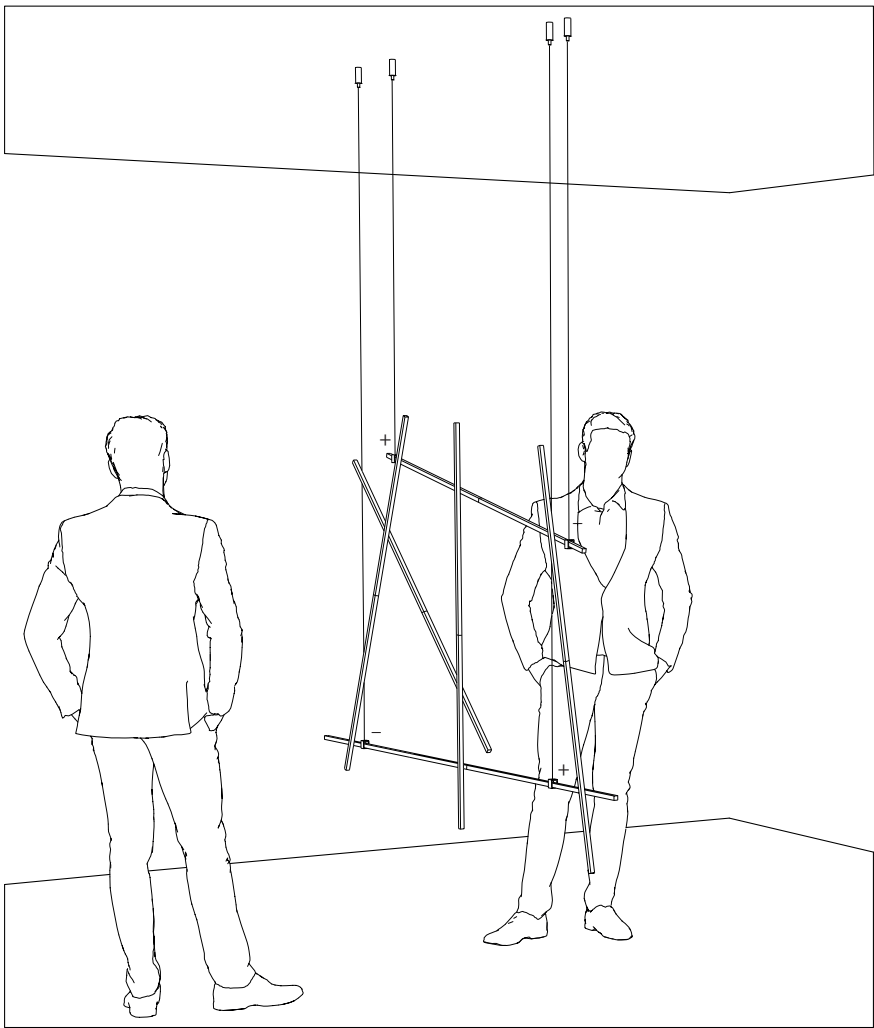
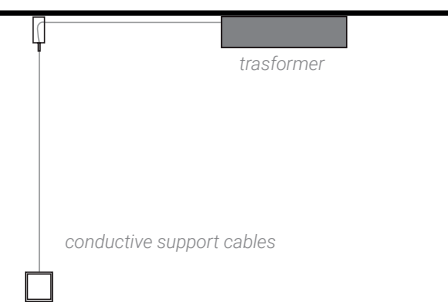
Trasformatore remoto/
Remote transformer

DIVISORIO/ DIVISION

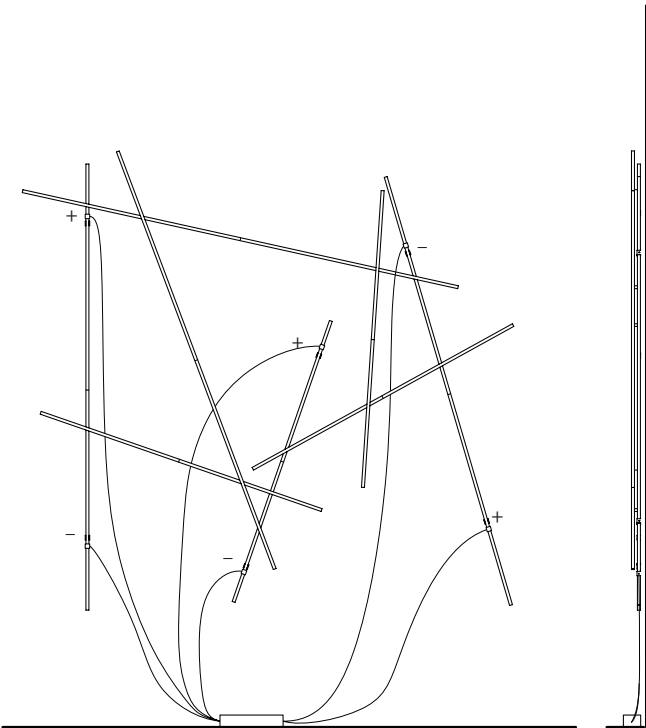
Trasformatore remoto/ Remote transformer



Trasformatore a vista/ Exposed transformer



Trasformatore a vista, a parete/
Exposed wall-mounted transformer



Trasformatore a vista, a terra/
Exposed transformer, on the ground



Francesco Murano, Milano Design Week 2025



Backstage shooting, April, 2025