



introduction

Milano Design Week 2025

SOWDEN will present new products in their showroom in Corso di Porta Nuova 44.

SOWDEN continues to research innovative technologies and lighting ideas.

Their exhibition will open on the 6th of April and will then be open from Monday 7th to Sunday 13th of April from 10:00 to 19:00.

44SPAZIO, Corso di Porta Nuova 44, Milano

OUR STORY: from design studio to brand

Our journey began as a design studio — a space dedicated to creativity, research, and experimentation. Over time, we felt the need to develop a product line that directly reflected our vision.

This idea gave birth to our brand, **SOWDEN**, specializing in lifestyle objects, accessories, and furniture, with a strong focus on lighting.

Among our most well-known products are *DUAL FUNCTIONALITY* lamps, which can be used both as **fixed lighting** when connected to a power supply with a USB cable or as **portable lamps** using the Li-ion battery supplied.

Research & production

Our work is driven by continuous research into technologies and materials, with the goal of designing products that stand the test of time.

Unlike traditional industries, which follow a linear structure and divide labor into repetitive tasks, our model is built on dynamic networks of people and places, sometimes spanning great distances. This decentralized approach allows diverse skills and expertise to collaborate toward a common goal.

We embrace a vision that merges craftsmanship with digital precision, shaping a new generation of “industrial artisans”. This fluid and dynamic connection between design, research, and production enables quick decision-making in a work environment that operates like a true community.

We recognize the complexity of sustainability and are committed to creating durable products that can be repaired when needed.

A team between Italy and China

The design phase of our work takes place in our Milano studio, where our designers develop ideas and refine every product detail. This process is closely connected to our collaboration with technical teams in China, with whom we maintain an ongoing dialogue throughout production.

Close to our studio, we also have a showroom in Milano: **44SPAZIO - SOWDEN** (Corso di Porta Nuova 44, 20121 Milano). More than just a display space for our creations, it serves as a venue for events and exhibitions in collaboration with artists and designers.

New Products 2025 – DUAL FUNCTIONALITY

SOWDEN lamps have been designed and developed with a *DUAL FUNCTIONALITY*: they can be used both as fixed lighting, if connected to a power supply with the USB cable, and as a portable lamp, thanks to the lithium-ion batteries supplied.

When used as **fixed lighting**, for example on a bedside table, between books on a shelf or on an office desk, the *DUAL FUNCTIONALITY* allows direct connection to a power supply with a USB cable and, even if the batteries are not inserted, the lamps work perfectly.

When used as a **portable lamp**, SOWDEN provides rechargeable 18650 2600mAh lithium-ion batteries that make the lamps convenient even in places where electrical connections are not easily available. By unplugging the USB, the lamp will automatically switch to the batteries provided with the product.

from 240V to 5V - a radical transformation

Our move from high-voltage 240V to low-voltage **5V** power brings about important changes in safety, efficiency, and application. To make this practical for our lighting products it required research into new technology. We

looked for the best to enable the design and development of our own low-voltage LED ‘lightbulbs’, now in production as the Sowden **LED Disc 01**, the **LED Disc 02**, and the Sowden **LED Tube 01**, giving up to 1500 lumens. We have worked closely with our supplier to offer professional **Li-ion batteries** branded with our logo.

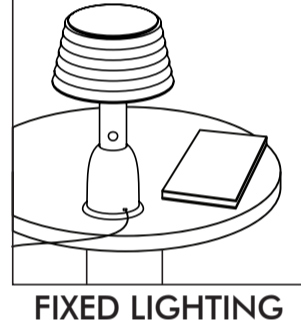
These two elements, together, make up the heart of our new application of *DUAL FUNCTIONALITY* lighting, practical and efficient when used as a convenient portable lamp or as safe fixed lighting.

DUAL FUNCTIONALITY LAMPS - ph. Alice Fiorilli

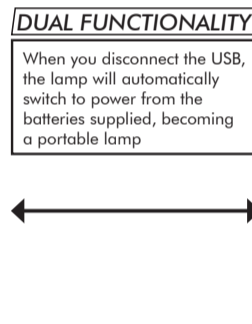


DUAL FUNCTIONALITY LAMP PL3

PL6 - ph. Alice Fiorilli



FIXED LIGHTING



PORTABLE LAMP

Introduction

When used as **fixed lighting**, the *DUAL FUNCTIONALITY* allows direct connection to a power supply with a USB cable.

By **disconnecting** the USB, the lamp will automatically switch to using the batteries supplied with the product.

When used as a **portable lamp** it is particularly suitable where electrical power supply is not available. After use reconnect USB to **recharge**.

Battery

The lamp is supplied with 6x SOWDEN Li-ion batteries 18650, 2600mAh. When the lamp is OFF and connected to the USB the batteries will recharge.

After use as a portable lamp reconnect and leave to charge overnight.



Light Source

The lamp is supplied with the SOWDEN Led Disc 02.

Light source LED 15W. Maximum brightness: 1500 lumens.



Other Information

When connected to the USB, a **red light** indicates that the battery is charging. When the battery is fully charged, the light will turn green.

The SOWDEN batteries are easy to install and can be **replaced** if required.

Flat batteries can be easily swapped with ones that have **been fully** charged in a **battery charger**, a useful feature in restaurants.

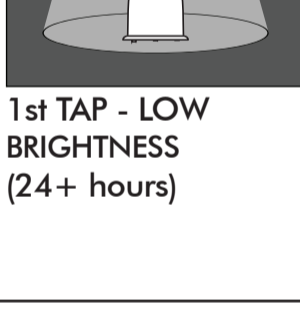
The SOWDEN LED disc light source is **easy to replace** if necessary.

Dimensions: Ø 190 mm, height 360 mm.

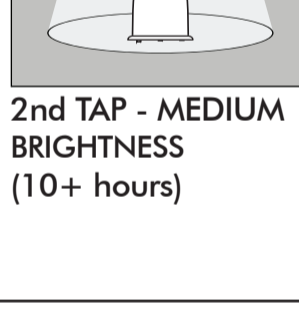
Suitable for indoor and outdoor dry environments.

A fully charged **battery life** is 5 to 24+ hours depending on the brightness level.

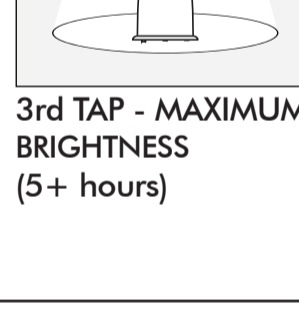
Choose the brightness:



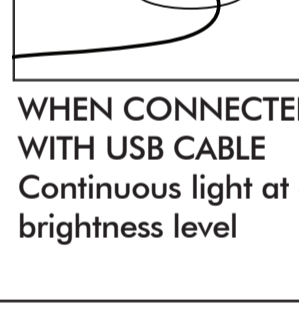
1st TAP - LOW BRIGHTNESS (24+ hours)



2nd TAP - MEDIUM BRIGHTNESS (10+ hours)



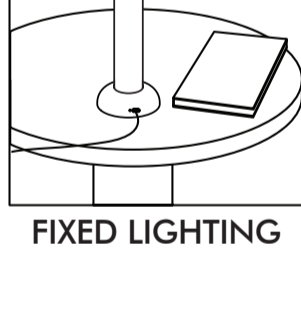
3rd TAP - MAXIMUM BRIGHTNESS (5+ hours)



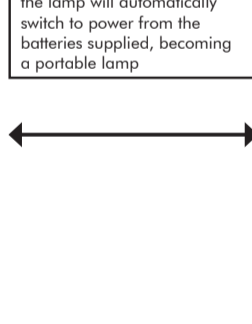
WHEN CONNECTED WITH USB CABLE Continuous light at any brightness level

DUAL FUNCTIONALITY LAMP PL6

PL6 - ph. Alice Fiorilli



FIXED LIGHTING



PORTABLE LAMP

Introduction

When used as **fixed lighting**, the *DUAL FUNCTIONALITY* allows direct connection to a power supply with a USB cable.

By **disconnecting** the USB, the lamp will automatically switch to using the batteries supplied with the product.

When used as a **portable lamp** it is particularly suitable where electrical power supply is not available. After use reconnect USB to **recharge**.

Battery

The lamp is supplied with 2 SOWDEN Li-ion batteries 18650, 2600mAh.

When the lamp is OFF, recharging the batteries with the USB takes about 4 hours.



Light Source

The lamp is supplied with the SOWDEN Led Disc 01.

Light source LED 15W. Maximum brightness: 300 lumens.



Other Information

When connected to the USB, a **red light** indicates that the battery is charging. When the battery is fully charged, the red light will turn **OFF**.

The SOWDEN batteries are easy to install and can be **replaced** if required.

Flat batteries can be easily swapped with ones that have **been fully** charged in a **battery charger**, a useful feature in restaurants.

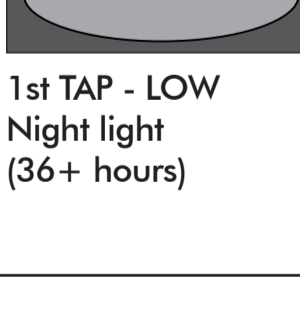
The SOWDEN LED disc light source is **easy to replace** if necessary.

Dimensions: Ø 160 mm, height 260 mm.

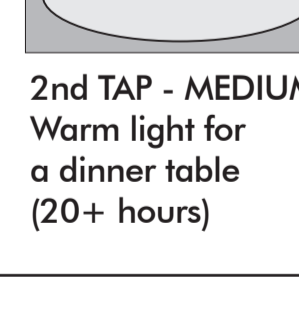
Suitable for indoor and outdoor dry environments.

A fully charged **battery life** is 9 to 36+ hours depending on the brightness level.

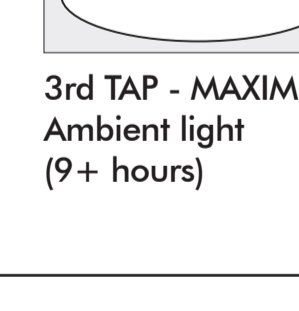
Choose the brightness:



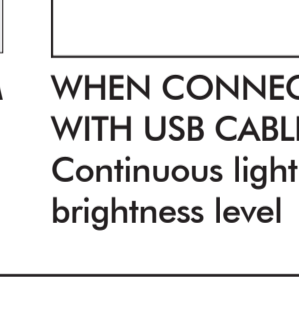
1st TAP - LOW Bright light (36+ hours)



2nd TAP - MEDIUM Warm light for a dinner table (20+ hours)



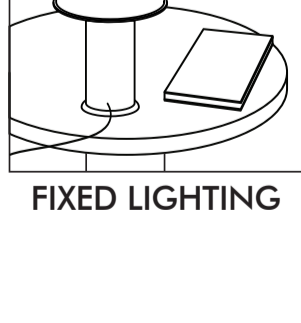
3rd TAP - MAXIMUM Ambient light (9+ hours)



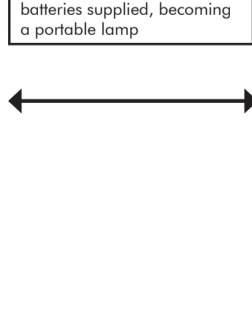
WHEN CONNECTED WITH USB CABLE Continuous light at any brightness level

DUAL FUNCTIONALITY LAMP TL7

TL7 - ph. Alice Fiorilli



FIXED LIGHTING



PORTABLE LAMP

Introduction

When used as **fixed lighting**, the *DUAL FUNCTIONALITY* allows direct connection to a power supply with a USB cable.

By **disconnecting** the USB, the lamp will automatically switch to using the batteries supplied with the product.

When used as a **portable lamp** it is particularly suitable where electrical power supply is not available. After use reconnect USB to **recharge**.

Battery

The lamp is supplied with 6x SOWDEN Li-ion batteries 18650, 2600mAh. When the lamp is OFF and connected to the USB the batteries will recharge.

After use as a portable lamp reconnect and leave to charge overnight.



Light Source

The lamp is supplied with the SOWDEN Led Tube 01.

Light source LED 15W. Maximum brightness: 1500 lumens.



Other Information

When connected to the USB, a **red light** indicates that the battery is charging. When the battery is fully charged, the red light will turn green.

The SOWDEN batteries are easy to install and can be **replaced** if required.

Flat batteries can be easily swapped with ones that have **been fully** charged in a **battery charger**, a useful feature in restaurants.

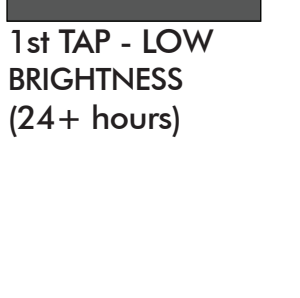
The SOWDEN LED tube light source is **easy to replace** if necessary.

Dimensions: Ø 210 mm, height 400 mm.

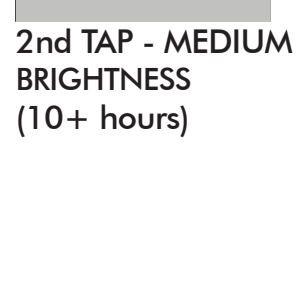
Suitable for indoor and outdoor dry environments.

A fully charged **battery life** is 5 to 24+ hours depending on the brightness level.

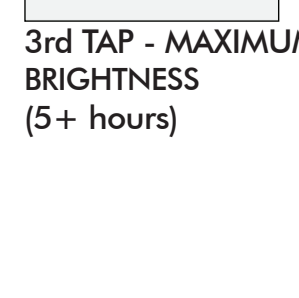
Choose the brightness:



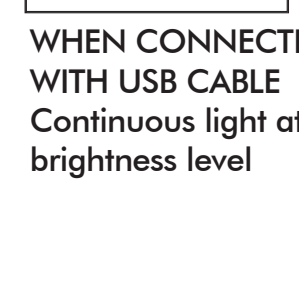
1st TAP - LOW BRIGHTNESS (24+ hours)



2nd TAP - MEDIUM BRIGHTNESS (10+ hours)



3rd TAP - MAXIMUM BRIGHTNESS (5+ hours)



WHEN CONNECTED WITH USB CABLE Continuous light at any brightness level