

lzf

A COLLECTION OF
**TELLING
TALES**

ILLUMINATED STORIES BY LZF





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TELLING TALES

Illuminated stories by LZF



reddot award 2016
communication design



Chicago, 2016

*Lzf presents
the world premier
of the 2016 collection.*

*Illuminated stories
of love, solitude and passion.
Three tales: three volumes,
one voice, her voice.*

*Telling Tales
Images and words
in an attractive
indispensable edition.*

FOREWORD

My name... Well, it doesn't really matter what my name is. I have the same name as so many other people. I also like what so many other people like: ice cream, shiny shoes, warm weather, being silent for long periods of time, and watching people.

I often watch people without them noticing. I don't want to bother them. In fact, I've developed complex techniques for passing unnoticed while I watch, which I can't reveal to you because if I did they would be useless.

As a matter of fact, I don't watch as much as I see: I mean, I see into peoples' lives. You can't watch the past or the future because they're not there in front of you, but you can see into them. The same sort of thing happens with thoughts and other things that can also be seen.

I don't know if I already mentioned this but I also like secrets, the light you get in movie houses, my city, long avenues like the one I live on, falling in love, and having birthdays, just like anybody else.

I love to write, and when I do, I write at night.

TELLING TALES
Illuminated stories by LZF

01

Julie & Nelson

Grassa Toro



lzf



l'zf

Illustrations by Riki Blanco



*JULIE &
NELSON*

Julie never gets back home before six in the morning. She lives alone. I perceive that she's tired as she has been driving all night. Julie doesn't want to make any noises that might wake up Nelson. She lives alone, with Nelson. She gets undressed in silence.



Nelson's armchair is empty. Nelson's not home. He is never home when Julie gets in. Just for once she would love to find him there waiting for her, even if he was asleep.

Once again, Julie doesn't want to sleep in her bed, instead, she sleeps in the living room while dreaming of blue birds. All women who sleep with one leg uncovered dream of blue birds; I read it in a book called Animal Life.

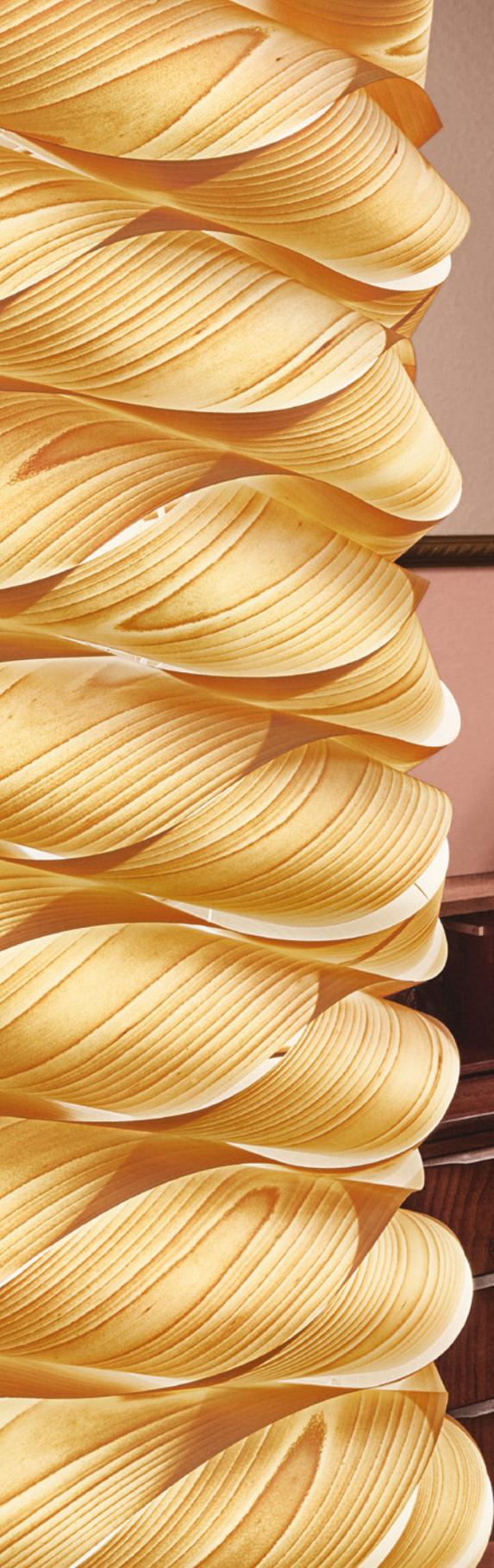






Soon she'll wake up. She'll go back to her room and she'll make a call, and Nelson will pick up from somewhere in the city. She'll ask him to come home and she'll get dressed as if she were going out again. I'm sure Julie and Nelson must be siblings, because I've never seen them kiss on the lips.











Nelson will get home and he won't kiss her today, either. He'll caress her hair, that's all. Julie will read off the list of her passengers from the cab last night, including the two lovers she drove to a nearby hotel, and who wouldn't stop kissing. Nelson won't answer; he never does. The radio broadcaster will remind them that it rained all night and will announce the President's agenda for today, Thursday.



TELLING TALES
Illuminated stories by LZJ

02

Lana & John

Grassa Toro



lzf



l'zf

Illustrations by Riki Blanco



*LANA &
JOHN*



Lana hardly ever leaves her apartment. She likes to get up early and open the window while the silence is still outside. She lives on the other side of the avenue, on the seventh floor, just like me. Every day she sings softly. Her songs are sentimental and I have come to know them by heart. I think she is in love. Women always sing when they are in love, and some of them even forget to turn off their bedside light.





Around noon, she goes into a different room to take her cello lesson. I can't see her teacher but I can hear him: he has a voice that sounds like a soft summer. Lana's teacher is Russian, as so many cello teachers are. The serendipitous notes from her cello blend in with the sound of the cars driving down the avenue at that time of the day. I use moments like these to organize my brother's book keeping (he has an ice making business with home delivery).





*Today is too hot and Lana draws the curtains.
She's gone. I mean, I can't see her anymore,
but I can still imagine her, slowly tracing each
decision she makes. She says goodbye to her
teacher with a kiss on the cheek, she turns
the fan on... Someone calls at the door.
She takes her time to respond. It's my brother
who has come to deliver an order of ice.
Together, they walk across the dining room;
a few drops of water fall to the rug. I call her Lana
because that's what I'd like to be called when
I get to her age.*







As the sun sets, Lana opens the curtains again, hoping that the breeze will blow in from the harbour. John has just arrived home. He came in without knocking and I imagine he must be her husband, because he asks her, as he does every day, for a glass of scotch with lots of ice. There will be no fire in the hearth until winter. John doesn't realise that Lana is in love. Lana loves slicing lemons and listening to that sour sound which is so different from the sound of her cello.



TELLING TALES
Illuminated stories by LZJ

03

Ava & Silver

Grassa Toro



lzf



l'zf

Illustrations by Riki Blanco



*AVA &
SILVER*

He always arrives at Dr. Stanford's clinic late in the afternoon. He goes once a month. He is very elegant. Today he has to wait, the doctor is still with a child; the winter has colds running rife among the school children. Her clinic is a paediatric one. I'm positive he's bumped into Mrs. Andersen and her children in the waiting room.



The Anderson kids are always sick and are at the clinic every month, I think they fake it, in reality, what they want, is to spend an afternoon in Dr. Stanford's play room. Children these days are very smart, they even know how to lie. I never learnt how to, I only know how to imagine, which is different.







Mrs. Anderson leaves the building holding her daughter by the hand, which means he is already entering into Dr. Stanford's office. I think he's French, all men that carry a suitcase and wear a hat are french, or bachelors, or maybe even both. He greets her by her name, Ava, and she tells him how much she's missed him.







*Silver is a couturier. Dr. Stanford doesn't have time to go shopping, I hardly ever see her go out; she's too busy looking after our kids, well I mean, other people's kids, I still don't have any. Silver will unpack one of his new creations that he has brought for Ava to try on, they are stunning.
I wonder when Dr. Stanford actually wears all these clothes?*







It has started to snow. Ava will tell Silver that he can't possibly leave now, not with this cold. They'll spend the night together. He will tell her about all the cities he's been to and she'll ask him lots of questions, like, if he likes to dance, or if he also makes clothes for men, or why he never gets sick? The reason Ava asks him so many questions, is because she doesn't dare ask him the one question she has been wanting to ask him for a very long time.





*LZF
LAMPS*

THE CASTING

Asterisco / Pg. 40 - 66

Air / Pg. 30 - 46

Carambola / Pg. 24

Cervantes / Pg. 20 - 22 - 74

Cuad / Pg. 68

Dandelion / Pg. 44 - 50

Elephant / Pg. 64

Escape / Pg. 42

I-Club / Pg. 18

Link Chain / Pg. 26

New Wave / Pg. 28

Piknik / Pg. 62

Spiro / Pg. 60

Swirl / Pg. 48 - 70

X-Club / Pg. 72

ASTERISCO /

by Cuatro Cuatros



LZF / 40 / 66

INFO

ASTM Table

CE Class II



COMPONENTS

Base

W - Matt White Enamel

AL - Satin Aluminum

Stem Natural Oak

Cord and plug with on/off switch

Red cloth cord 132 cm / 52"

RECOMMENDED BULBS (x1)

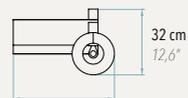
230V - E14 LED (WORLD)

120V - E12 Candelabra Base CFL or LED (USA & CANADA)

WOOD SHADE COLORS



20 21 22 24 25 26 28 29 30 31 32



50 cm
19,7"

AIR /

by Ray Power



LZF / 46

INFO

AIR A Wall
CE Class I

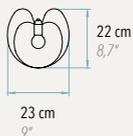
COMPONENTS

Back plate Chrome

RECOMMENDED BULBS (x1)

230V - E14 LED (WORLD)
120V - E12 Candelabra Base CFL or LED (USA & CANADA)
120V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



AIR /

by Ray Power



LZF / 30

INFO

AIR MG Table
CE Class II

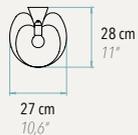
COMPONENTS

Base Chrome
Cord and plug with on/off switch Transparent 145 cm / 57"

RECOMMENDED BULBS (x1)

230V - E14 LED (WORLD)
120V - E12 Candelabra Base CFL or LED (USA & CANADA)
120V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



CARAMBOLA /

by Oskar Cerezo



LZF / 24

INFO

CAR SP LED Small Suspension

CE Class I



COMPONENTS

Metal driver canopy Brushed Nickel \varnothing 14 cm - disc \varnothing 20 cm / \varnothing 5,5 - disc \varnothing 7,9"

Electrical cable Transparent 2 m / 8 ft drop

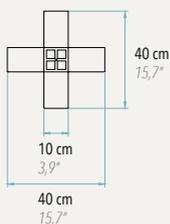
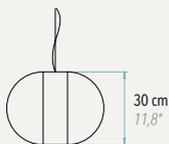
Steel cable 2 m / 8 ft drop

Diffuser Matt satin acrylic

LED (Integrated)

120V - 277V - LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS



CARAMBOLA /

by Oskar Cerezo



LZF / 24

INFO

CAR M Table

CE Class II



COMPONENTS

Base Brushed Nickel

Cord and plug with on/off (WORLD - USA & CANADA)

or dimming switch (WORLD) Transparent 125 cm / 57"

Diffuser Matt satin acrylic

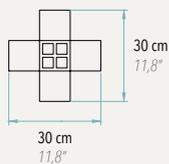
RECOMMENDED BULBS (x1)

230V - E27 CFL or LED (WORLD)

120V - E26 Medium Base CFL or LED (USA & CANADA)

120V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



CERVANTES /

by Burkhard Dämmer



LZF / 20 / 22

INFO

CERV S LED Suspension

CE Class I



COMPONENTS

Metal driver canopy ø 14 cm - disc ø 20 cm / ø 5,5" - disc ø 7,9"

Electrical cable Transparent 2 m / 8 ft drop

Steel cable 3 x 2 m / 8 ft drop

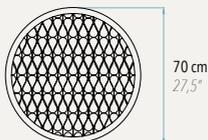
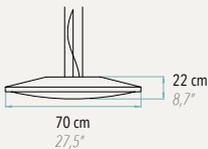
Diffuser Matt satin acrylic

Canopy finish Canopies will come in the same finish as the selected finish for the metal exterior of the lamp.

LED (Integrated)

120V - 277V - LED String (WORLD - USA & CANADA)

WOOD SHADE COLORS & METAL OUTER



CERVANTES /

by Burkhard Dämmer



LZF / 74

INFO

CERVA LED Wall

CE Class I



COMPONENTS

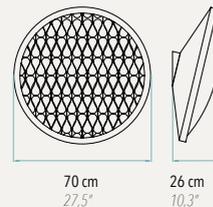
Diffuser Matt satin acrylic

Back plate White or Black

LED (Integrated)

120V - 277V - LED String (WORLD - USA & CANADA)

WOOD SHADE COLORS & METAL OUTER



CUAD /

by Burkhard Dämmer



LZF / 68

INFO

CUAD SM LED Medium Suspension

CE Class I
e(U)ex

COMPONENTS

Metal driver canopy Brushed Nickel 50 x 11,5 x 5 cm / 20 x 4,8 x 2"

Electrical cable Transparent 2 m / 8 ft drop

Steel cable 4 x 2 m / 8 ft drop

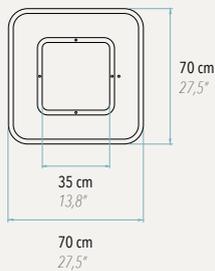
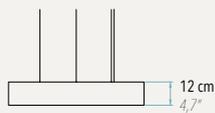
Top diffuser Black or White

Bottom diffuser Matt satin acrylic

LED (Integrated)

120V - 277V - LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS



DANDELION/

by Burkhard Dämmer



LZF / 44 / 50

INFO

DDLN S LED Suspension

CE Class I
e(U)ex

COMPONENTS

Metal canopy Brushed Nickel ø 28 cm / ø 11"

Electrical cable Transparent 2 m / 8 ft drop

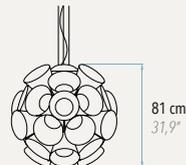
Steel cable 3 x 2 m / 8 ft drop

Diffuser Matt satin acrylic

LED (Integrated)

120V - 277V - LED COB (WORLD - USA & CANADA)

WOOD SHADE COLORS



ELEPHANT /

by Isidro Ferrer



LZF / 64

INFO

ELE LS LED Life Size

CE Class III

COMPONENTS

Wood Oak & Birch

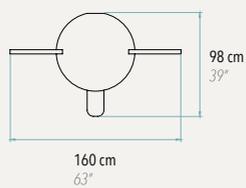
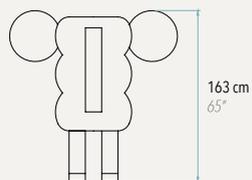
LED (Integrated)

LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS



22



ESCAPE /

by Ray Power



LZF / 42

INFO

SC SP Small Suspension

CE Class I



COMPONENTS

Metal Tripod White Satin Enamel

Metal canopy Brushed Nickel

ø10 cm - disc ø 14 cm / ø 3,9" - disc ø 5,5" (WORLD - USA & CANADA)

Electrical cable Transparent 2 m / 8 ft drop (WORLD - USA & CANADA)

Steel cable ø 1/8" drop (USA & CANADA)

RECOMMENDED BULBS (x1)

230V - E27 CFL or LED (WORLD)

120V - E26 Medium Base CFL or LED (USA & CANADA)

120V - GU24 CFL or LED (USA & CANADA)

277V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



I-CLUB /

by Burkhard Dämmer



LZF / 18

INFO

IM LED Table

CE Class III



COMPONENTS

Base Brushed Nickel

Cord and plug power supply 24V with on/off

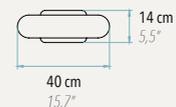
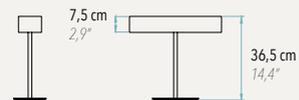
Black 145 cm / 55" (WORLD - USA & CANADA)

Bottom & Upper Diffuser Matt satin acrylic

LED (Integrated)

LED Strip (WORLD - USA & CANADA)

WOOD SHADE COLORS



LINK CHAIN /

by Ray Power & Mariví Calvo



LZF / 26

INFO

LK4 S Suspension

CE Class I



COMPONENTS

Metal Tripod White Satin Enamel

Metal canopy Brushed Nickel ø 14 cm - disc ø 20 cm / ø 5,5" - disc ø 7,9"

Electrical cable Transparent 2 m / 8 ft drop

Steel cable 3 x 2 m / 8 ft drop

RECOMMENDED BULBS (x4)

230V - E27 CFL or LED (WORLD)

120V - E26 Medium Base CFL or LED (USA & CANADA)

120V - GU24 CFL or LED (USA & CANADA)

277V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



69 cm
27,1"

NEW WAVE /

by Ray Power



LZF / 28

INFO

NWAV S Suspension

CE Class I



COMPONENTS

Metal Tripod White Satin Enamel

Metal canopy Brushed Nickel ø 10 cm - disc ø 14 cm

ø 3,9" - disc ø 5,5" (Bulbs version)

Metal canopy Brushed Nickel 50 x 11,5 x 5 cm / 20 x 4,6 x 2" (LED version)

Electrical cable Transparent 2 m / 8 ft drop

Steel cable 4 x 2 m / 8 ft drop

RECOMMENDED BULBS (x2) or LED (Integrated)

230V - E27 CFL or LED (WORLD)

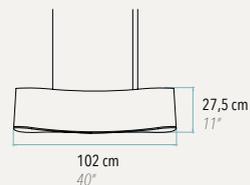
120V - E26 Medium Base CFL or LED (USA & CANADA)

120V - GU24 CFL or LED (USA & CANADA)

277V - GU24 CFL or LED (USA & CANADA)

120V - 277V - LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS



PIKNIK /

by Macalula



LZF / 62
INFO

PKNK M LED Table
CE Class III

COMPONENTS

Base & Handle Metallic
BK - Black Laquered
BN - Black Nickel
Diffusor Matt satin acrylic
Rechargeable battery 15 hours autonomy
USB Power adapter & Cable Included
USB 5v Out Port for smart phone

LED (Integrated)

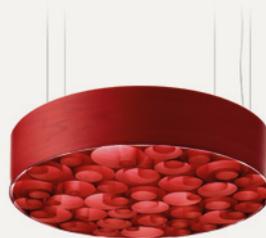
LED SMD LED (WORLD - USA & CANADA)

WOOD SHADE COLORS



SPIRO /

by Remedios Simón



LZF / 60
INFO

SPRO SM LED Medium Suspension
CE Class I

COMPONENTS

Metal driver canopy Brushed Nickel ϕ 23 cm / ϕ 9"
Electrical cable Transparent 2 m / 8 ft drop
Steel cable 4 x 2 m / 8 ft drop
Top diffusor Black or White
Bottom diffusor Transparent acrylic

LED (Integrated)

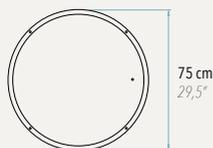
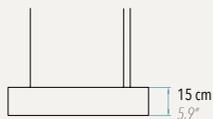
120V - 277V - LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS

Spirals colors & Wood Outer shell *or*



Spirals colors & Black or White Exterior



SWIRL /

by Ray Power



LZF / 48 / 70

INFO

SWIRL SG Large Suspension

CE Class I



COMPONENTS

Metal Tripod Chrome

Metal canopy Brushed Nickel ø 10 cm - disc ø 14 cm / ø 3,9" - disc ø 5,5"

Electrical cable Transparent 2 m / 8 ft drop

Steel cable 2 m / 8 ft drop

RECOMMENDED BULBS (x1)

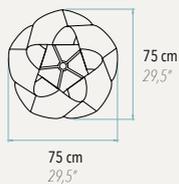
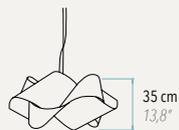
230V - E27 CFL or LED (WORLD)

120V - E26 CFL or LED (USA & CANADA)

120V - GU24 CFL or LED (USA & CANADA)

277V - GU24 CFL or LED (USA & CANADA)

WOOD SHADE COLORS



X-CLUB /

by Burkhard Dämmer



LZF / 72

INFO

X A LED Wall, Ceiling

CE Class I



COMPONENTS

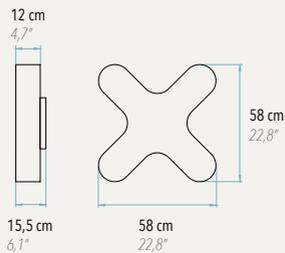
Frontal diffuser Matt satin acrylic

Back plate Chrome

LED (Integrated)

120V - 277V - LED Linear Module (WORLD - USA & CANADA)

WOOD SHADE COLORS



LZF
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LZF
LAMPS

presents a collection of
TELLING TALES

01 JULIE & NELSON

02 LANA & JOHN

03 AVA & SILVER



lzf

Wood touched by Light