

Quartzcolor Ianiro

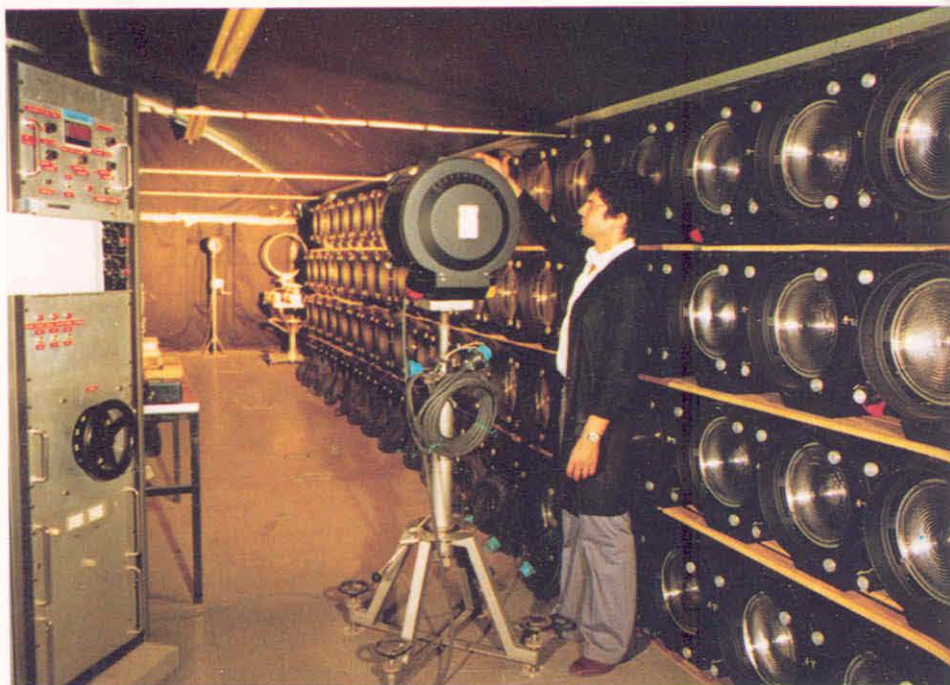
Quartzcolor Ianiro is situated on the perimeter of Rome's Ciampino airport where the continual obbligation of jet comings and goings seems to stress that this is a major international centre for the design and manufacture of studio lighting equipment.

Founded some thirty years ago by the brothers Giovanni and Antonio Ianiro, specialists in design and mechanical engineering respectively, Quartzcolor Ianiro has grown by the simple formula of *listening creatively* to what the user wants. A manufacturer must, of course, listen to his customers and each and every manufacturer claims to do this. But merely to listen is not enough. There has to be input to the dialogue from both maker and user. There has to be filtering. There has to be decision. And because the final decision has to be made as much on intuitive feel as on logic, that decision has to be the final responsibility of one man. Much of the success of Quartzcolor Ianiro must therefore be attributable to correct decisions by one man: Mario De Sisti, Head of Research.

To say this is in no way to belittle the contributions of the entire research and production teams because a feature of the Quartzcolor Ianiro operation is close inter-departmental integration and communication. BUT the basic key to success is to say *this is what we are going to make*.

Mario De Sisti describes his approach—

We have a lot of people helping us to get points of view in various locations, people we have worked with for many years. I take the information from all these sources, mull over it, maybe even dream about it. I'll make sketches while I'm riding in the car or sitting in the office, searching for a solution to the problem. When I think I've found a solution I



The light curve of each luminaire is scientifically measured and recorded automatically on graph paper before being approved for shipment from the factory.

call my assistants together—the men from the optical, mechanical, temperature and electronics departments and the draftsmen. I give them my sketches to use in making the prototype and each man has his job to do. I check their progress in developing the idea, and I can modify it or add to it some last-minute information I've gained. That is more or less our system of research.

There are no grand carpeted offices at Quartzcolor Ianiro—everybody lives amidst the action. Indeed storage space for part

assembled luminaires is so short that stockpiles grow at every corner. But this is not to suggest that manufacture is any kind of an ad hoc backroom affair. Indeed it is doubtful if any entertainment lighting manufacturer anywhere in the world has more sophisticated production facilities. Success has demanded fast growth and a large expansion of factory floor area is now being planned.

95% of the components are made within

The electronic test room.



Precision work in the toolroom. Unlike many stage and studio lighting manufacturers, Ianiro make all their own tools.

