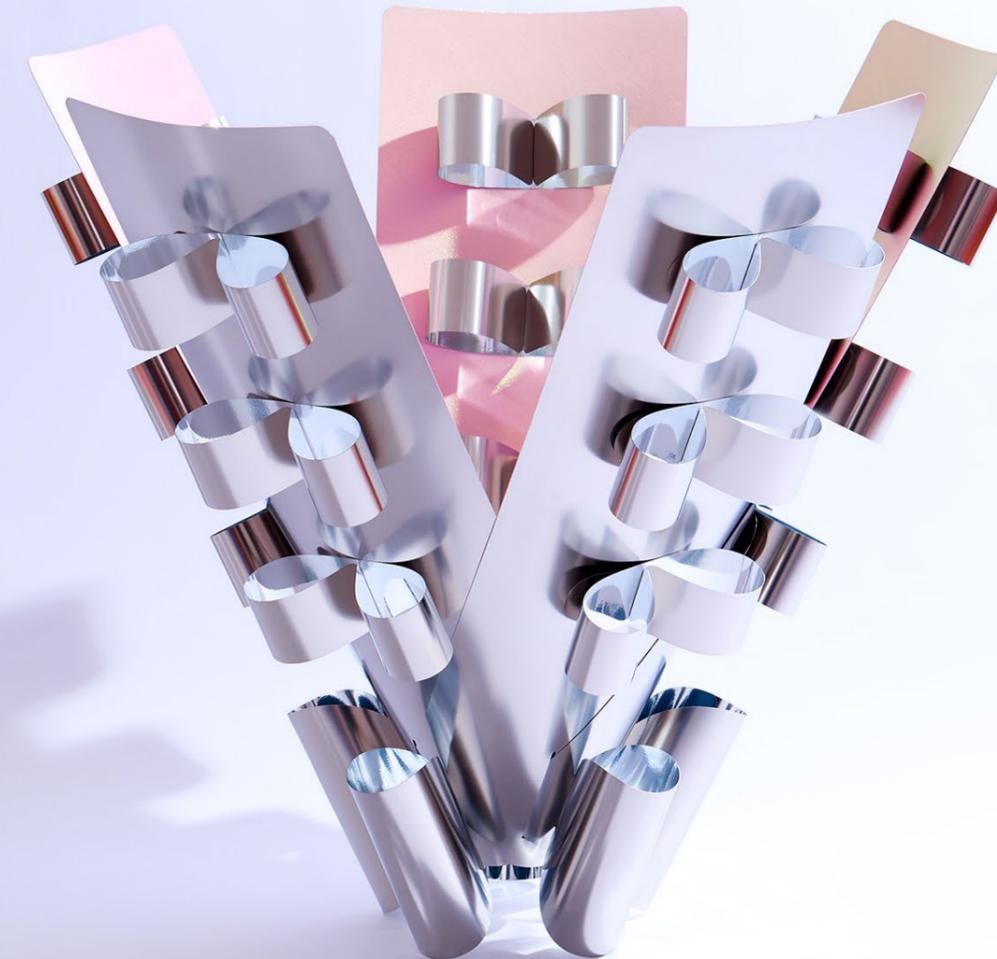


CULTURAxRMM



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CULTURAxRMM



INTROVERT 145_5 REFLECTOR

STEEL COUTURE : EDITION 2024 CATALOG





CULTURAxRMM was established in Rotterdam in 2019 for the development of *The INTROVERTS Suite* - a collection of nine luminaires designed by architect Roza Matveeva. The collection debuted in 2021 with the pilot lamp INTROVERT 145_5 REFLECTOR and its smaller sequel INTROVERT 145_5 REFLECTOR S. The current catalog presents the 2024 Edition of these models.

Seven more INTROVERTS are in development and planned for consecutive release over a few years, with progressive complexity of geometry and construction. Each is to feature the three core systems of the Suite - a structural weave of razor-thin steel sheets, a signature joining system, and a lamping system with luxurious aluminium housings. INTROVERT 145_5 REFLECTOR and INTROVERT 145_5 REFLECTOR S also include the Antipedestal - a thin base plate that delivers special light effects.

Each lamp in the collection is a pair of opposites - utility and sculpture - distinguished by material and production techniques. Utility elements are CNC-milled in aluminium, and the sculptural steel bodies of the lamps are hand-made with couture-like detailing. This hybrid of techniques is inherent in CULTURAxRMM's aesthetic and produces objects that are simultaneously hi-tech and artisanal.





INTROVERT 145_5 REFLECTOR EDITION 2024 : STEEL COUTURE

This is the third release of the INTROVERT 145_5 REFLECTOR lamp model, which has been re-issued in different finishes and light effects since 2021. More on its origin, prior editions, and the larger project it belongs to - *The INTROVERTS Suite* - can be found on www.culturabyrmm.com.

ROWS OF BOWS

Edition 2024 introduces new versions of the INTROVERT 145_5 REFLECTOR stainless steel base models, lined inside with luxurious silk/lurex faille and armored with steel bows in single- and double-sided arrays.

The bows expand on CULTURA's concept of effortless, sculpted structures with fastener-free self-locking designs. They hold their firm, bulging shapes and clip securely onto the lamps only thanks to interlocking and spring forces.

In the single-sided model, the bow clips are dressed in a couture-like ruffled flap detail, cut from the shimmery selvage of the faille roll. The double-sided designs are a play on the manifold meanings of *REFLECTOR* - the bows interlock in mirrored pairs and their diffused reflections on the exterior appear as if mirrored by dramatic shadows inside the lamps when they're fully lit.

To increase reflectivity, and to echo the appearance of the lamps' signature bottom supports, the bows' interiors are laminated with chrome film.

The film can be substituted with various colored chrome lacquers as bespoke alternatives.

This catalog presents a colored chrome option in deep magenta chrome, which casts deep plum- and berry-colored reflections depending on light temperature.

SILK / LUREX FAILLE

The exquisite textile lining reflects the bulb lights and reacts vividly even to the gentlest whisper of ambient light when the bulbs are off. Cut on the bias, the faille's ribbed structure is expressed diagonally in a shimmering whirl that turns with the conical shape of the INTROVERT. The crispy texture of the fabric becomes a high-contrast canvas for the spectacular bow shadows when the lamp is in full brightness mode.

The faille lining is available in multiple colors.

Shown here: pink silk + lime gold lurex and white silk + silver lurex.

LUXURIOUS ALUMINIUM ACCESSORIES

Signature milled aluminium lamping set with cabling running through thick docking ropes and crystal glass-inlaid Pavé Antipedestal bottom plate.

Five crystal glass inserts are nested in the milled aluminium disk under the lamp, shooting subtle glittery reflections.

Shown here with pink and purple crystal glass.

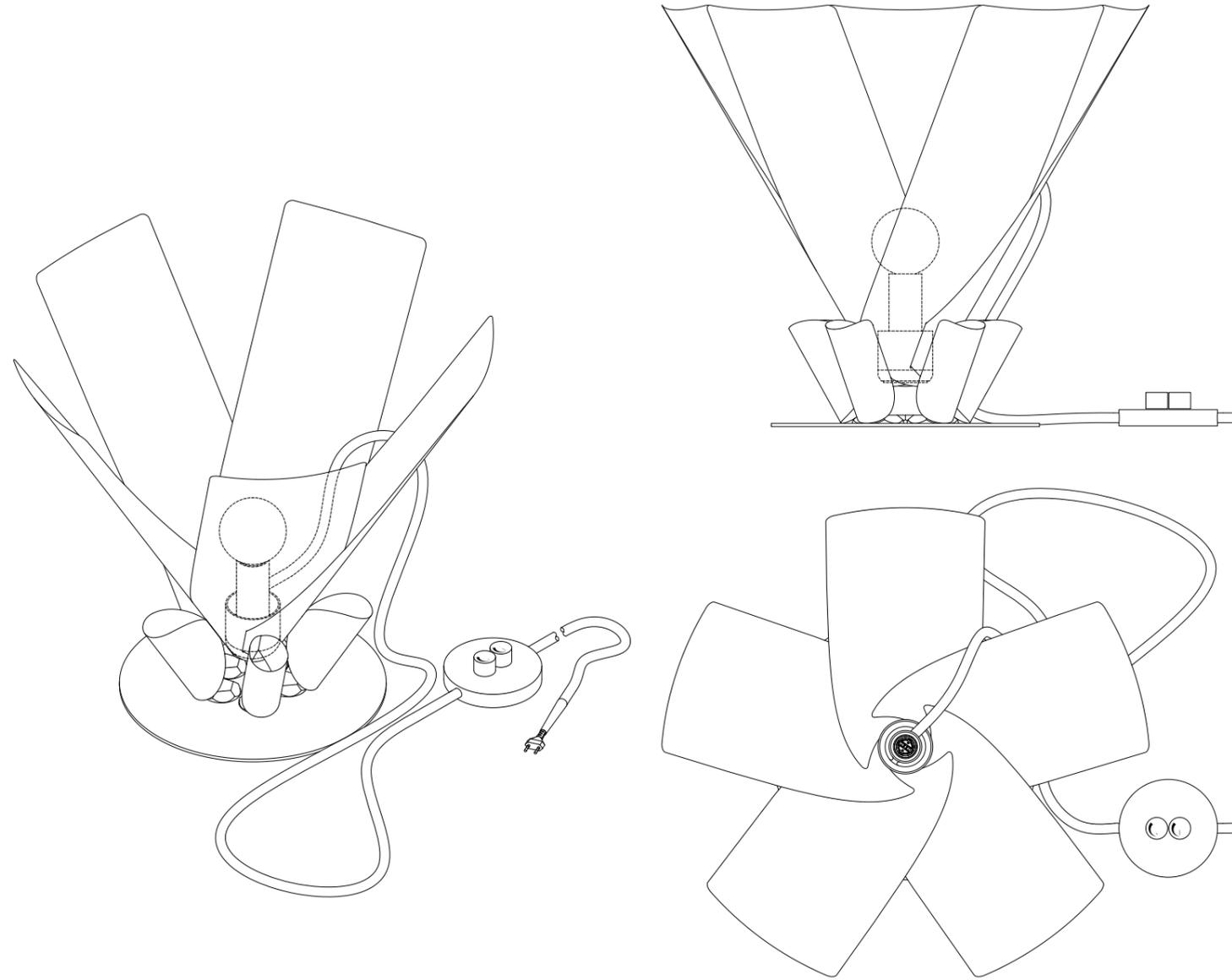
A wide variety of crystal glass colors are available on request that can be beautifully matched with interior lining silk colors.

CUSTOMIZATIONS

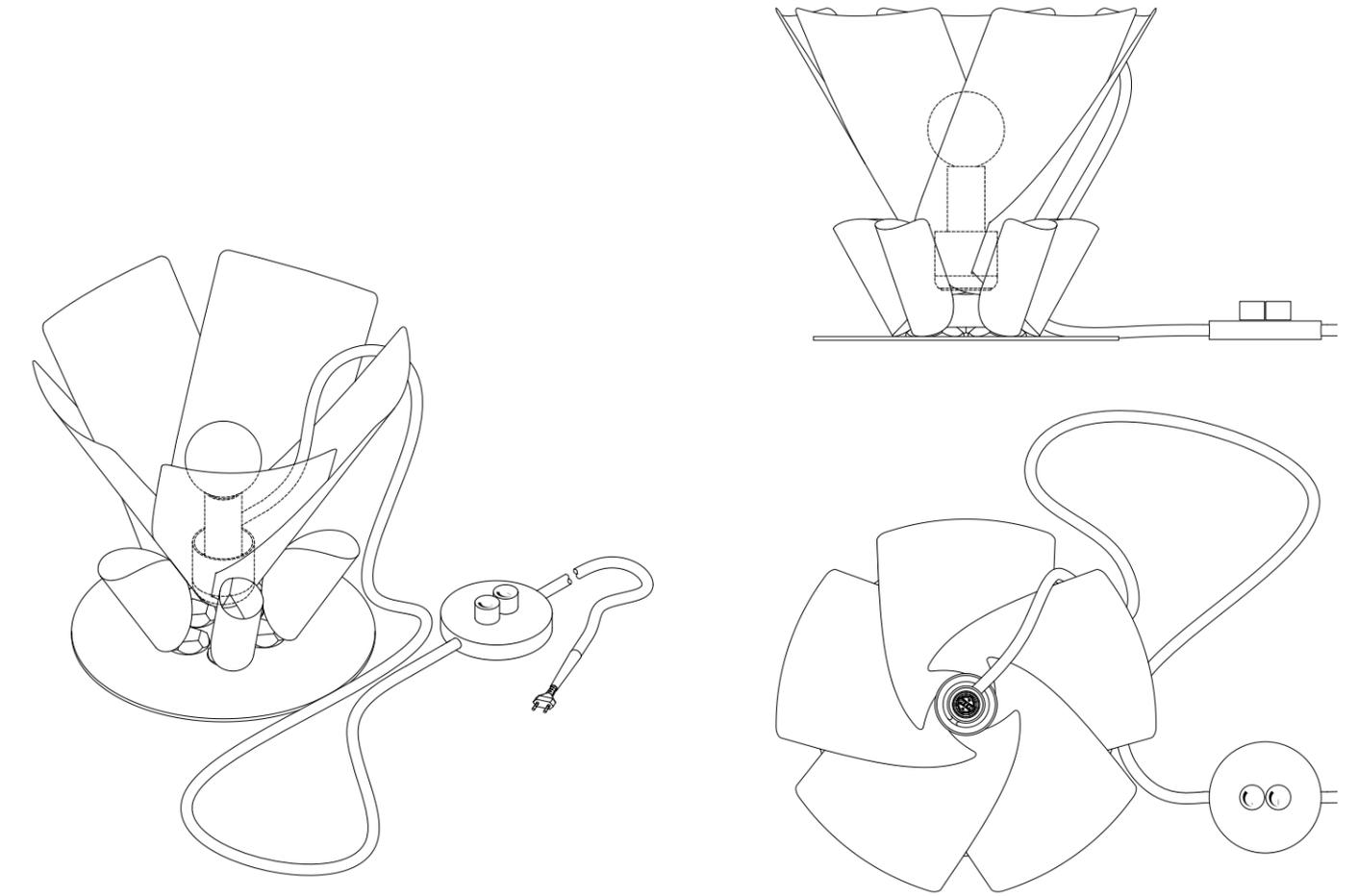
Explore the 2024 Catalog to learn more about various customizations available for the Steel Couture edition.

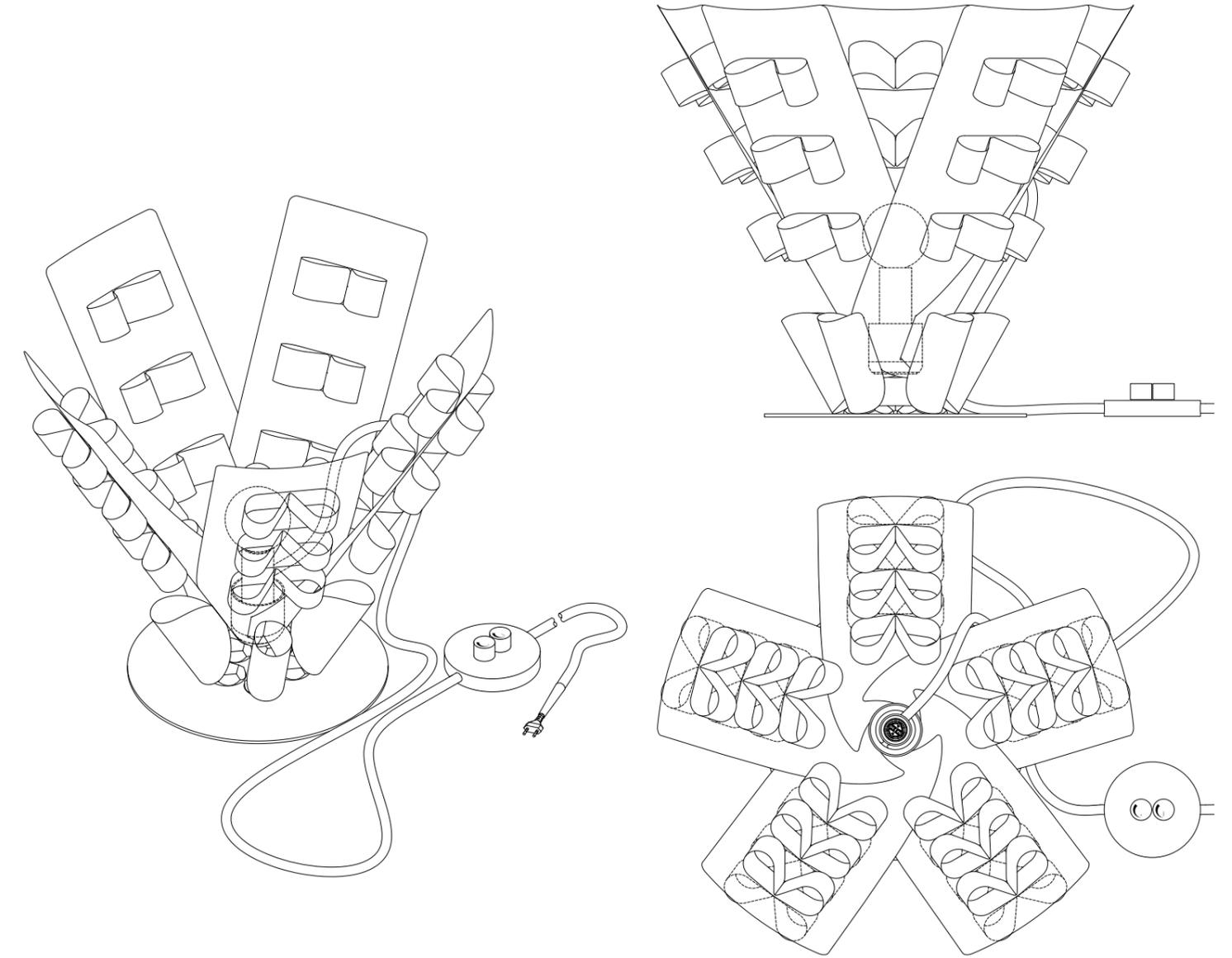
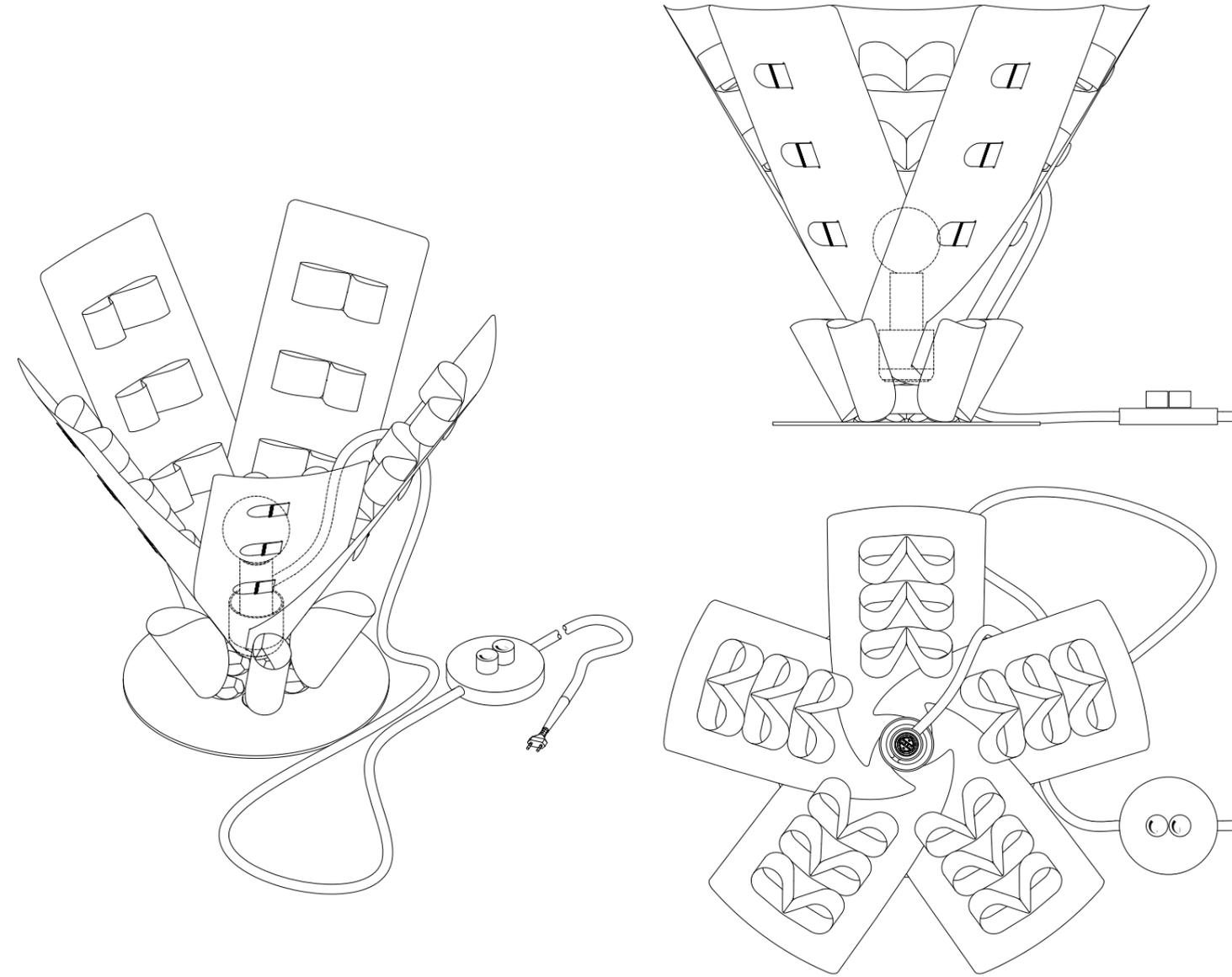


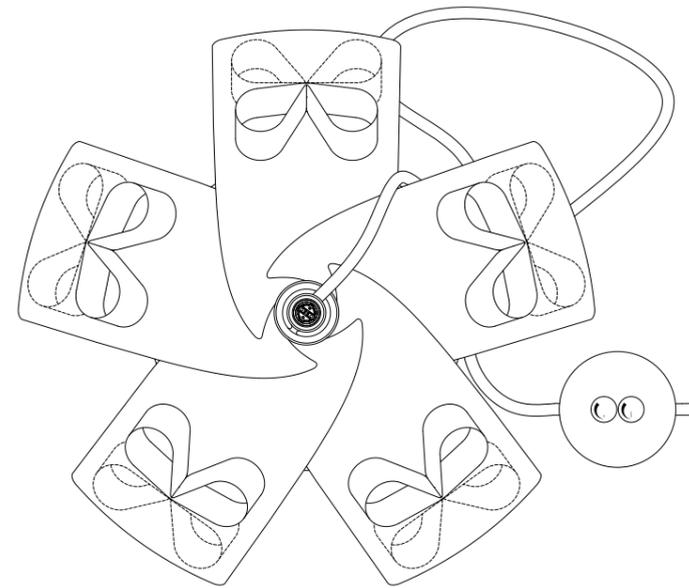
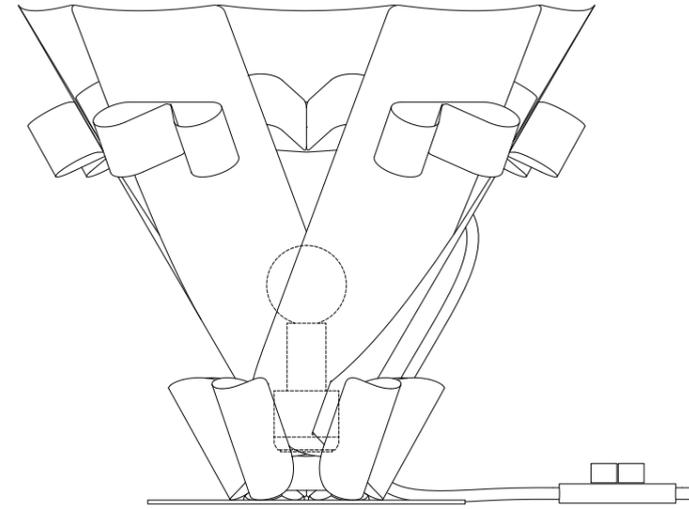
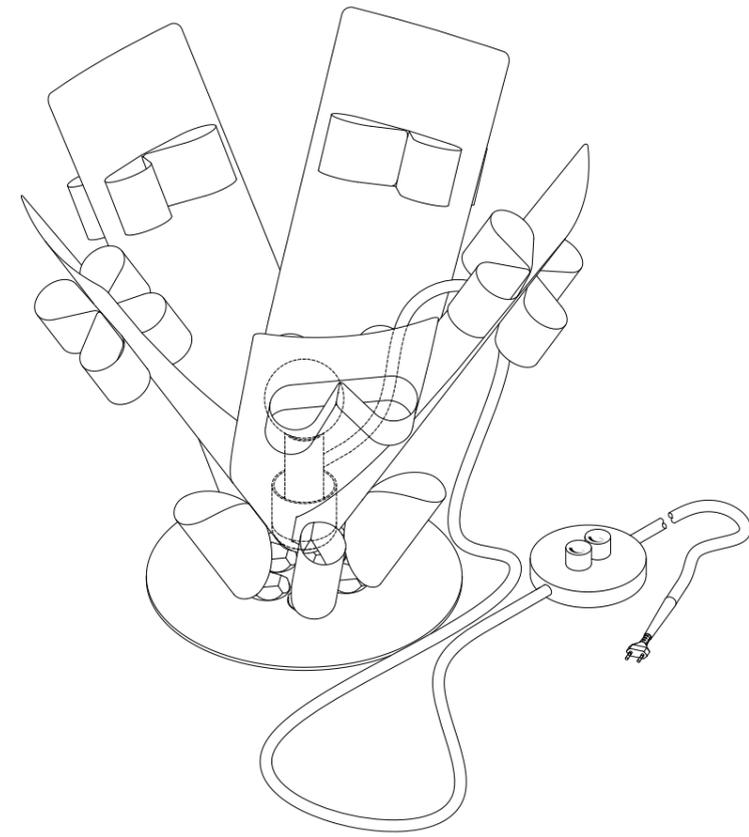
INTROVERT 145_5 REFLECTOR - BASE MODEL



INTROVERT 145_5 REFLECTOR S - BASE MODEL

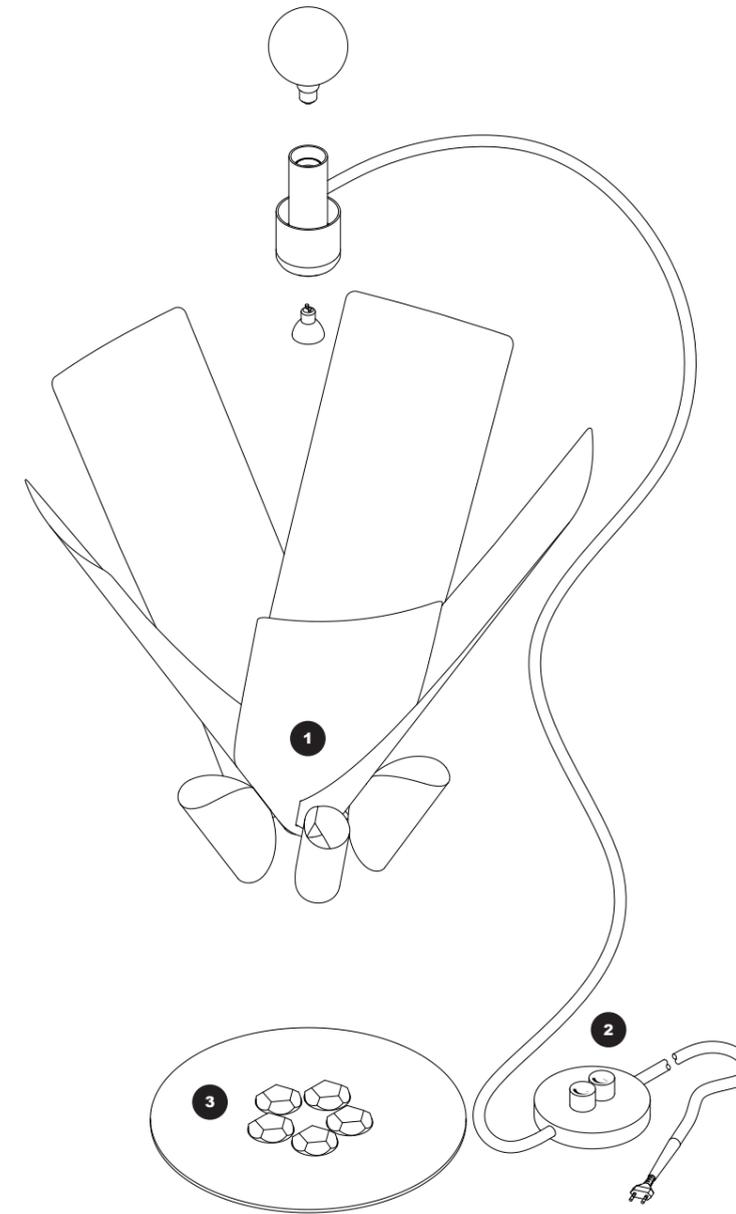




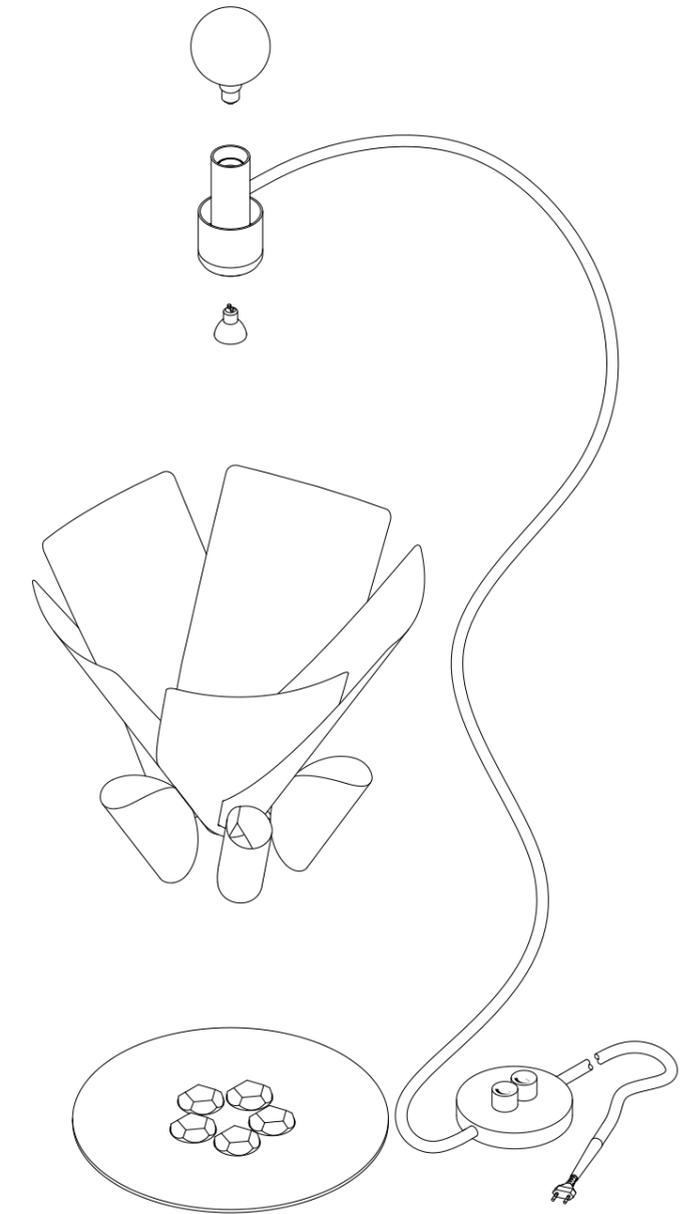


COMPONENTS

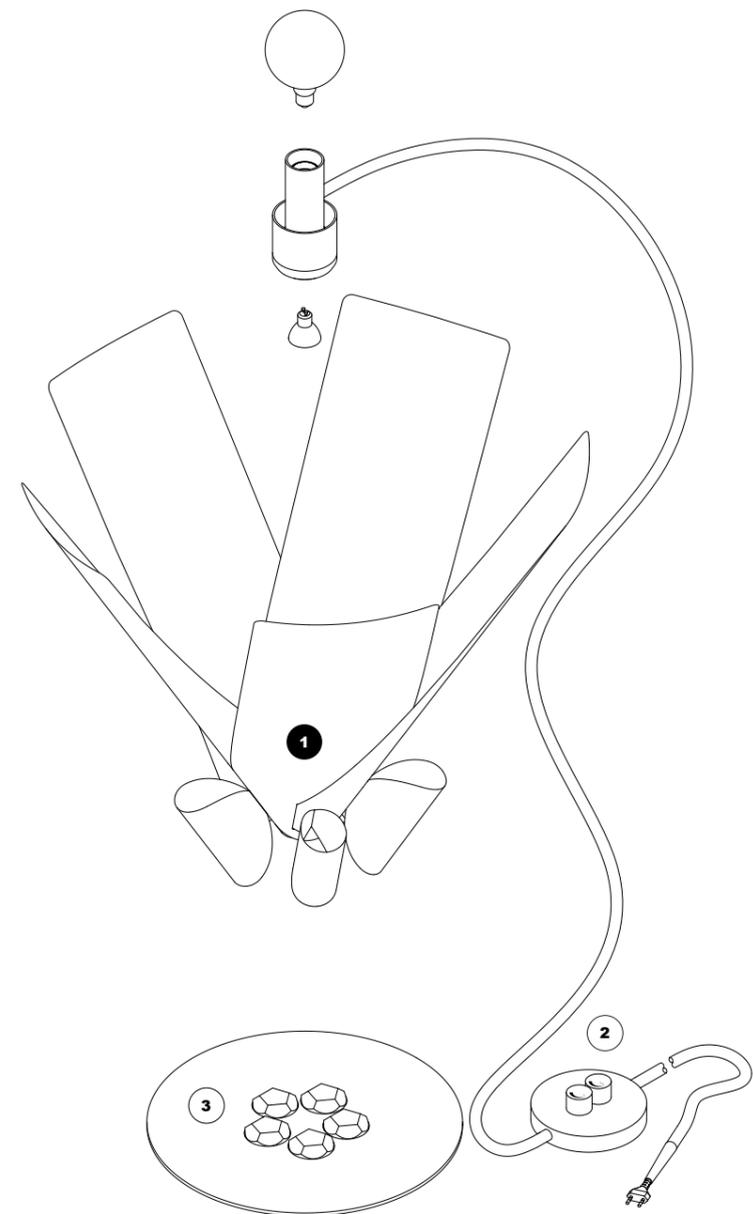
INTROVERT 145_5 REFLECTOR - BASE MODEL



INTROVERT 145_5 REFLECTOR S - BASE MODEL



- 1 STEEL LAMPSHADE
- 2 LAMPING SET
- 3 PAVÉ ANTIPEDESTAL



1
STEEL LAMPSHADE

INTROVERT 145_5 REFLECTOR - BASE MODEL

INTROVERT 145_5 REFLECTOR S - BASE MODEL

INTROVERT 145_5 REFLECTOR

Ø x H: 900 mm x 800 mm / 35.5 in. x 31.5 in.

INTROVERT 145_5 REFLECTOR S

Ø x H: 620 mm x 600 mm / 24.4 in. x 23.6 in.

FABRICATION

Highest grade cold-rolled stainless steel sourced at premium European mills.

Alloy used is a specialized industrial material manufactured without protective laser-cutting and anti-scratch foil. Occasional minor traces of industrial processing may occur on uncoated steel surfaces.

Every care is taken that traces are minimal and do not compromise quality. Each sheet is hand-picked and individually inspected.

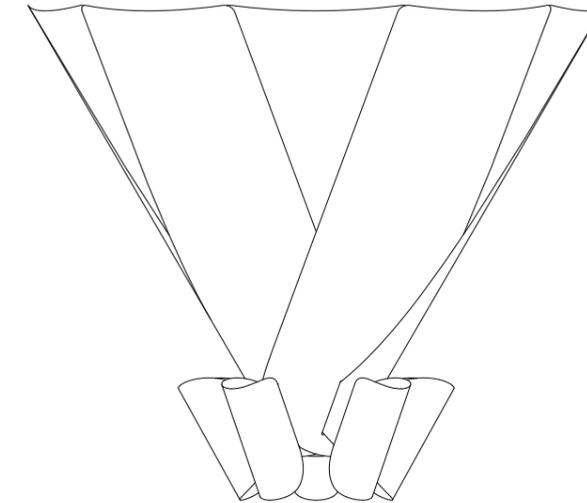
Laser-cut in the Netherlands. Assembled by hand in Italy.

EXTERIOR FINISHING

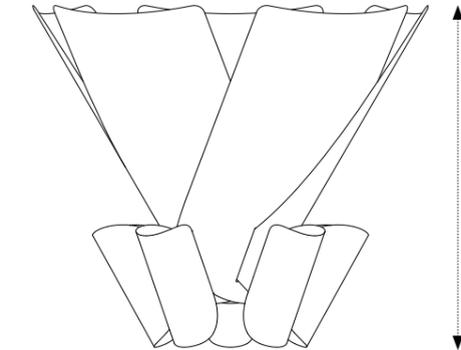
Stainless Steel (satin finish).

INTERIOR FINISHING

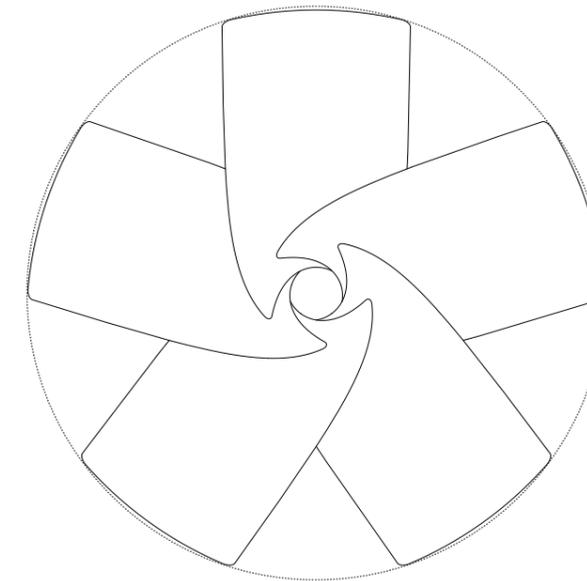
Premium Italian metalized faille in silk-lurex blend & chromed laminated lining. All finishings are applied by hand.



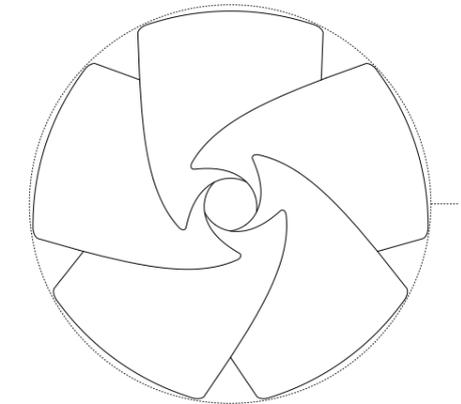
800 mm/ 31.5 in.



600 mm/ 23.6 in.

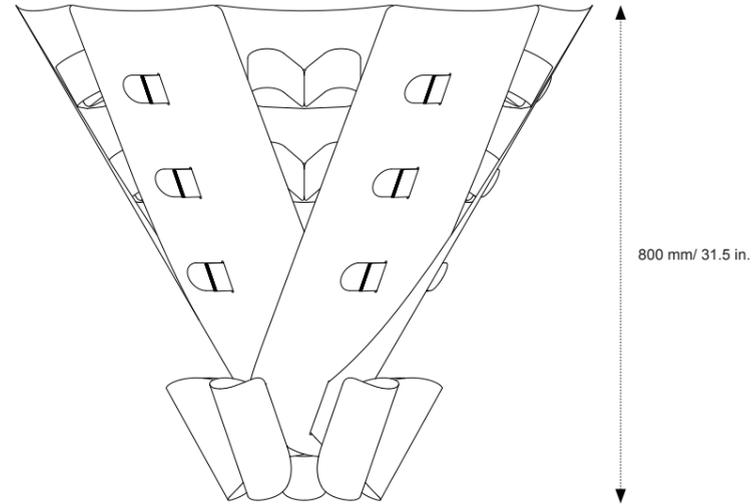


TOP Ø
900 mm/ 35.5 in.

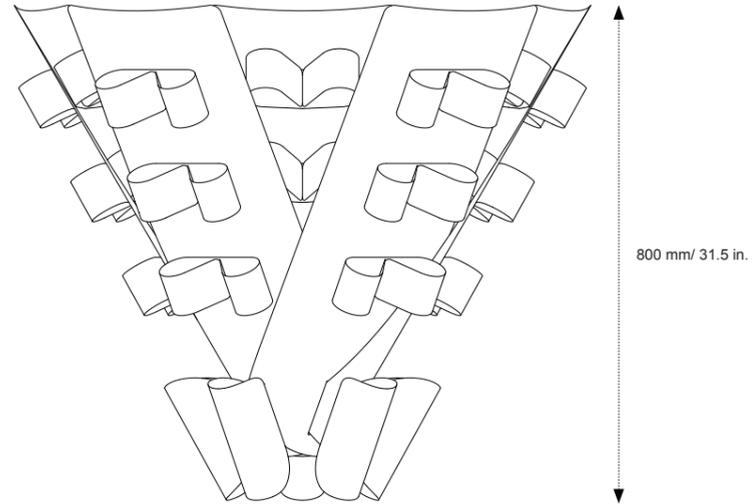


TOP Ø
620 mm/ 24.4 in.

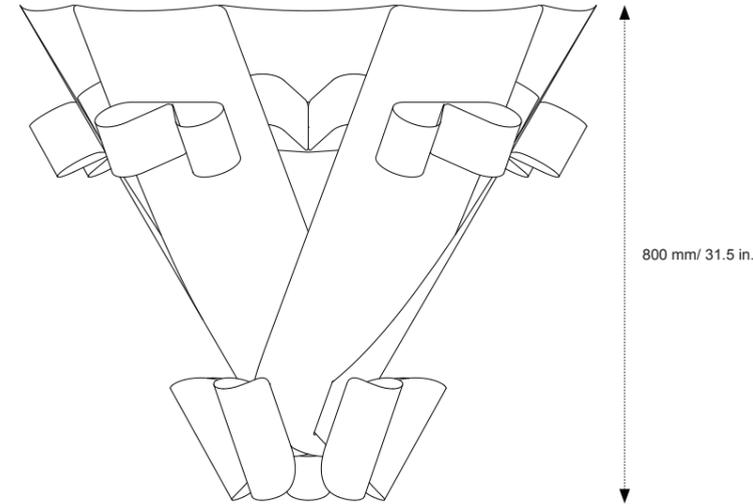
INTROVERT 145_5 REFLECTOR - STEEL BOWS S SINGLE-SIDED



INTROVERT 145_5 REFLECTOR - STEEL BOWS S DOUBLE-SIDED



INTROVERT 145_5 REFLECTOR - STEEL BOWS M DOUBLE-SIDED



CUSTOMIZATION

Special sizes available on request.

Silk faille available in multiple colors.

The lamps and bows can be dressed in faille on all sides.

The bows can have colored chrome interior lacquer on request in multiple colors.

Number, size, and arrangement of bows are not limited to designs shown in this catalog. They can vary for any individually ordered lamp.

800 mm/ 31.5 in.

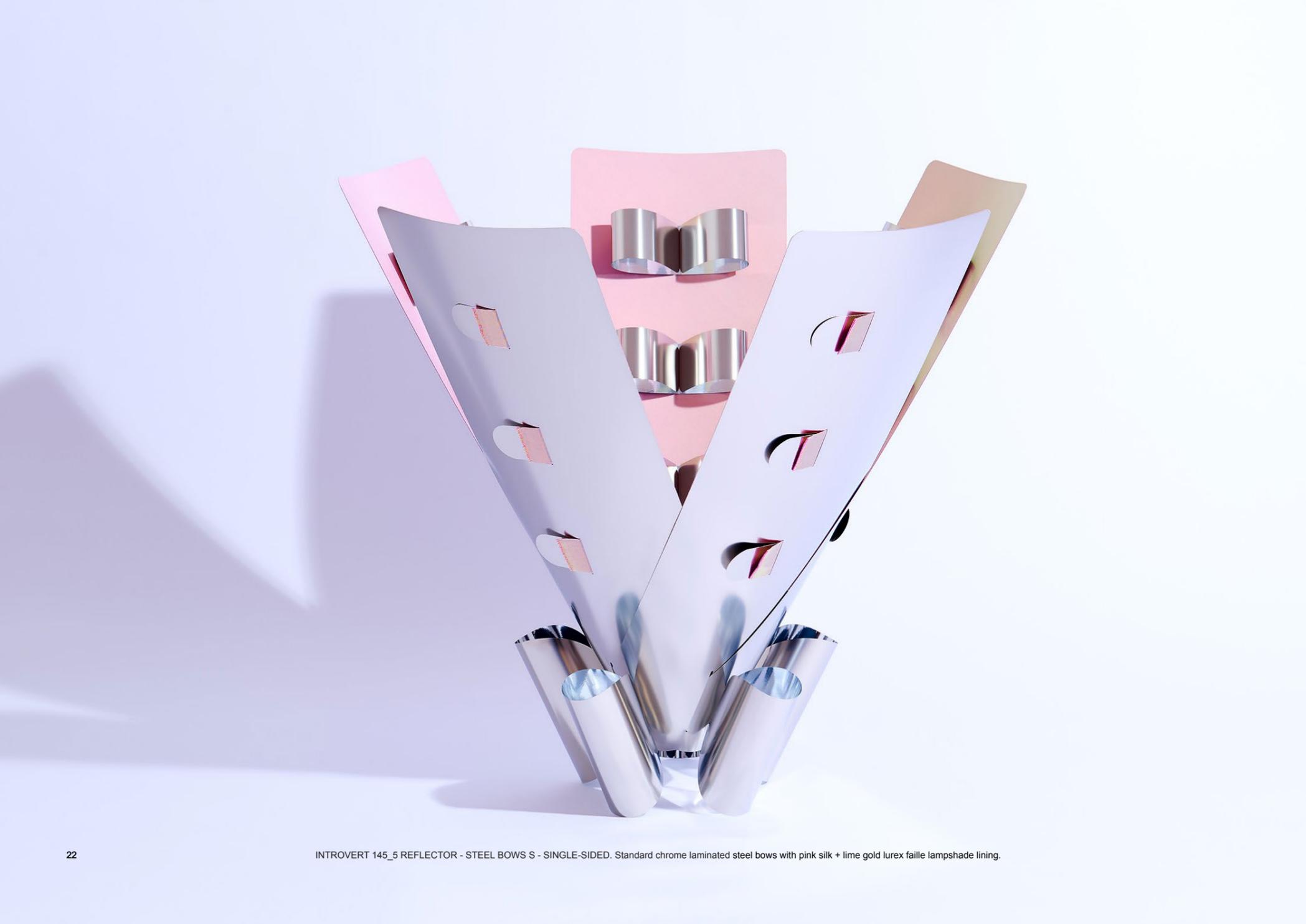
800 mm/ 31.5 in.

800 mm/ 31.5 in.

TOP Ø
900 mm/ 35.5 in.

TOP Ø
900 mm/ 35.5 in.

TOP Ø
900 mm/ 35.5 in.

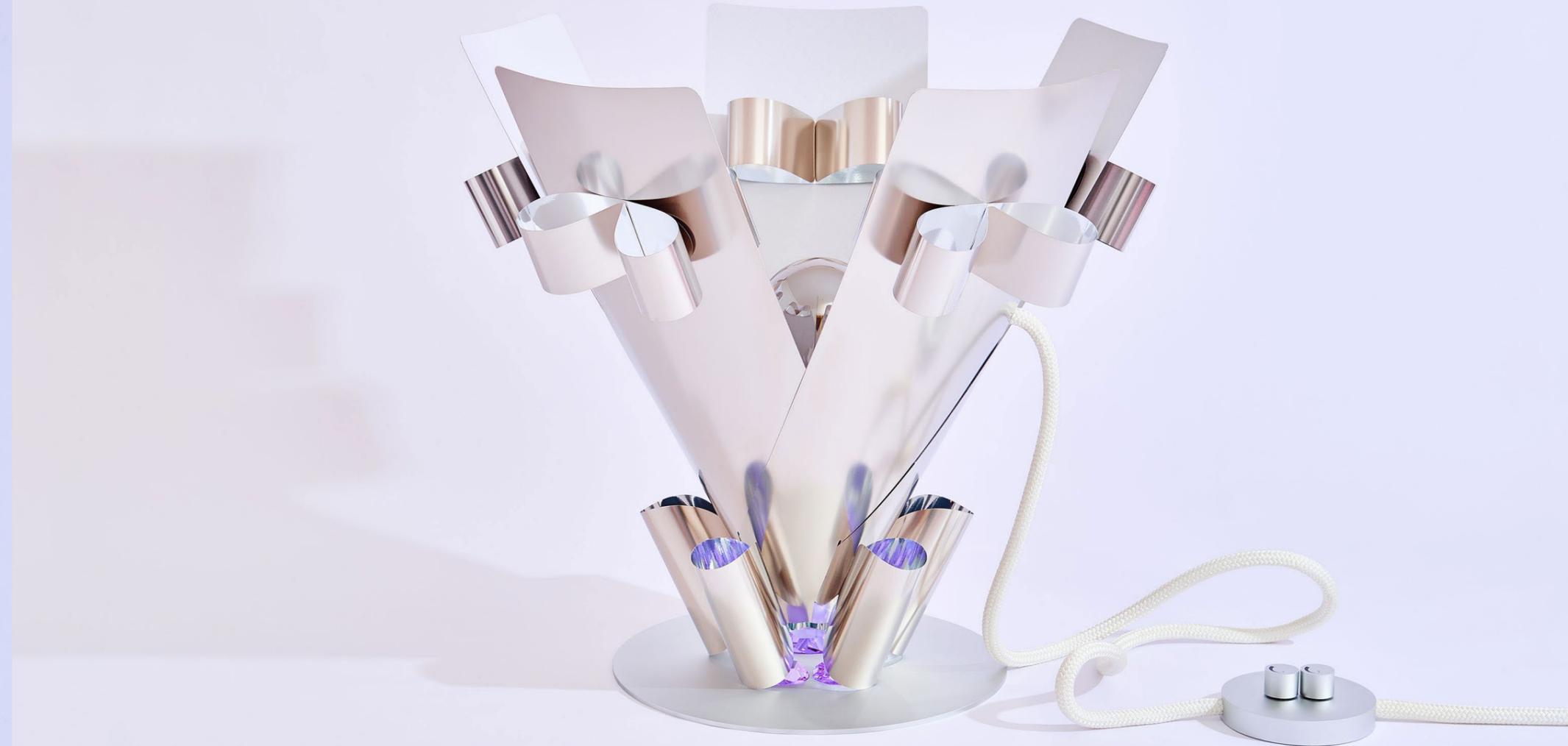


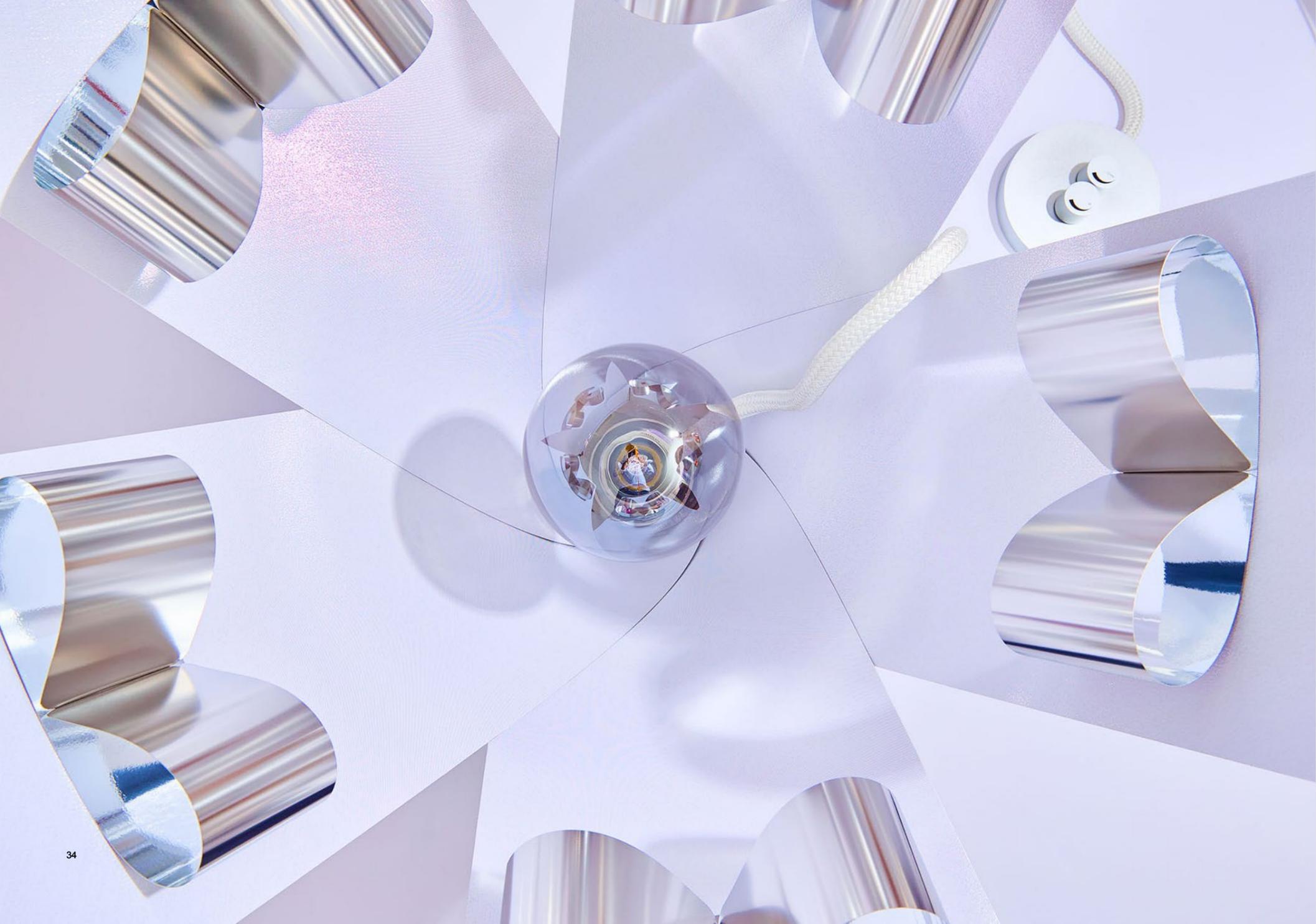








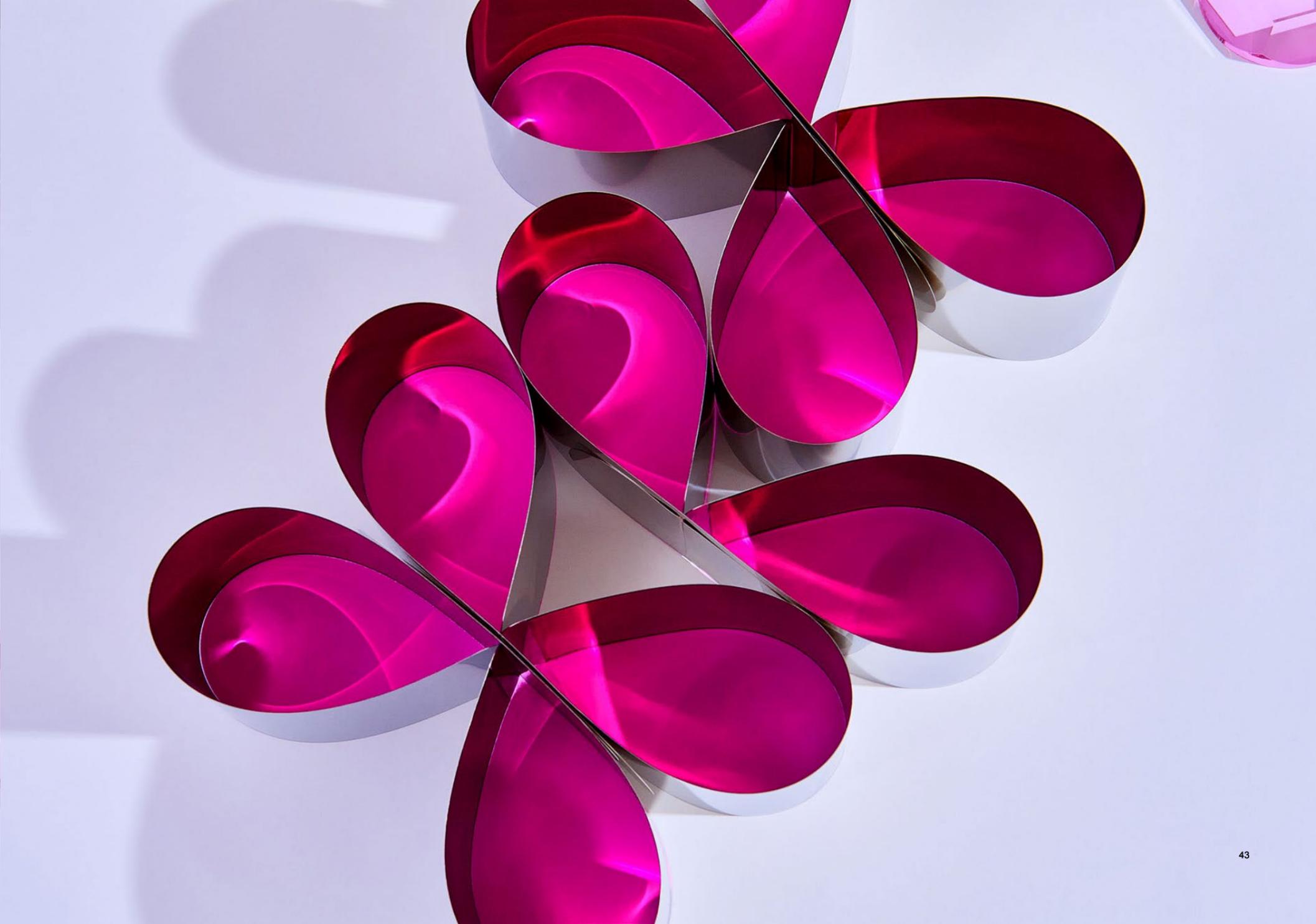
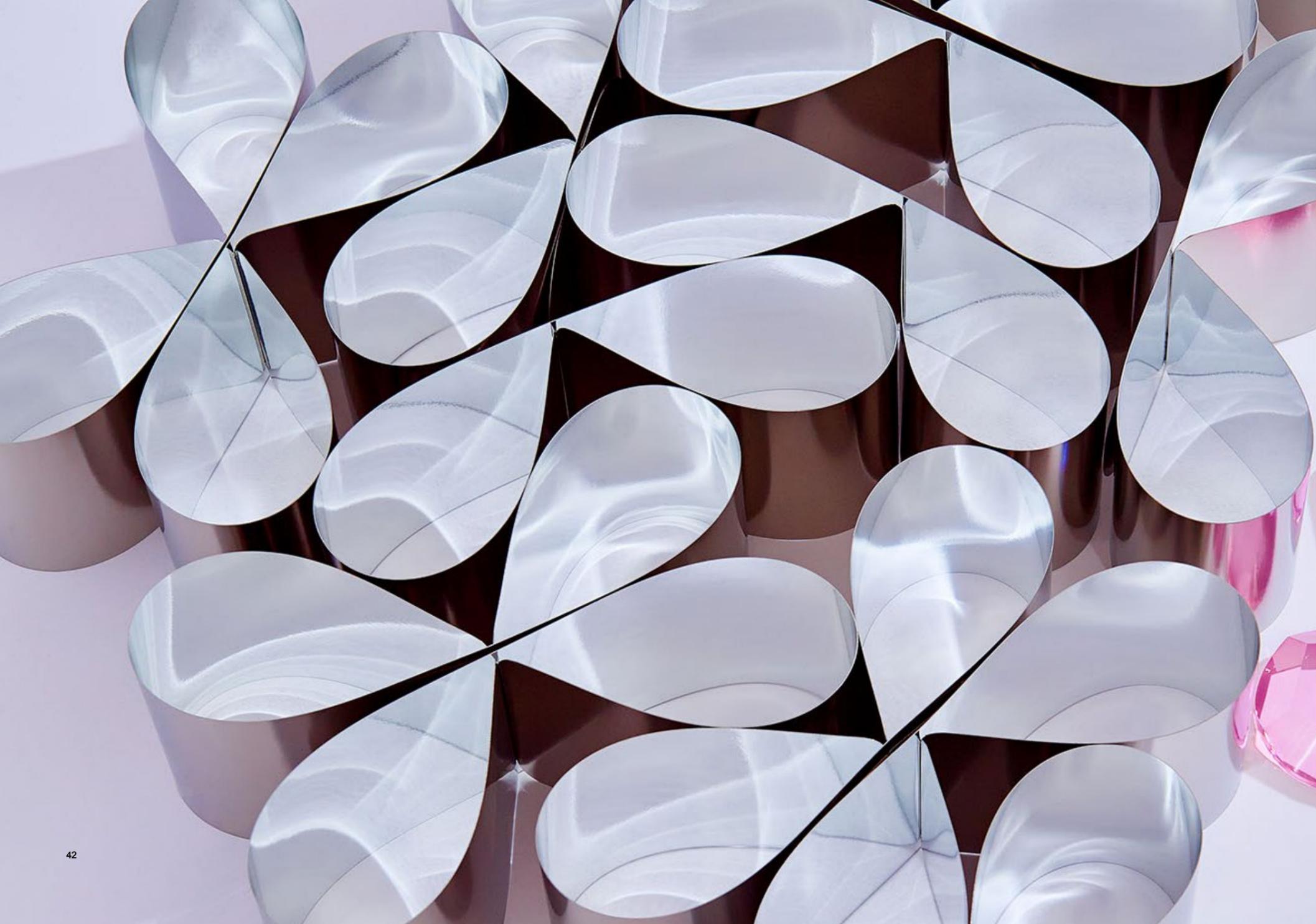


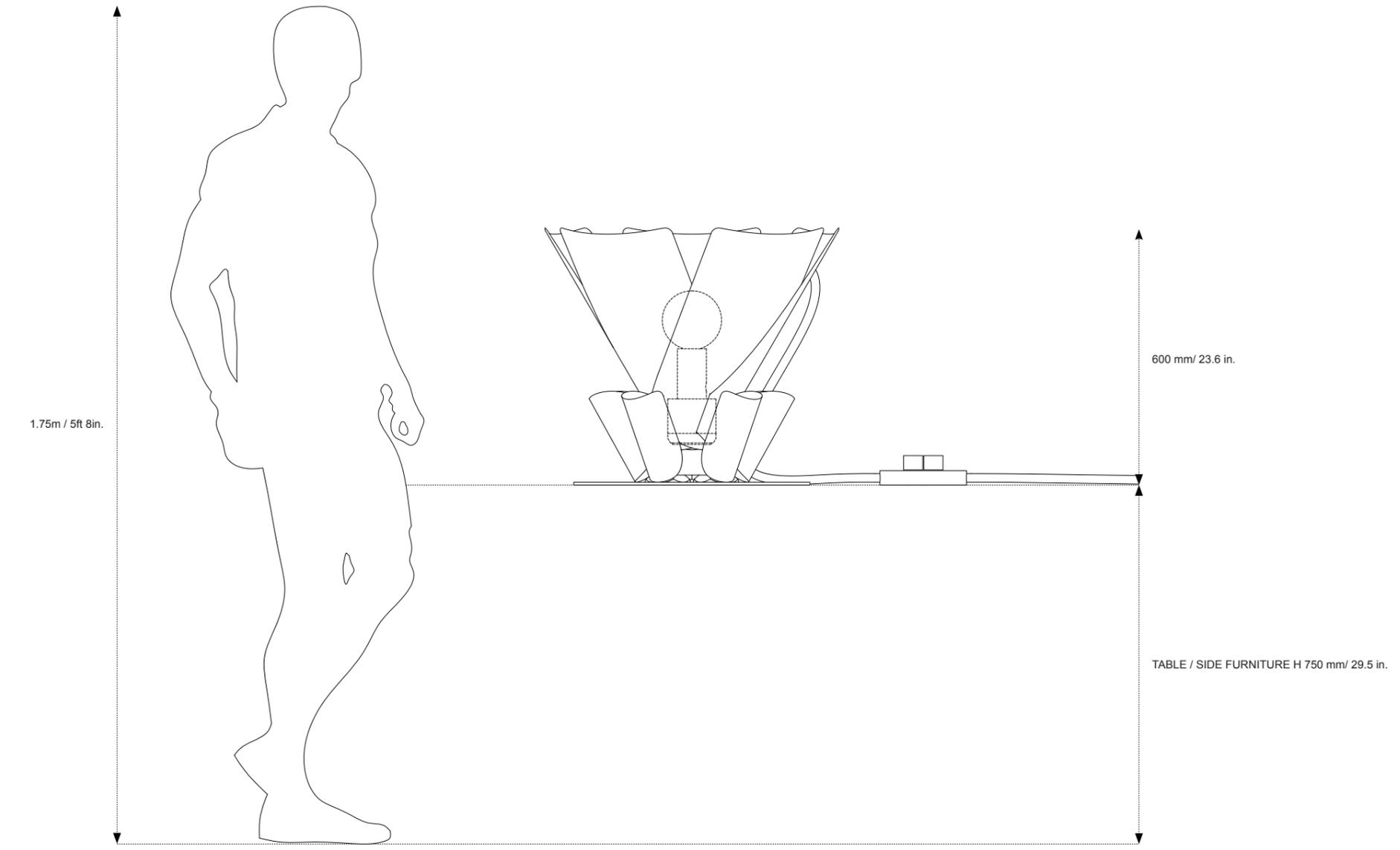
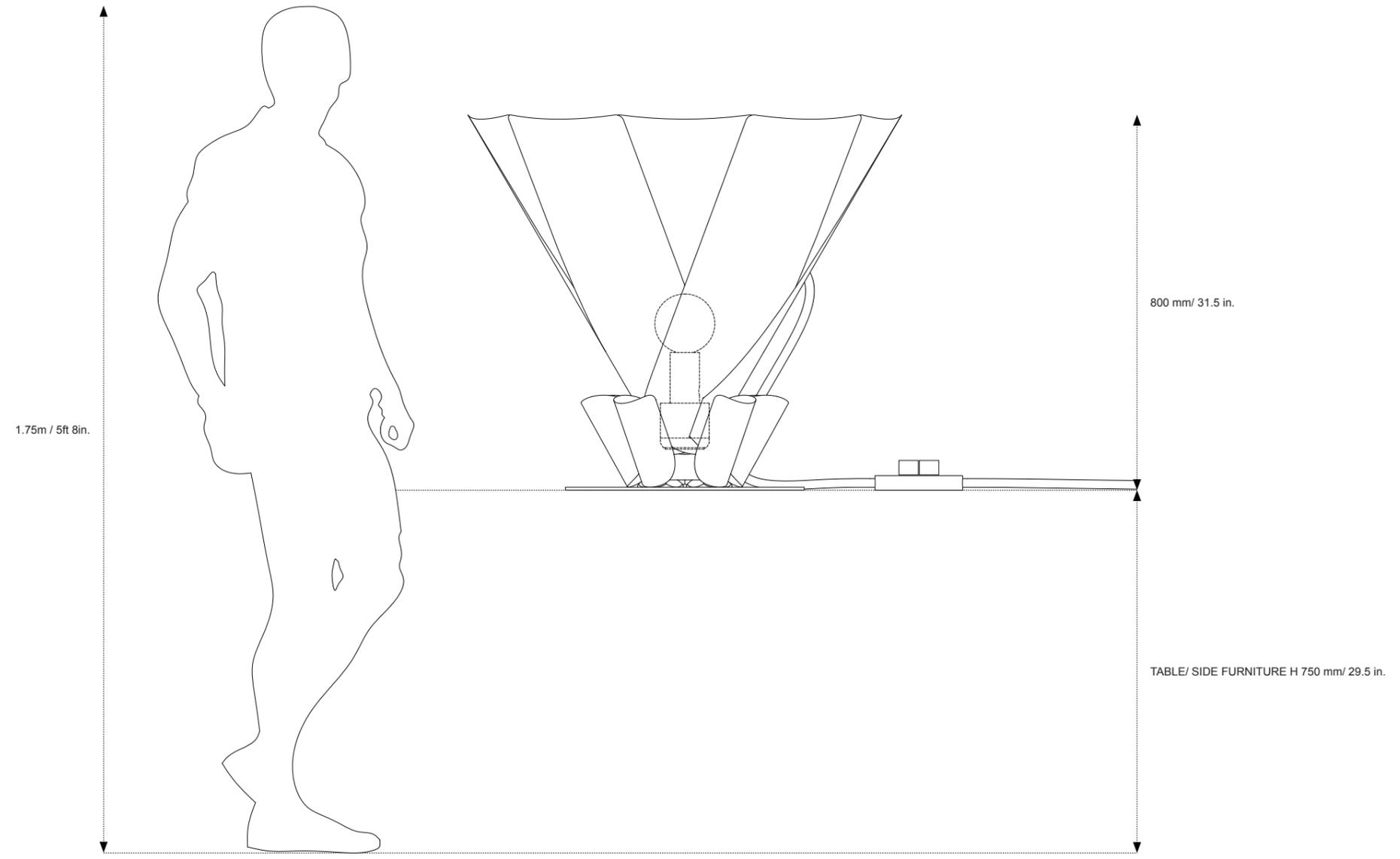


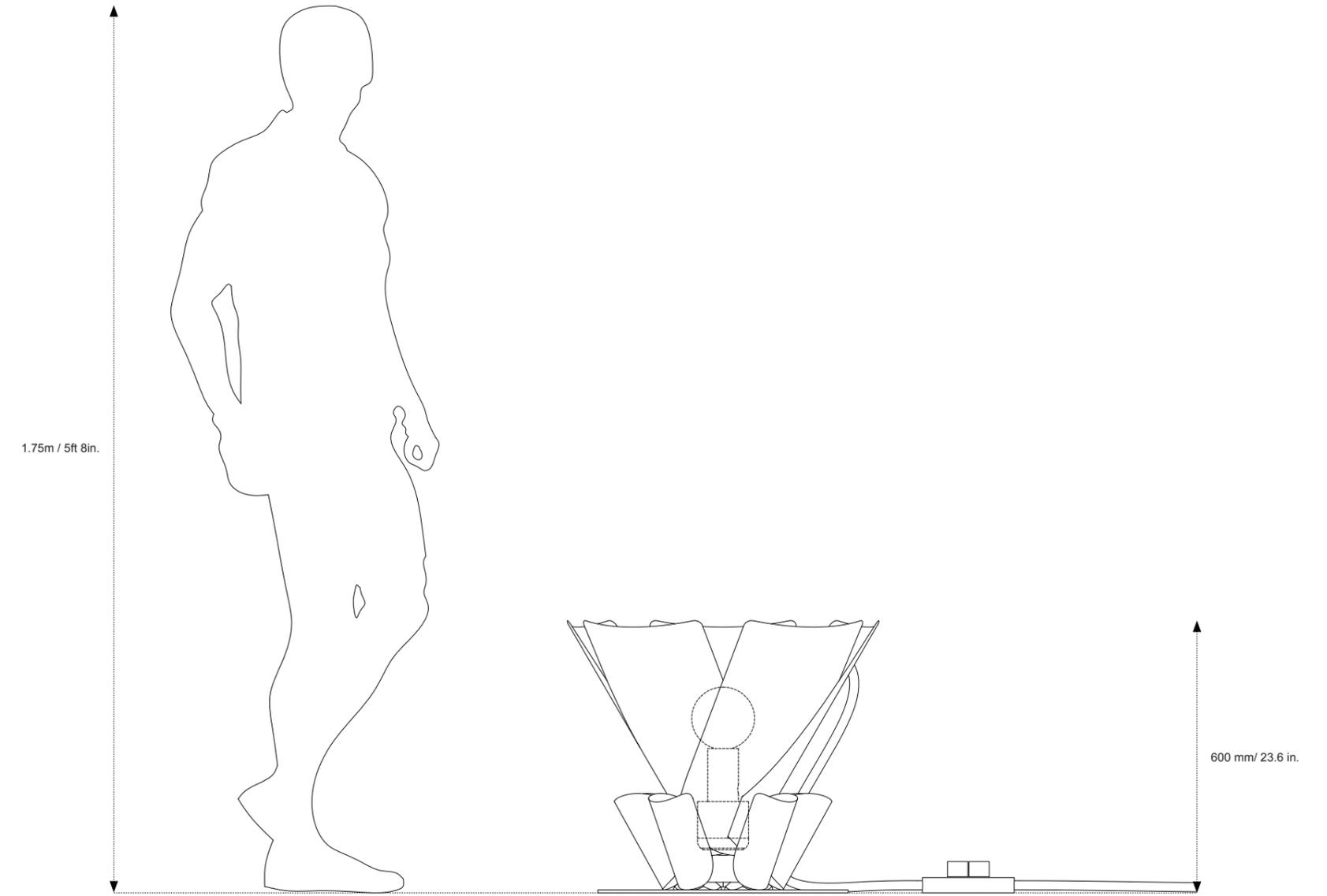
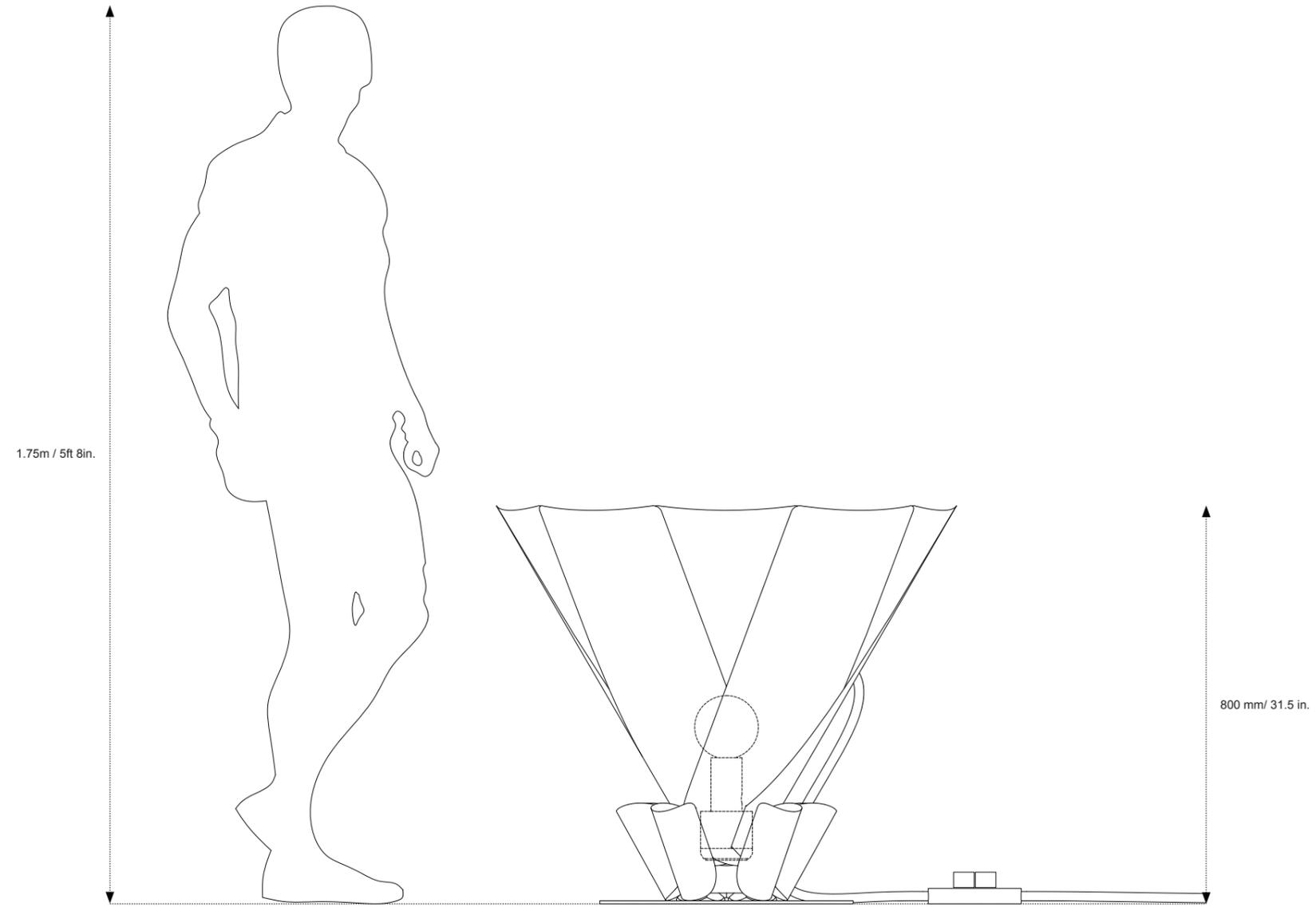


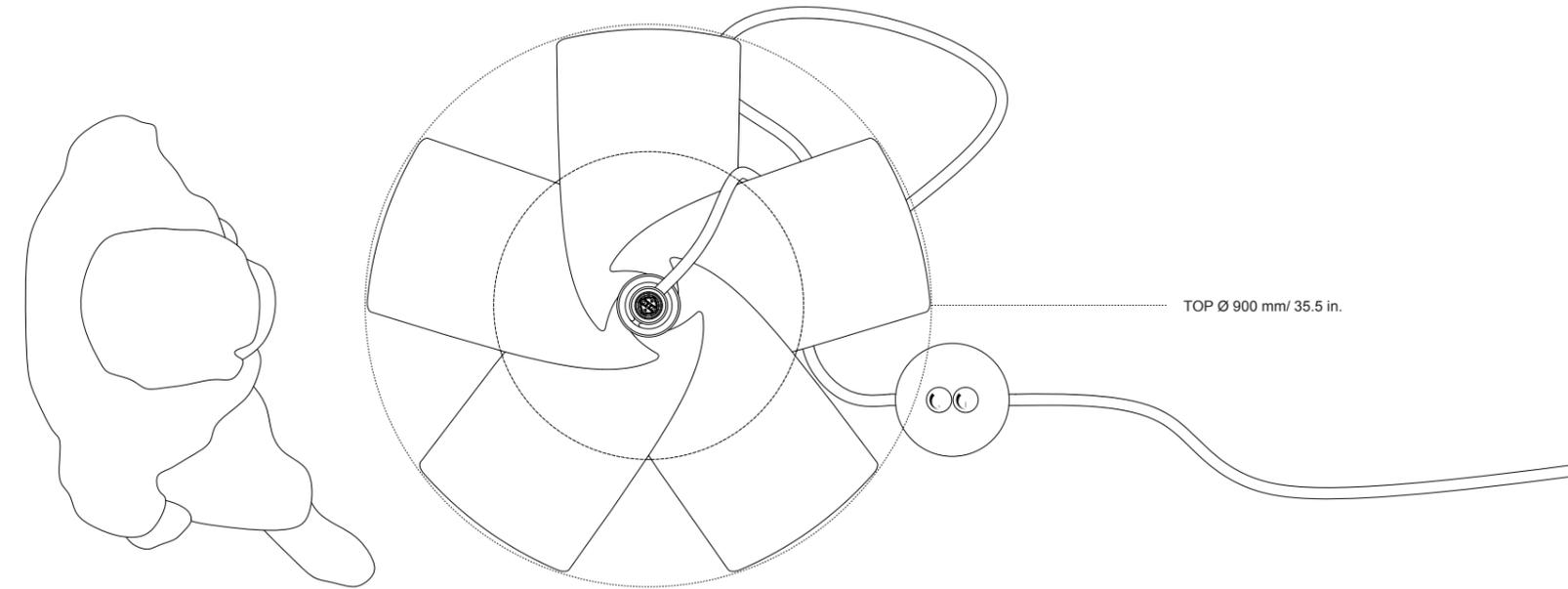




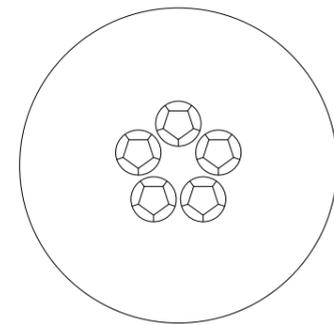




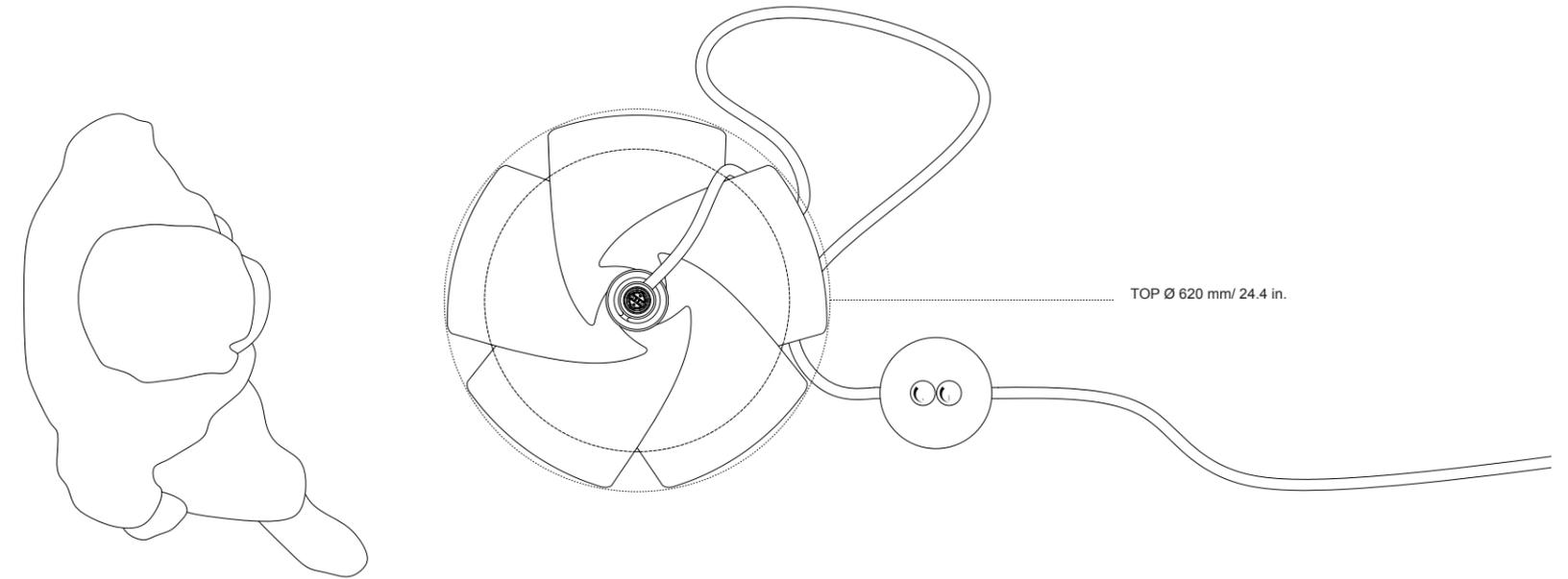




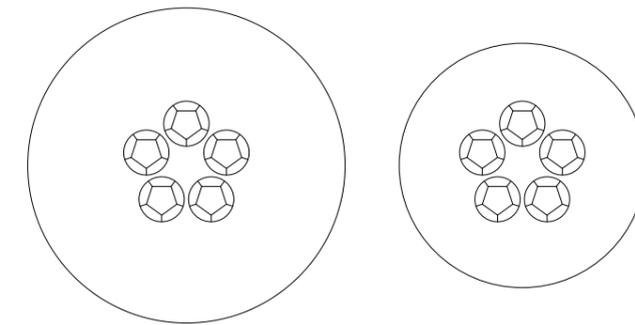
TOP Ø 900 mm/ 35.5 in.



ANTIPEDESTALS Ø 490 mm/ 19.3 in.

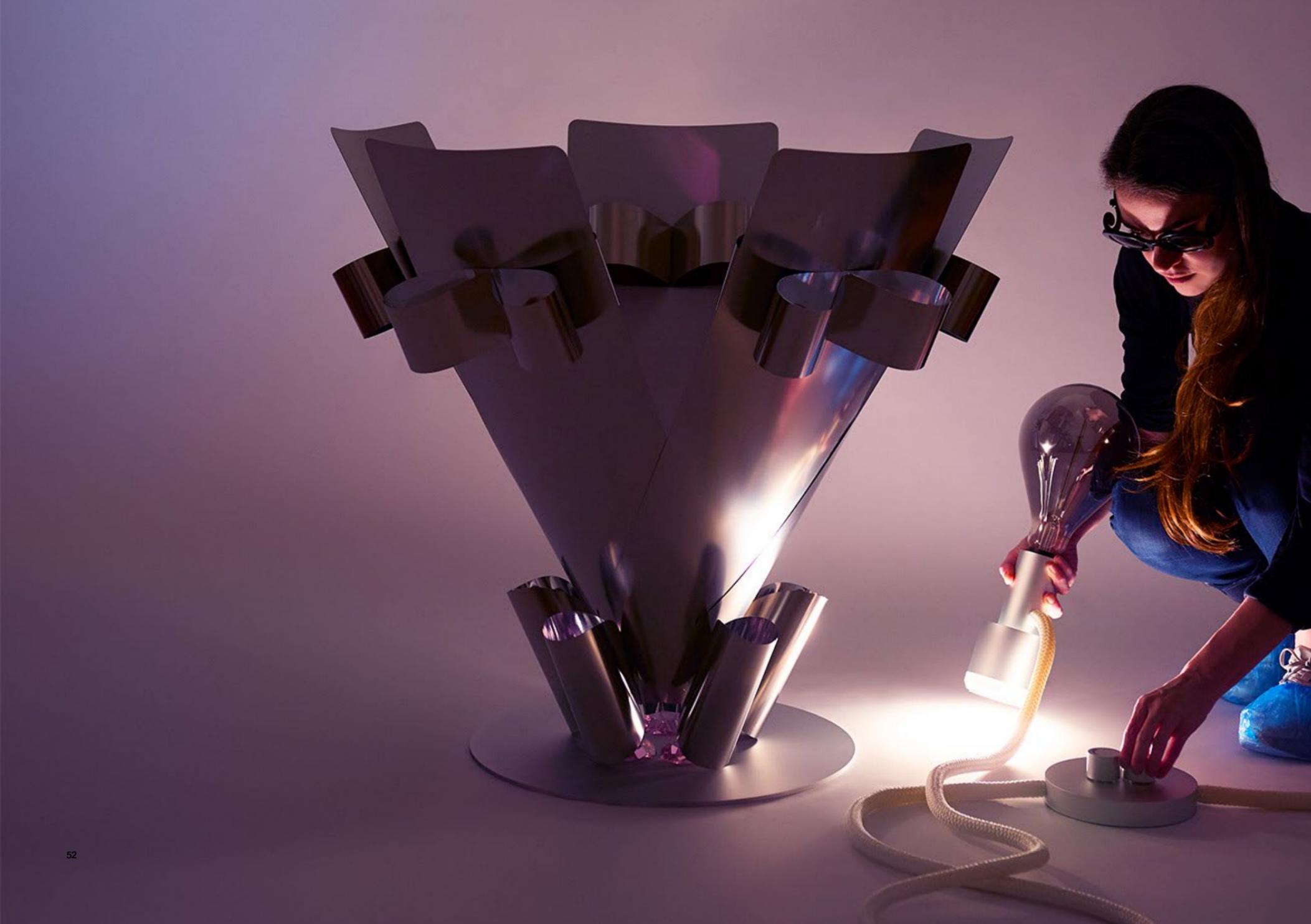


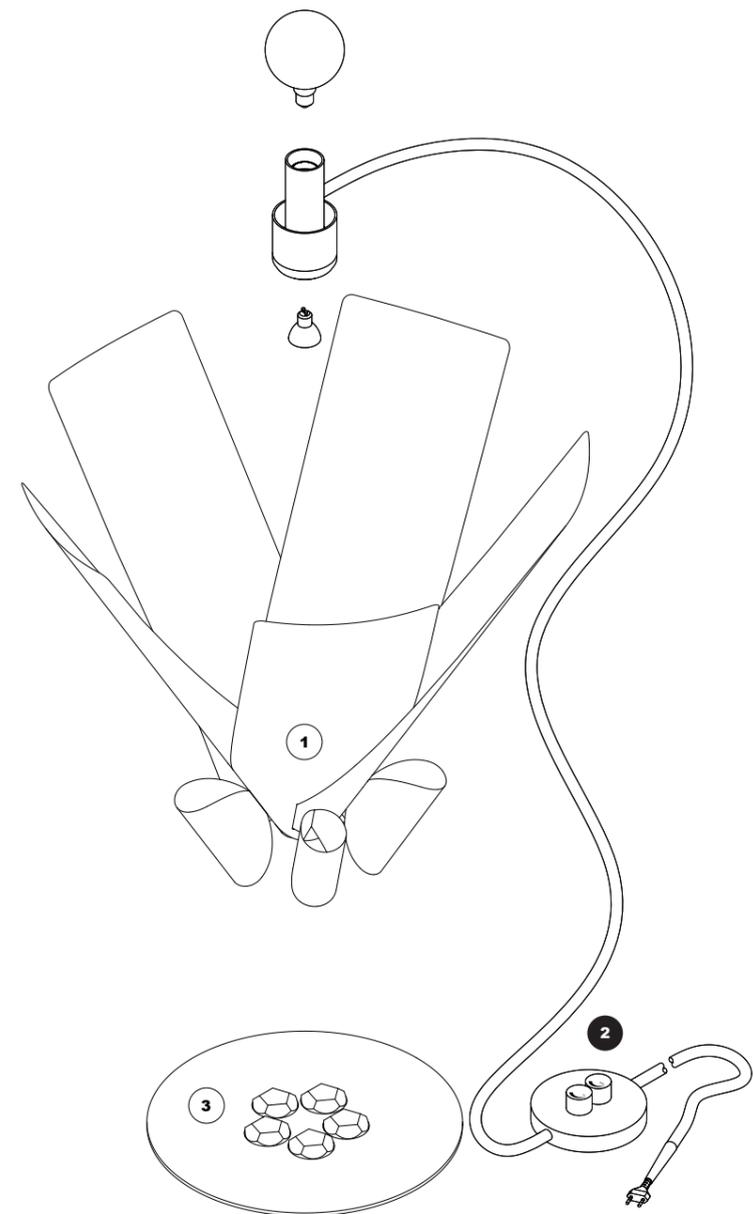
TOP Ø 620 mm/ 24.4 in.



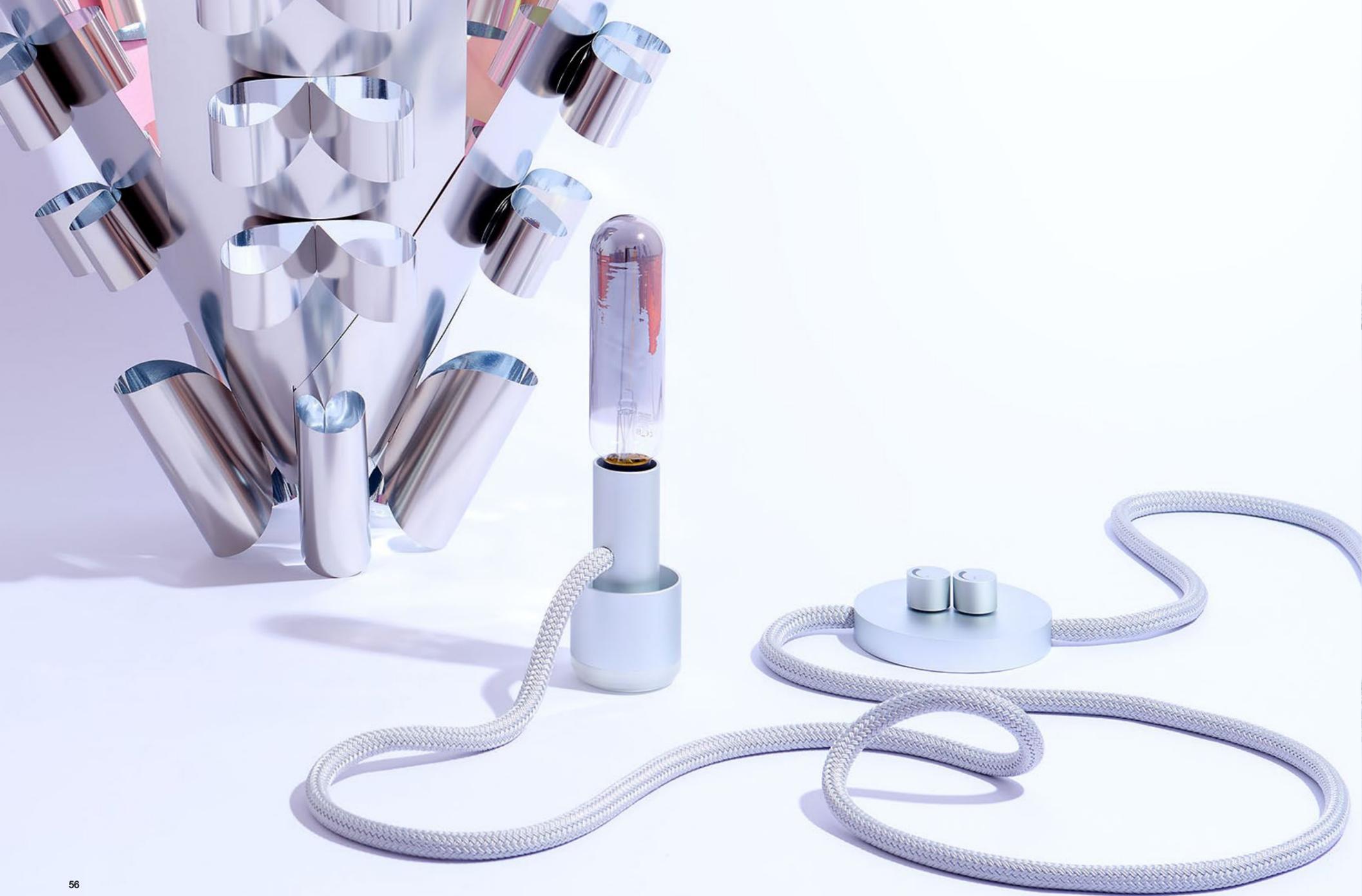
ANTIPEDESTALS Ø 490 mm/ 19.3 in. & Ø 380 mm/ 14.9 in.







2
LAMPING SET





LIGHTCORE
 Ø x H: 100 x 200 mm / 4 x 8 in.
 CNC-milled aluminium (satin finish, clear-anodized) + silicone gel ring.

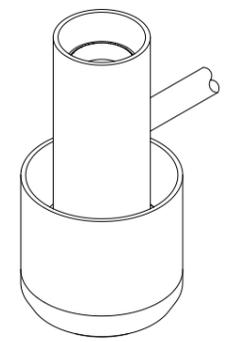
LAMPING
 Top fitting E27: dimmable LED bulbs 220-240V AC, 50Hz, max 10W.
 Bottom fitting GU10: dimmable LED bulbs, best with 120° beam angle, 220-240V AC, 50Hz, max 10W.
 Best with bulbs of high lumen counts - 500lm or higher.
 Intended for generic LED dimmable bulbs only. Lamp does not operate with smart LED bulbs.
 Do not use halogen & incandescent bulbs!

ANCHOR
 Ø x H: 180 x 60 mm / 7 x 1.2 in.
 CNC-milled aluminium (satin finish, clear-anodized) with silk-screened markings on knobs.
 Silicone anti-slip feet.
 Independent dimming/ ON-OFF switching for top & bottom bulbs.
 Trailing edge dimmers 220-240V AC, 50Hz, 3-100 W.

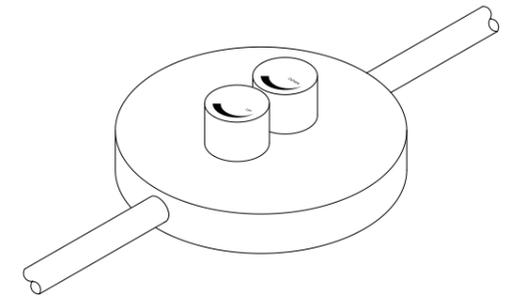
ROPE/ CABLING
 Ø x L: 18 x 6000 mm / 0.8 x 240 in.
 Premium polyester double-braided dockline sheath.
 Colors available: white & silver.
 220 - 240 V AC. CEE 7/16 EU plug.

CUSTOMIZATION
 Rope lengths can vary for special projects.
 Ropes can be dyed in custom colors on request.
 All regional standard plugs are available.
 While the lamping accessories are standardly made in aluminium, our production capability also allows for custom orders in brass and bronze.

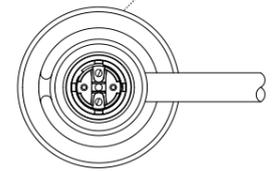
LIGHTCORE



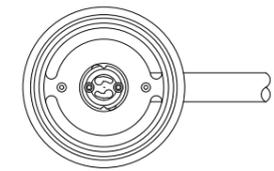
ANCHOR (SWITCH BOX)



Ø 100 mm / 4 in.

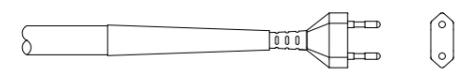
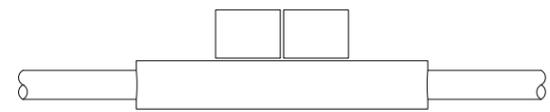
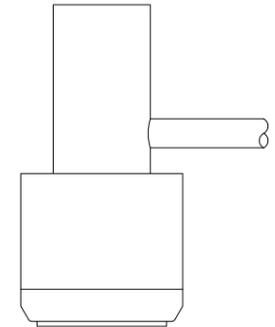
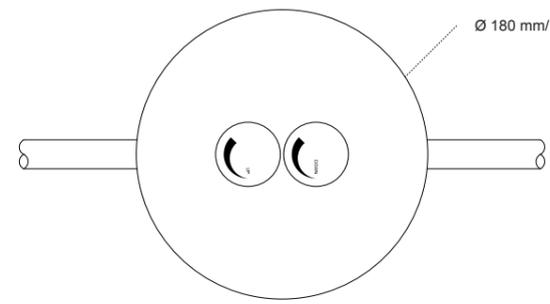


TOP FITTING E27



BOTTOM FITTING GU10

Ø 180 mm / 7 in.



220 - 240V AC 50Hz CEE 7/16 EU PLUG





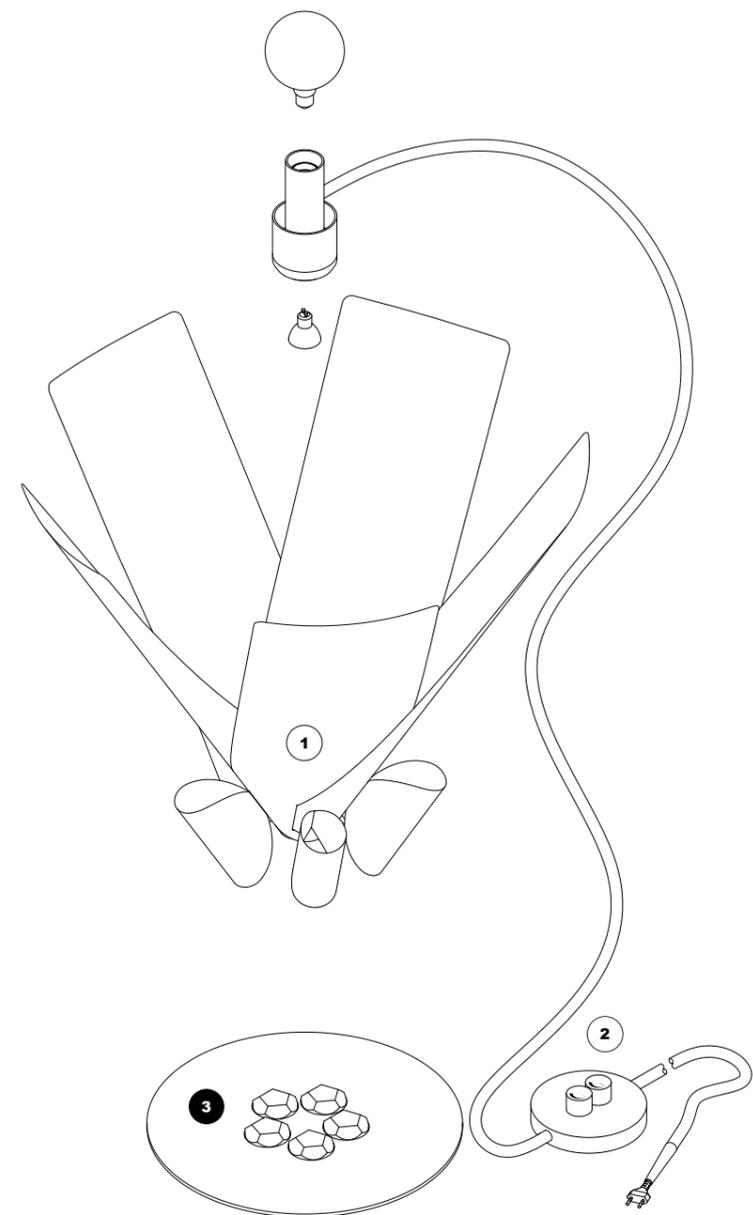






Multiple crystal colors available on request. Ropes can have customized lengths and can be custom-dyed for special projects.





3
PAVÉ ANTIPEDESTALS





AP05

Ø x H: 490 mm/ 19.3 in. x 6 mm/ 1/4 in.

AP05S

Ø x H: Ø 380 mm/ 14.9 in. x 6 mm/ 1/4 in.

FABRICATION & EXTRA FEATURES

CNC-milled aluminium (satin finish, clear-anodized)
+

Pink or purple crystal pavé reflectors.

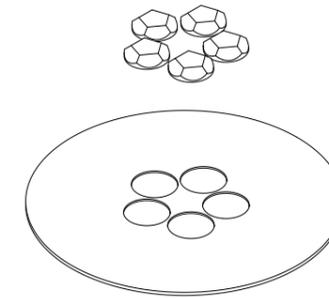
Lead-free crystal glass, hand-cut and polished. Multiple colors and color combinations available.

CUSTOMIZATION

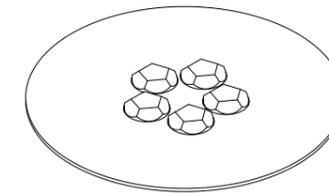
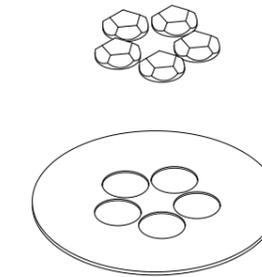
Custom sizes on request.

Crystal pavé reflectors can be made in multiple colors on request. Options include transparent, opaque, or milky crystal glass.
The plate can also be milled in brass or bronze for special projects.

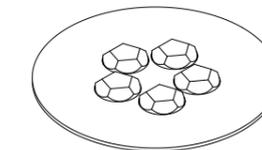
AP05



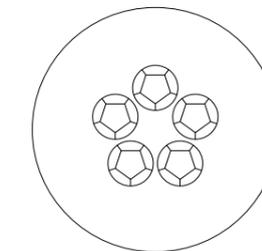
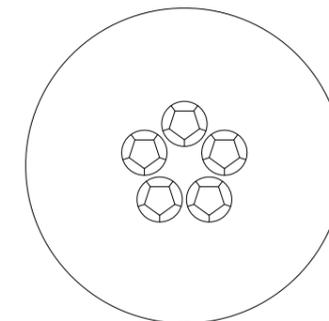
AP05S



Ø 490 mm/ 19.3 in.

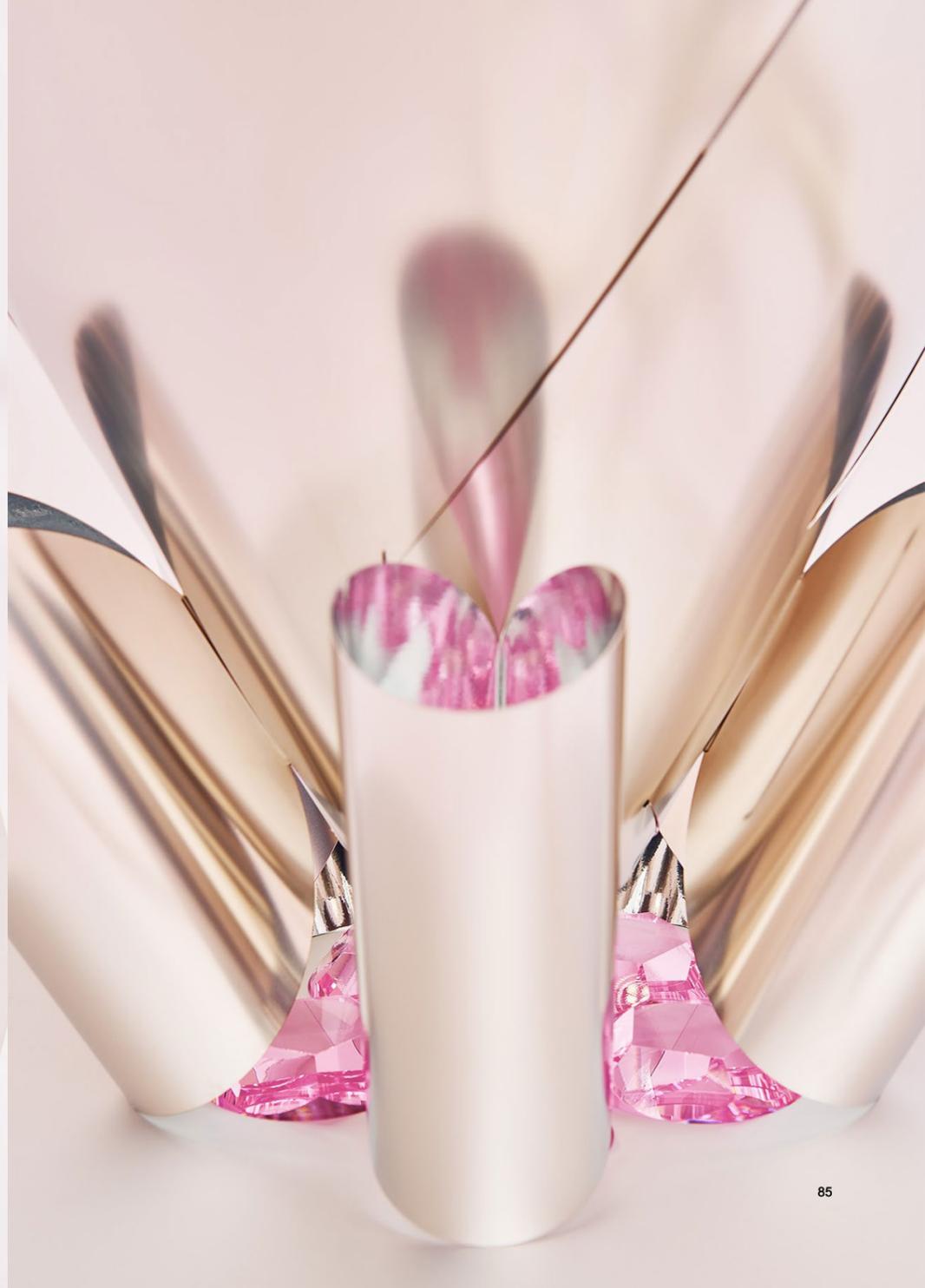


Ø 380 mm/ 14.9 in.

















ABOUT
CULTURAxRMM
&
THE AUTHOR

Architect Roza Matveeva founded CULTURAxRMM in 2019 to produce *The INTROVERTS Suite*, based on a series of ultra-thin steel band sculptures she developed as a side project during her career in architecture. The company was established to turn this body of conceptual work into a collection of functional luminaires without compromising the abstract character of the original structures.

An effort in the name of effortless beauty, CULTURAxRMM is dedicated to conceptual clarity, meticulous prototyping, and superb fabrication. The company motto – *YOU CAN BE UNAPOLOGETIC WHEN YOU ARE PRECISE* – spells out an aesthetic pursuit unrestrained by style and derived from methodical invention.

Love for the lyricism and rigor of making, attention to detail across scales, and analytical management define Roza as a designer. She is fascinated with industry and technology as much as she believes designers must never cease to confront material by shaping it with their hands.

Between 2011 and 2020 Roza was an architect at OMA (formerly Office for Metropolitan Architecture) in Rotterdam, the Netherlands, where she led a multitude of projects worldwide across a variety of programmatic types and phases of design. She was a project leader and the concept architect of the Norra Tornen luxury towers in Stockholm, Sweden, which won the International High-Rise Award in 2020.

Prior to her time at OMA, Roza worked at BIG (Bjarke Ingels Group) in Copenhagen, Denmark, and at 2x4 Inc. with OMA/ Rem Koolhaas on, among other projects, the graphic design identity, signage, and orientation strategy for the CCTV and TVCC buildings in Beijing, China.

Roza holds a BARCH degree from Cornell University, Ithaca, NY, USA.

CULTURAxRMM is based in Rotterdam, The Netherlands, and Milan, Italy.



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YOU CAN BE UNAPOLOGETIC WHEN YOU ARE PRECISE

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