

IKI Design presents

LUCE DEL PRESEPE

A lamp, a music box, and a presepe - united in one object.





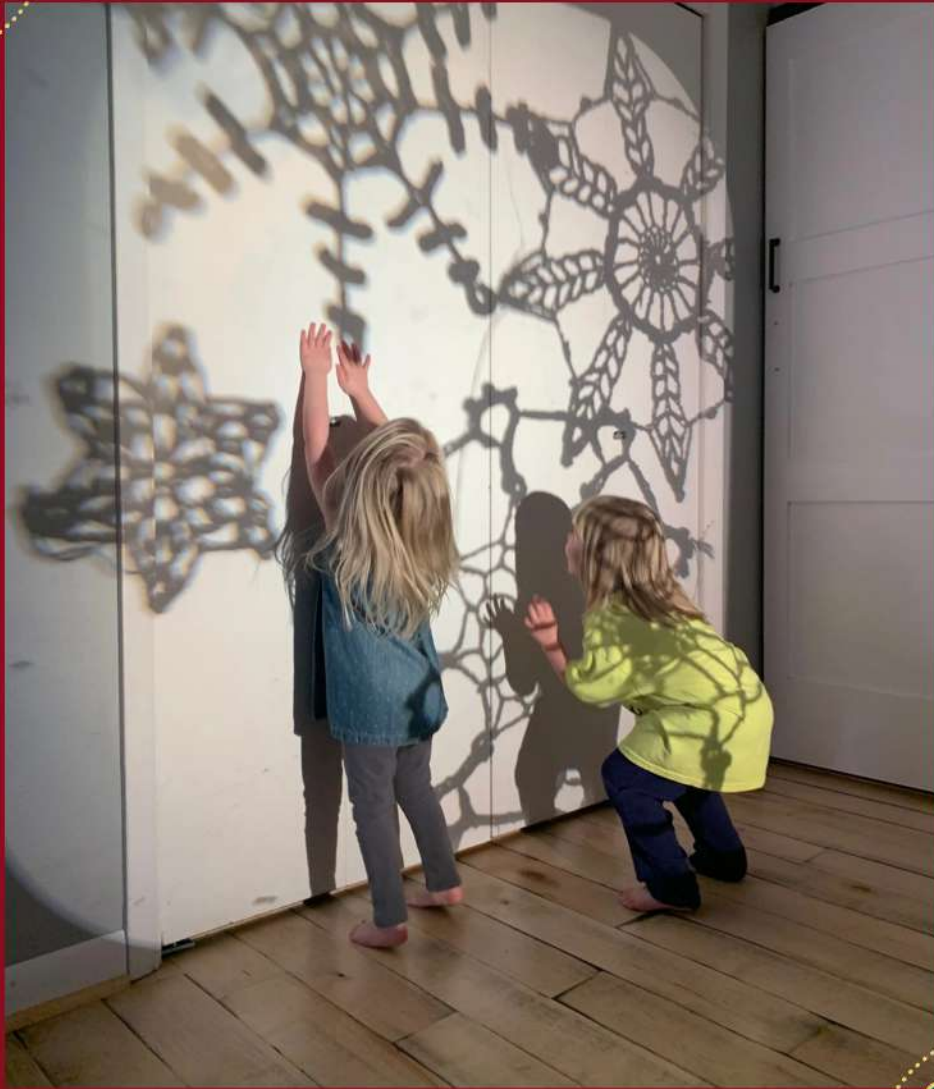
INTRODUCTION

- A project born from the desire to keep Christmas traditions alive.
 - Reimagines the Neapolitan presepe through light, movement, and sound - with and emotional object that reconnects generations, focusing more on the experience created by it rather than the object in itself.
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CULTURAL BACKGROUND



- In Naples, the presepe was once a family ritual.
- Each figure had meaning; each gesture told a story.
- Today, traditions fade amid quick, ready-made decorations.
- How can design revive this shared moment?



CORE CONCEPT

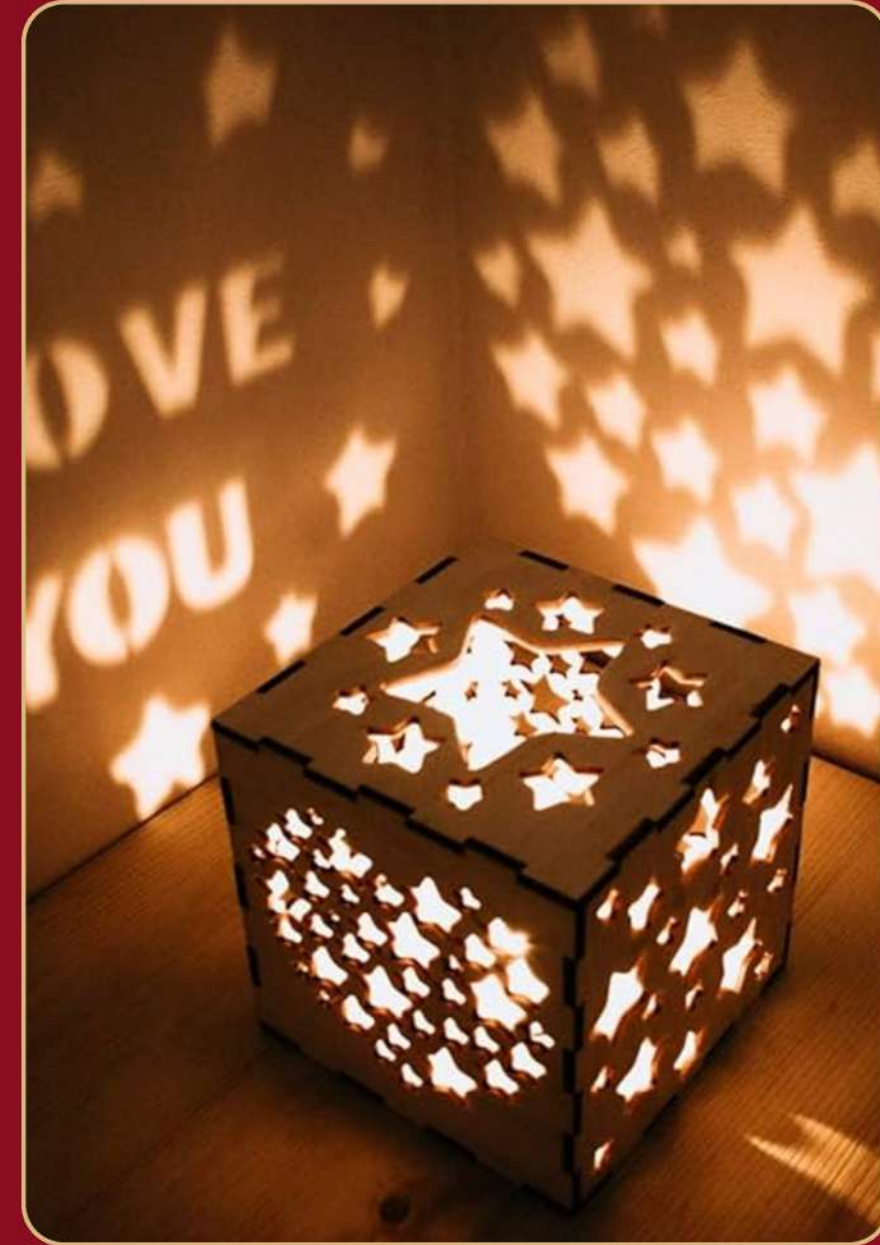
- Light + motion + sound as storytelling tools.
- A contemporary reinterpretation of a historic tradition, turning memory into a sensory experience.

THE OBJECT

- Central soft-glowing light bulb → symbol of birth and connection
- Rotating nativity scene around the light, with modular pieces of people and objects that can be moved while the story is being told.
- Music box melody accompanying the movement.
- Silhouettes projected onto walls → expanding the presepe into the entire room.



VISUAL REFERENCES



youtube.com/watch?v=oie4hrVGp5l&t=12s

LUCE DEL PRESEPE



MOCKUPS MADE WITH AI



start



with more elements as the
story's being told



with enclosure* after use

bought separetly*



THE EXPERIENCE

- Creates a calm, reflective atmosphere.
- Invites storytelling between generations, with a song playing and the elderly telling stories with the use of the presepe elements.
- Transforms a tabletop tradition into an immersive environment.

DESIGN ELEMENTS

Feature	Description	Rationale (from Presentation & Sketch)
Overall Form	A tall, clear cylindrical enclosure (like a glass or transparent resin dome/lantern) sitting on a substantial, opaque base. This evokes the feel of a music box or a protected display.	Matches the visual style of the sketch and clearly defines the internal space for the <i>presepe</i> .
The Base & Music Box	The opaque base houses the mechanical/digital music box and the motor for the rotation. It features a simple power/activation button/switch, as shown in the sketch.	Ensures simple, intuitive interaction and is easy to handle and activate ¹ .
The Lamp (Luce)	A central, prominent light bulb (soft-glowing, warm LED) is fixed in the middle of the rotating platform, just as pictured. This bulb is the symbol of birth and connection ² .	The light is a core storytelling tool and is the main visual element shown in the center of the sketch.
The Presepe Stage (Motion)	A circular platform surrounds the central light bulb. This platform rotates slowly, carrying the family's 3D figures that they place on it. The figures are seen moving around the light.	The motion is central to reimagining the Neapolitan <i>presepe</i>
Shadow Projection	The light casts the figures' silhouettes onto the inner surface of the clear cylinder and, faintly, onto the surrounding room, matching the shadow/projection lines suggested in the sketch.	The light, motion, and sound turn memory into a sensory experience, transforming the tabletop tradition into an immersive environment.



TARGET AUDIENCE

- Elderly individuals wanting to reconnect with younger family members (70+)
- A poetic tool for sharing heritage and personal memories, strengthens bonds through shared rituals



DESIGN APPROACH

- Simple, intuitive interaction.
- Easy to handle and activate.
- Sustainable materials inspired by Neapolitan craftsmanship,
- Designed as an annual ritual, not just an object.

MATERIALS



Component	Material	Sustainability Rationale
Base and Rotating Stage	Sustainable Wood (e.g., FSC-certified or reclaimed local wood)	Aligns with the "handcrafted" aesthetic and the sustainable approach of Neapolitan artisans. Wood is durable and recyclable.
Enclosure	Recycled Glass (or durable, high-quality, recyclable resin)	Glass is a sustainable, natural material that can be recycled. It is durable and allows the figures to be viewed from all sides.
Mechanical/Music Box Components	Metal (Durable, high-quality mechanism)	Focuses on quality and durability to ensure the product is built to last for generations. Longevity is the cornerstone of sustainable decorations.
Light Source	LED Bulb (Soft-glowing, warm-toned)	Uses up to 90% less energy and has a longer lifespan than traditional bulbs, reducing waste.

BOX



- **Material (Outer Shell):** Sturdy, high-quality box is designed to be kept and reused annually for safely storing the "Luce del Presepe" after the Christmas season, reinforcing the concept of an annual ritual. Recycled, unbleached, thick cardboard or chipboard, perhaps with a subtly textured finish. This emphasizes the sustainable, natural material approach.
- **Material (Inner Inserts):** Custom-cut recycled paper pulp or biodegradable molded fiber inserts to securely cradle the base, glass cylinder, and central light bulb, preventing movement during transit. This avoids plastic foam (Styrofoam).



EMOTIONAL VALUE

- Nostalgia expressed through light and motion.
- Creates moments of togetherness and helps preserve cultural traditions in a contemporary format.
- Decoration object that also has a purpose and promotes interaction between generations.



CONCLUSION

- Luce del Presepe merges tradition, design, and emotion.
- A living ritual that brings families together and proof that stories shine brightest when shared.

A decorative border surrounds the central text. It features gold-colored lines with various patterns: repeating 'V' shapes, interlocking circles, and stylized teal leaves. The corners are adorned with more complex designs, including teardrop shapes and floral motifs. The entire border is set against a solid dark red background.

BY VINICIUS MANZONI, JULIA NERY, MARIO JANUASSE E
AMANDA REIS.