

NUMERO ZERO **PLH**

N° 04 - April 2023

_An entirely different kind of music

BELCANTO, a revolutionary micro sound-system



_An innovative emotional finish, **FADE**

_The new PLH **CONCEPT SHOWROOM** is born

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Trio of Aces

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**A REVOLUTIONARY
MICRO SOUND - SYSTEM**
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AN INNOVATIVE FINISH
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THE NEW HOME OF PLH

DEAR FRIENDS,

Numero Zero returns. A sui generis tabloid about company topics but with a wider, curios, never banal glance, also attentive to farther ones. Since the beginning we have worked to distinguish ourselves, to make our world unique, to give our products and communication extra quality, an inimitable taste to innovate and define new technical-aesthetic references in our field (and not only). In other words, to be always one step ahead.

For this edition, prepared in occasion of the 61 Salone del Mobile, *Numero Zero* will talk about two innovative projects by PLH that follow this direction. **Belcanto** and **Fade**.

The first one is a revolutionary miniaturized sound-system, that

integrates in a few cubic centimeters control devices and devices for music diffusion. An absolute novelty, something that nobody has ever thought of doing and that, I believe, will change the sensorial and emotional perception of an ambient. A challenging and complex journey that has thrilled us and that involves a collaboration with Outline, a company specialized in professional sound-systems from Brescia. The result has surprised us too. Our plates have become full-fledged *devices with sound*, one of a kind and capable of excellent sound quality.

Fade is instead a new finish that plays with the concept of chromatic gradient and reflection, transforming the plate in a sort of photographic filter, fit to mirror and color the wider environment in a progressive way; the fading color dissolves itself on a chromed mirroring surface. Our drive has been the desire to evoke, through the plate itself and its chromatic reflections, those sceneries, and situations that today we don't notice, but constitute an extraordinary emotional heritage. Forests, sea, sky, dawn, sunrise and the RGB palettes, cyan, magenta, green, pale blue, red, yellow...

Last but not least the third news: the **new PLH showroom** in the worldwide design leader district Zona Tortona. It will be, it is already, our second home, a living room in which we will showcase our collections, but also a space for exhibitions and events to make it alive all year round. We are waiting for you!

Enrico Corelli, Ceo of PLH

BELOW: Enrico Corelli on the building site of the PLH showroom in Via Voghera 4a in Milan.



_AN ENTIRELY DIFFERENT KIND OF MUSIC

PLH PRESENTS **BELCANTO**,
A NEW MINIATURIZED
SOUND-SYSTEM INTEGRABLE
TO **CONTROL PLATES**.
IN WALL OR STAND ALONE,
ONLY ONE BUTTON
ACTIVATES LIGHT, **SOUND**
AND OTHER FUNCTIONS.

ON THE RIGHT: a version of the *Mono* control plate
integrated to the *Belcanto* sound system: the circular
grid is positioned as a speaker protection.



“Belcanto was born from the idea of having commands for light and music in one device”.

Enrico Corelli, Ceo of PLH

FOR ENRICO CORELLI, owner of PLH, the strength of a company lays in the will and capacity to reinvent itself, give itself new objectives, broaden its horizons, exploring also alternative territories, farther from its mission. For example, the five senses, the physiological functions through which we interact with nature and the surrounding society. Their importance in defining human existence has already been sensed by Dante Alighieri in 1304 in the ‘Convivio’, when he writes: “the majority of human beings live by sensibility and not sense, as children”.

“I don’t know how much the memory of Dante has to do with this but”, Corelli says, “for sure it’s a topic that fascinates me, maybe unconsciously, each time I face a project, it surfaces in my mind and affects solutions. On the other hand, the electric control plate immediately stimulates two senses: touch and sight. Recently, curios as I am, thinking about what wellbeing is for me, I felt the desire to ‘play’ with hearing, to connect light with music, tying the physical interaction with the plate to the emission of sound in one or more melodies. Not merely a control that activates a transmitter at a distance, but a plate that is sound, that plays itself, maybe also meeting the users’ musical desires.

A system that integrates button and speaker controlling light and music, each function highlighted by a ‘speaking’ symbol, as a bulb and an instrument”.

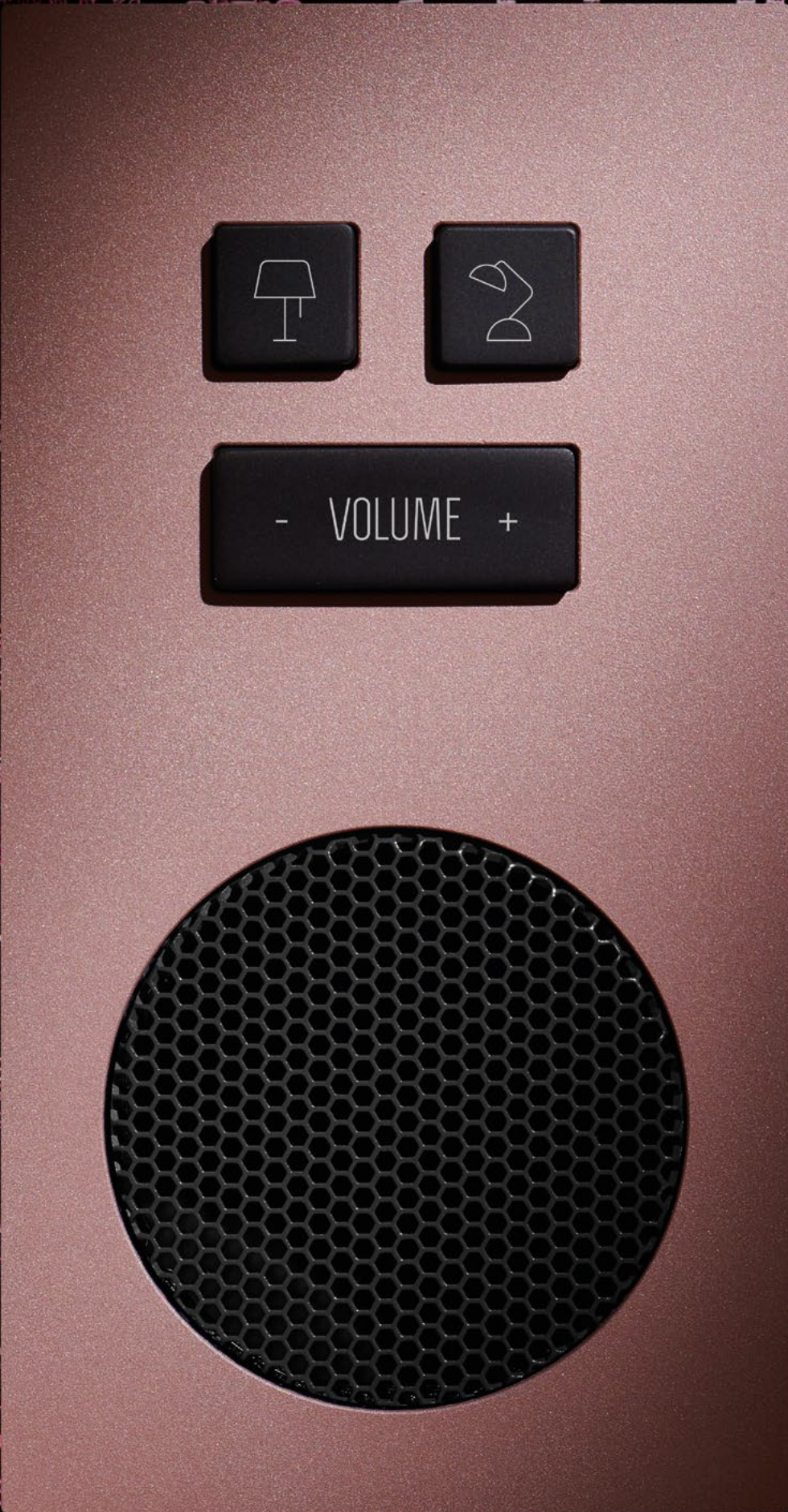
Where, we ask Corelli, could such a device find place?

“I think about hotel rooms, on the head bed, above side tables, at ear height: it would add an extra touch to the ambient, it would make it more comfortable, it would create a sort of stereophonic experience, an extra emotion. It would also fit in a home since music and light produce healing effects on mood”.

The step has been short from the idea to the project: “Initially, end of 2019 beginning of 2020, I thought of associating a Neo plate to a speaker – that is a translator – to an amplifier and a subwoofer. With its extreme compactness, it seemed that Neo could be the most fitting product for this kind of integration:

I made a rough prototype to check if it could work. It did work, but there still was a lot to do to refine sound quality and miniaturize the sound system. I realized that with the only PLH strength this kind of developing wasn’t possible. So, I started looking for a partner and finally I found it in Outline, a company from Brescia, super qualified worldwide in making professional audio systems and digital solutions for sound elaboration on a FPGA-Field programmable gate Array base, an electronic processor that holds inside a multitude of logic components and programmable connections”.

The word passes to Daniele Tebaldi, Chief Technology Officer of Outline, extremely experienced in the sound technologies field: “I must confess, in the beginning, the company was cautious, the distance between our respective worlds seemed immense: Outline deals with sound emission for big events and shows, as the Superbowl, large religious assemblies, rock concerts, techno music festivals and IDM. PLH’s intervention scale is oriented towards the smaller, the particular. Outline devices aim to maximize sound pressure and control directivity, so that each spectator, from the first line to the last, is engaged. For PLH the objective was the contrary, that is **to generate a high-quality ambient sound** that improves the hearing wellness of who is in a room, without affecting who is in an adjacent space. Two irreconcilable worlds, apparently. Then, the Coronavirus pandemic arrived wiping out large and small events, freezing completely our market. For Outline this has meant a killer setback, but also **an opportunity**, an impulse, a boost to overcome the deep crisis, dealing with the impellent necessity to review company goals and strategies, to look at the world through another lens. This brought us to study and translate our 47 yearlong experience knowhow towards an expression of design and production that could work also during pandemic times. The result? A series of architectural systems was born, with minute dimensions compared to our usual standards, specifically designed for sound in small environments,



ON THE RIGHT: Keyboard plate version integrated with the Belcanto sound-system.

“The sound-system had to fit in a standard built-in box with reduced dimensions”.

Enrico Corelli, Ceo of PLH

a dimension thought for a few users instead of thousands”.

Consequently to this scale jump we started considering Enrico Corelli's idea. In fact, although putting it into reality meant dealing with a complex technological challenge, we realized that this could have interesting economical and commercial benefits, an approach to the luxury market that includes very different user niches from the ones we are used to serve”.

PLH didn't sit back; the Neo option was temporarily suspended and PLH concentrated its efforts on the new **Mono** collection and the fine tuning of the sound-plate systems' design and commands ergonomics. So, at the next meeting, PLH arrived with clear ideas: to respect the installation conditions the sound equipment had to fit in a maximum 8×8×8 cm volume. Could Outline make it?

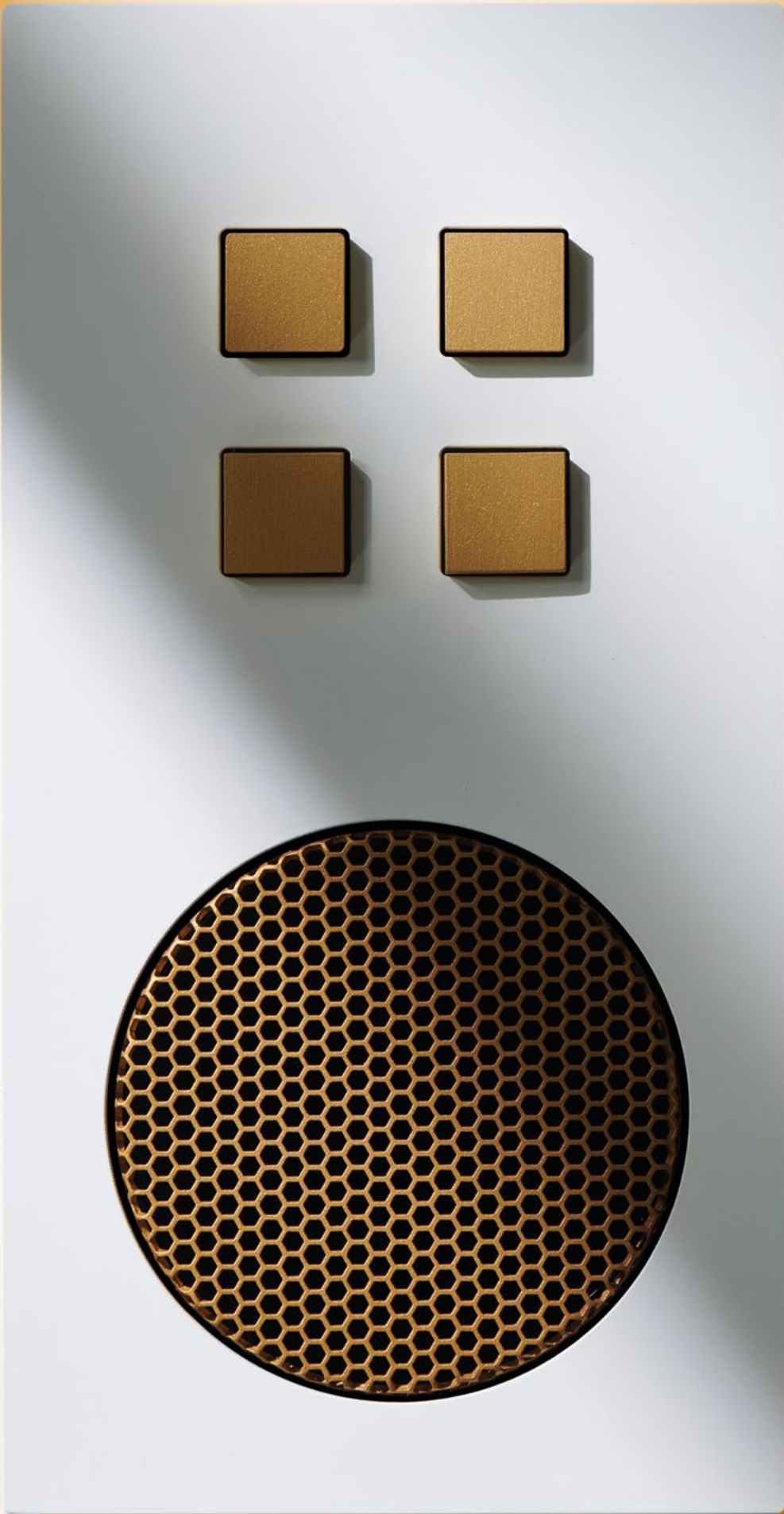
“We tried”, says Tebaldi, “and in the end, we made it, reinventing everything from scratch, ex novo. There wasn't and there isn't anything on the market that responds to such needs. All in all, the big brands of the hi-fi sector offer standardized solutions with poor performance, not aligned with the idea that Corelli and I had in mind to intercept a luxury, beauty, and rarity amateurs' target. It has been exiting managing to combine and make function into the space of a matchbox a speaker and an amplifier on a programmable card, a system that converts an analogic or digital sound signal into analogic, obtaining an excellent audio quality, up to the most sophisticated music taste. I must admit that when I saw and touched the advanced prototype of the integrated Mono plate reproduce with precision the sound of a solo cello, a was very impressed. Like this, Outline has undertaken a different design and manufacturing process, one of learning and experimenting towards new dimensional sizes to maximize the emotional receptivity not anymore of a boundless audience, but rather of single individuals. I want to thank Enrico Corelli for this cognitive development, he never stopped believing in his ideas' worth, he revealed himself an

extraordinary visionary, but down to earth!”.

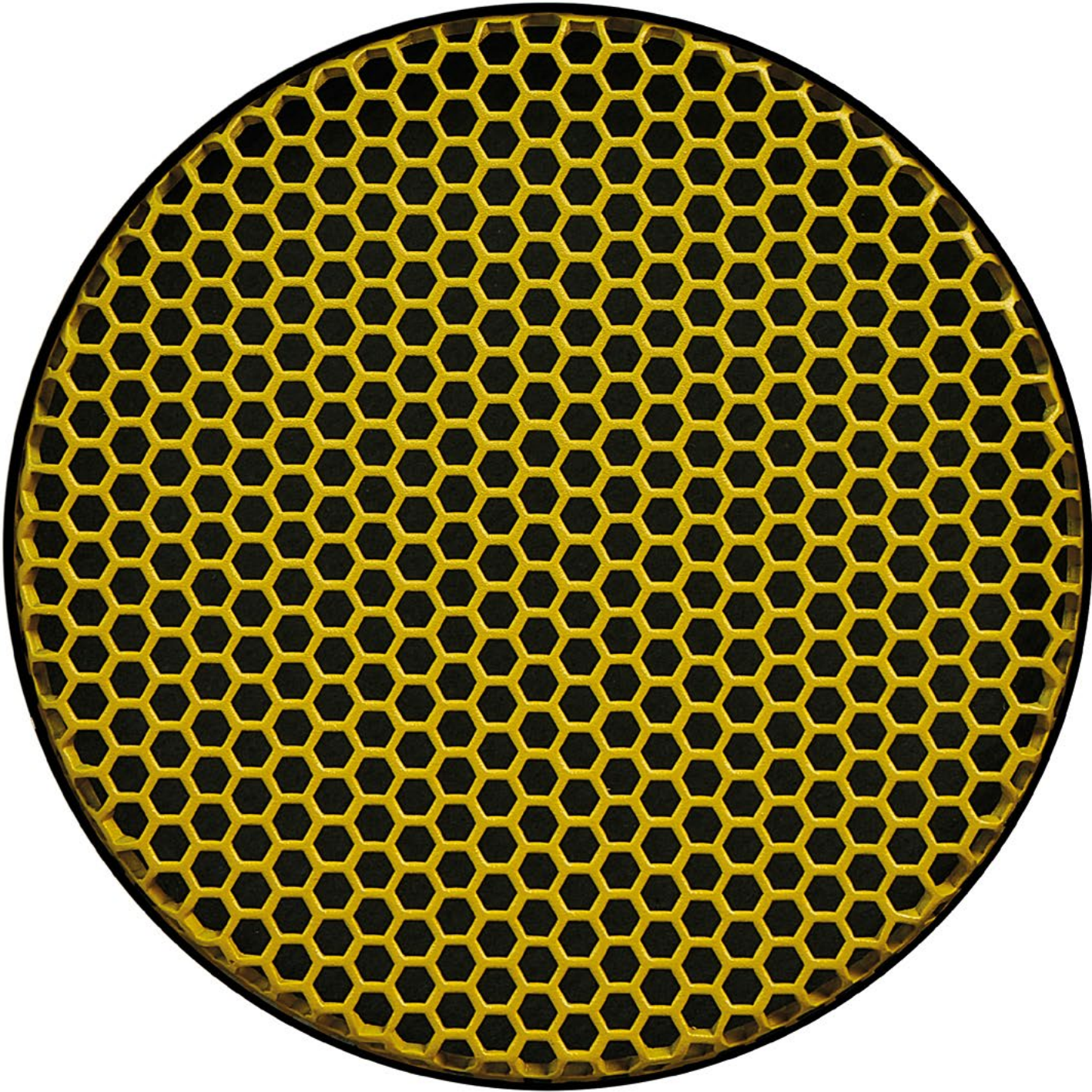
The living space, private or one of a hotel room, may be able to benefit from now on, of an extra sensorial and aesthetic experience. Corelli explains: *“Working with Outline, and especially with Daniele has been a real pleasure, a continuous stimulus. On the other hand, with two ‘musical’ surnames as ours, Tebaldi and Corelli, it seemed written in our destiny to engage with music and sound. Whilst PLH has managed singularly all the style and engineering aspects of the device, including those relative to the how to use, together, using Outlines' miniaturized products, we defined a real micro sound system, the first of the new PLH sound division named **Belcanto**, in honor of the vocal virtuoso technique invented in Italy in the end of 1500. Two are the solutions designed, both of course customizable and aimed at creating soundtracks for the environment that can be activated through our plates. An **OEM** (Original Equipment Manufacturer) where the acoustic products speak with the PLH collections, Mono, MakeUp, Skin, Keyboard 2.0: in this case the speaker is a component and is integrated by a subwoofer and an amplifier.*

*The second option is instead a technical-aesthetic stand-alone kit that, remaining within the musical metaphor, we baptized **Il Trio** since it's composed by three ‘musicians’. Based on the Mono design, the electric control plate is combined to a speaker, better to two built-in or for tripod mid-tweeters (name: il contralto), with an amplifier with integrated commands (il maestro), and with an Outline subwoofer ‘dressed’ by PLH to give it an aesthetic plus also by adding a shaped handle for transport (il baritono). For its part, the amplifier supports the 2.4GHz wireless technologies, as well as Airplay protocols, DLNA&UPnP, with optical inputs and usb, interfaceable with Amazon Alexa and Google Home. Piloted like this, Mono becomes a **space saving ‘machine’** to expand our perception boundaries. Therefore, from today our products start playing too. Like saying: “Devices with soul, **devices with sound!**”.*

ON THE RIGHT: a version of the **Skin** control plate decorated with Kvadrat fabric insert, integrated with the **Belcanto** system.



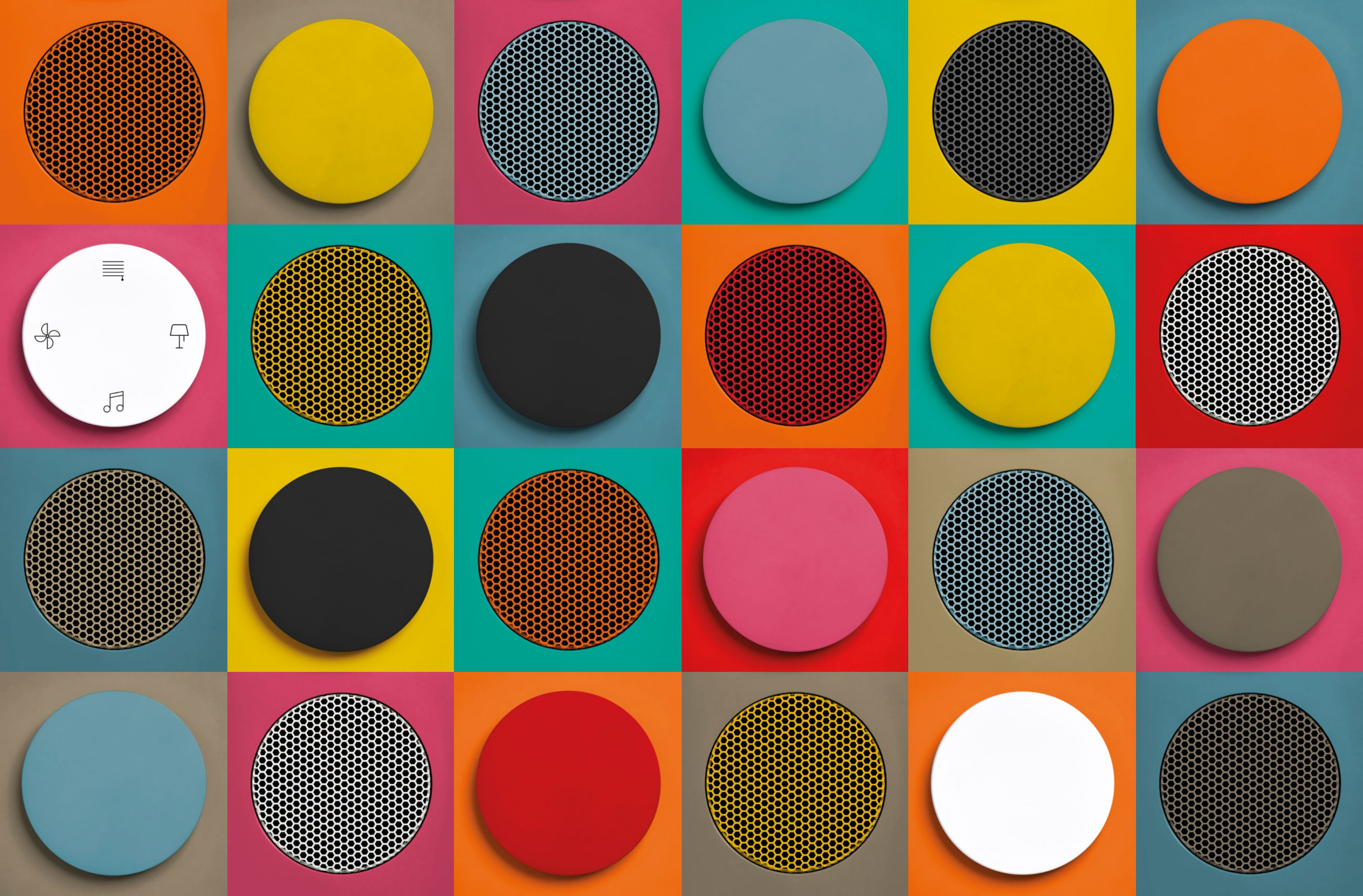
ABOVE: the *MakeUp* control plate integrated to the *Belcanto* sound-system, with customized golden grid.



ABOVE: detail of the characteristic hexagonal hole grid.



The pluri-command button of the *Mono* plate with the highlighted different functions activable in this specific application.



“Il Trio is
a stand-alone
technical-aesthetic
kit composed
of two mid-range
tweeters, amplifier
and subwoofer”.

Enrico Corelli, Ceo of PLH

IN THIS PAGE: a detail of the “il contralto”
speaker, part of the *Belcanto* system.
ON THE RIGHT: detail of “il baritono”, the
Outline subwoofer with bodywork by PLH.
Note the carrying handle.



ON THE RIGHT: the 'musicians' that compose the stand-alone kit "Il Trio", one of the applications of the *Belcanto* sound-system: from the left, "il contralto", two speakers (mid-range tweeters) on a tripod; "il baritono" subwoofer by Outline with body work shaped handle by PLH, and the programmable "il maestro" amplifier.

“Integrated
to Belcanto,
the Mono plate
becomes
a minimum
encumbrance
‘machine’ that
expands
the boundaries
of our sensorial
perceptions”.

Enrico Corelli, Ceo of PLH

IN THESE PAGES: details of the elements
that constitute the “Il Trio”, designed
to become decorative components
of interior design. TOP RIGHT: “il maestro”,
the programmable amplifier.

BOTTOM RIGHT: the mid-range tweeter
“il contralto” mounted on stand.



_THE MIRROR AND BEYOND

THE NEW **"FADE FINISH"** FOR THE PLH ELECTRIC CONTROL PLATES, BLENDS THE CONCEPT OF MIRROR TO THAT OF CHROMATIC GRADIENT. THE REFLECTING SURFACE EVOKES FORGOTTEN WORLDS AND EMOTIONS, WHILST COLOR ACTIVATES AND MEASURES PSYCHOLOGICAL EMOTIONS.

MEMORY MIRROR

"Everything is already. The thousands of reflections/that between the two twilights of the day/ your face was left in the mirrors/and those who will still be leaving".

Jorge Louis Borges (1899-1987)
From "Everness"

URBAN REFLECTIONS

"A city is not designed; it simply makes itself. You just need to listen to it because the city is the reflection of many stories".

Renzo Piano (1937)
From "Interview to the genius of the past"

FROM THE “DIARY OF A PLATE”

SINCE A FEW DAYS I am screwed on a wall. It's not a bad life indeed. In front of me there is my twin and all around the room are other plates. We reflect one into another, so that we have the impression of still being together as in the beginning, when we came out altogether from a sheet through the creative fire. A tool then had divided us, pierced and shored us up, another levigated us; so to speak, they shaved and cleaned us. One by one they put us on a carousel and, turning and turning, we dived into a fizzy liquid, electrifying. When we came out and got dry, we shined as stars, we mirrored all that surrounded us, even ourselves. I must say that we had lots of fun, it seemed to multiply to infinite!

After, the aesthetician arrived and with a sort of pistol made a colored nuancing, a dégradé effect they call it, dark on the lower part and absent on the higher part: “very elegant”, I saw her proudly noting down. Finally, they connected me to colored wires and other gizmos, in the bigger holes they inserted some little cubes, also mirroring, that could be pressed as those kind and strong hands did. The smaller holes instead, were used by the Allen wrenches with which the same person with those kind and strong hands screwed me on the wall. So here I am, fixed on the wall. Maybe you will think: “what a bore, poor thing, always sitting there, day after day, forever...”. But it's not like this, there is a great bustle around me, people come close to me all the time, they press the cube – I learned that it's called button – and, as magic (I can't see any other explanation), the room lights up or, vice versa, it becomes dark. Sometimes they stroke me, they touch me, to understand how I'm made, others stop fascinated by the color fading whispering “she is really beautiful”.

Above all, it is the reflecting surface that catches the eye. It's like a magnet, a sort of open window on feelings that seemed forgotten. Sometimes, someone puts his or her own face in front of me and uses me to fix their hair or check their smile. Or to pull themselves together, “Look!”, says a chick, “you can even see the trees that surround the house, the wind ruffling the leaves”. I didn't notice these things anymore, but here, in this mini mirror that reflects them, they seem something else. Like a painting, you know, a small painting in which objects move...”. “Kinetic art”, states the fellow that is next to her. Long lost emotions, I think. If it snows, I become candid, if it rains, I become gray and striped, if the sun shines, I shimmer too as a diamond. At sunset I become a cutout on the wall, a golden, iridescent rectangle that interacts with each nuance, during the night I disappear swallowed by darkness, when daytime comes, I witness silently housework as a friend of those who inhabit the space. I'm always available to bring light in their lives. I love it when they dust me and then polish me with a soft deerskin, I love feeling fine and beautiful and receiving compliments: “I wouldn't change it with no other plate”, they say looking at me and pressing my close friend, Mr. Button, to whom I offer a comfortable home. Believe me, mine is not at all a bad life...

P.S.: amongst my few readers, some will certainly ask themselves: “How can a plate write? It's impossible”. Well, after all I'm a mirror, small but a mirror, what I see I swallow immediately, I don't forget it, I see lips moving, making words, objects being pointed by hand gestures, I treasure everything, note it and register it. I learn. You need to know that I have a soul. As my inventor, one who knows a thing or two, says always to me: “You are a device with a soul!”

POINTS OF VIEW

“The depth of an infinite pale blue sky./The vibrating whiteness of an almond tree in bloom./Silent in the reflecting water/the reflection floats/ of a never bending Beauty”.

Oreste Del Buono (1923-2003)
From an unpublished poem

CONSTANTLY SEARCHING FOR INSPIRATION to make the electric control plate presence more and more distinctive and emotional within interior design, in 2023 PLH fine-tuned **Fade**, a customizable finish applicable to the *MakeUp*, *Skin*, *Slim*, *Keyboard 2.0* and *Neo* collections. This solution enriches the body and button's reflecting (chromed) surface with a nuanced effect – from the zero grade color on the higher part to the more intense tones on the lower part – obtained through airbrush gradient application of RGB and CMYK colors, red, yellow, blue, cyan, magenta that **evoke mental connections** with the sky, sea, woods, dawn and sunset. The reflecting portion generates a continuous dynamism of images and impressions depending at what distance and position one stands, on the incident light, focus and background: in some way it's a second eye, a second view that gives an unusual perceptive and mental deepness to the space. On the other hand, in the mirror and mirroring concept of reflection and refraction a multitude of symbols and allegories are held, meanings and metaphors sometimes in contrast between them, poems, stories, tales, natural epiphanies that, within the frantic daily city life, are getting lost. Science fiction excursions, fantastic adventures, esoteric and exoteric, psychological introspections as those of D'Annunzio, Pirandello or Borges.

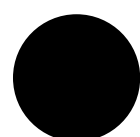
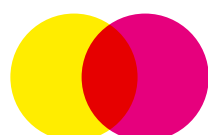
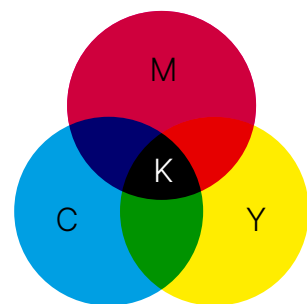
The mirror is the image of everything and nothing, a reality multiplier and its nemesis. As Michelangelo Pistoletto, standard bearer of Arte Povera and creator of the *Quadri Specchianti*, has written: “in the mirror the present is always reflected, where life and death are inseparable”. Here, on the left, to deepen an uncommon aspect of specular universe, I'm happy to offer to the reader an extract from a bizzare manuscript, mysteriously ended up in the folder where I keep the archived documents relative to the “Fade Finish 2023” project.

Enrico Corelli

NOTE: for a quick and documented summary on the symbolic and technical aspects of the mirror in history please refer to the paper “Lo specchio: riflessi del molteplice. Dall'antropologia alla cultura visive” by Consuelo Pavanetto.



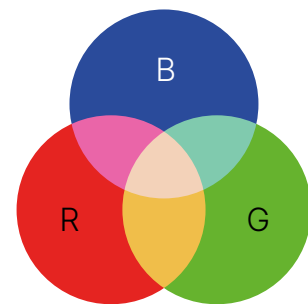
_CYAN
MAGENTA
YELLOW
KEY



IT'S A CHROMATIC SYSTEM, also called four-color, of a subtractive kind based on primary colors: cyan, magenta, yellow, and key black: CMYK. Basically, it consists in mixing substances (inks, pigments and varnishes) that, reflecting only a part of the light specter, appear in a specific color. In this case, the reflected color is the result of the subtraction from the light specter of the frequencies absorbed by the layer of opaque substances. If the colors are all applied at 100%, the result is bistre (a brown

like black), if, instead, colors are completely absent and so the percentage of color is zero, the paper remains white. When overlapped in different percentages, the first three colors can originate any kind of color except the "full black": hence, in printing processes black has been added to obtain full black. It is particularly suitable to print images (offset, inkjet, laser) that is made overlapping pigments, each of which reflects some luminous frequencies, and it absorbs, filtering them, other ones.

_RED
GREEN
BLUE



THIS CHROMATIC MODEL is called of additive-type as a sum of red, green and blue, RGB: by mixing in various proportions these basic colors it's possible to obtain all the color spectrum of colors perceivable by the human eye, except for purpura. The sum of the three colors makes White and their total absence creates Black. The three colors (also called "color channels") can each have their own intensity (saturation or purity of a specific tone)

from 0 to 255 cd or candela (unit of measurement of light intensity), for a total of 256 gradients. Multiplying together all the color gradings available for channel 16.777.216 chromatic combinations can be obtained, meaning 16,7 millions of colors. For its characteristics, the RGB model is particularly fit for the representation and visualization of images on electronic devices (televisions, screens, computers, digital cameras).



_NEW PLH SHOWROOM VIA VOGHERA 4a

PLH GIFTS ITSELF **A NEW HOME** IN THE TORTONA DISTRICT, IN MILAN. A NEW MULTIFUNCTIONAL SHOWROOM TO SHOWCASE PLH'S COLLECTIONS AND A VENUE FOR EVENTS, ART, DESIGN, AND TECHNOLOGY **EXHIBITIONS**.

IN THIS PAGE: details of the building site of the new PLH showroom. ON THE RIGHT: Enrico Corelli, Ceo of the company photographed in the under-construction showroom.





IN THESE PAGES: other pictures of the in-progress building site.

A LIVE STAGE ALL YEAR LONG

In Via Voghera 4a – in the middle of the worldwide renown Zona Tortona design district- there is something new: indented to the edge of the road, a glass door, as a compass, and two windows. Inside you can glimpse a suggestively lighted black cube in axe with the entrance, a vast double volume space, a metal staircase, a mezzanine with a metal parapet, a large table, and a display wall.

This is PLH's new showroom. "Our second home", says **Enrico Corelli**, Ceo of the company, suggesting that the first one remains the Via Primaticcio 8 venue always in Milan. Being a result of a design concept by Enrico Corelli and his fellow advisor Alessandro Gaja, photographer and architect, both all-round sulphureous creatives, it is not merely a simple space where to showcase products and, maybe, sell them. "Today" Corelli observes, "a static showroom is destined to an end, or to live only thanks to great events such as the Milano Design Week. This is not the setting that interests PLH. On the contrary, I believe that a 'dynamic' showroom has many more chances to thrive. In our case the adjective 'dynamic' is combined to the idea of a multifunctional space in which of course established and new products are presented – through a studied communication direction - and the possibility to imagine what possible customization and configuration is given by the material library on the mezzanine, where materials, shapes, colors, treatments and finishes may be chosen, but also where, all year long, events, presentations and art exhibitions - videoart, design, artisanal craftsmanship and technologies - are set up. In this regard we are creating a calendar to give exposure to young artists and designers whose works we will showcase in the black box, designed to be interactive. In this way, I believe, the attention of media and people on the showrooms' activity will be constant, therefore enabling a broader knowledge about our **devices with soul** and now also **with sound**".



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