

DeDALICA

Art in Technology

Discovering the sound of the nice looking

Loudspeakers
Made in Florence





Taletia Low

Dedalica History

- 2012, Born of the concept
- 2013, Technology and electronics development
- 2014, Design and mechanics study
- 2015, «Full Range» models prototypes completion
- 2016, «Tre Vie» model prototypes completion
- 2017, Dedalica becomes an innovative start-up
- 2018, Omnidirectional and portable Zefira model prototypes completion
- Jan 2019, Dedalica becomes a Company: « Dedalica – Art in Technology»
- Feb 2019, Dedalica establishes a business relationship with «Savio Firmino», WW top luxury furniture Company.
- Apr 2019, Dedalica present at «Salone Del Mobile Milan»
- Oct 2019, Dedalica selected as one of the top manufacturing italian company for «YouNique Excellent Craftsmanship» – Lugano (Switzerland)
- Jan 2020, new «Full Range» suspension model «Olivia Floor» presented
- Mar 2020, new indoor/outdoor Omnidirectional speaker development
- Jun 2020, new APP and software management development

Loudspeakers Dedalica

Dedalica

Dedalica produces **loudspeakers** with best in class design and sound quality.

All products are hand built with **Terracotta**, using the centuries-old principles and techniques of the ceramic craftsmanship of Impruneta, the same ones used by Brunelleschi to build the cupola of the Duomo of Florence.

Dedalica offers everyone the possibility to have a piece of history and **Tuscan uniqueness** in their living room, with a catching design and extraordinary sound experience.



Dedalica innovates within tradition



The desire of discovering the ancient artisan generation and the passion in the field of acoustics have given birth to a new project of **innovation within tradition.**

Each audio system has its own history and uniqueness of expression: although the shapes are perfect, there can never be an element identical to the other, and each hand and firing give birth to a **unique and unrepeatable product.**

The combination of essential shapes, natural materials and the great desire for sound testing create a **unique sound experience.**

Manufacture

TERRACOTTA

The Dedalica systems are created exclusively with raw materials of the Tuscan territory. The primary element is the **clay** from Impruneta, near Florence.

Craftsmanship of the secular traditions.

High watering of the clay and a **natural drying**.

The spheres are finished to the lathe for the realization of the housings of the loudspeakers and **fired in kiln**.

The firing gives red brick coloration and **resonant uniqueness**.

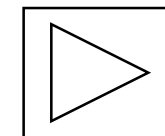


WROUGHT IRON

Structural elements that support the terracotta loudspeakers are entirely made in **wrought iron**.

Different **types of metals** are used to compose the main structure such as bases or pedestals.

Master blacksmiths carve, hammer and emboss the raw metal to create the **structural elements** that support the Terracotta loudspeakers.



Play the production video

Technology for high end sound



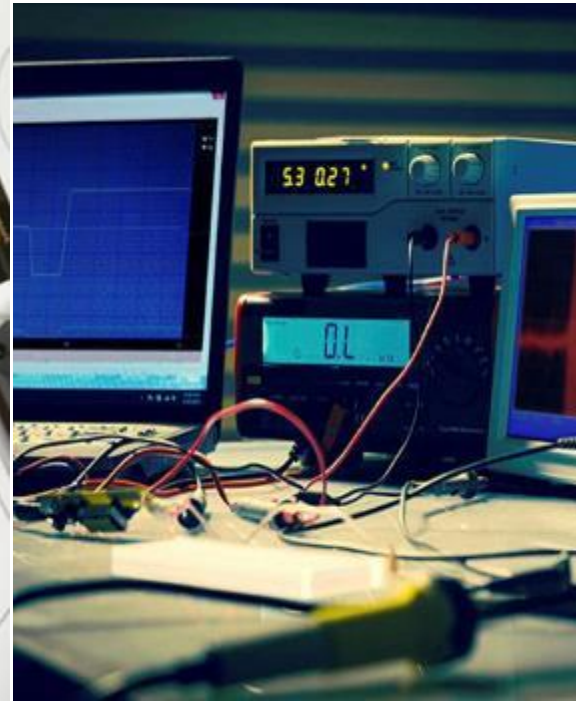
Dedalica innovates discovering Terracotta's acoustic capacity with the latest technology:

The sound of waves propagates spherically. The spherical speaker enclosure guarantees the **highest quality of sound** thanks to the absence of edges that allows to cancel the internal refractions and to absorb concentric sound waves.

Tuning parameters are: thickness, size of the sphere, firing of material, structure of the main frame supporting the loudspeakers.

Cross-over filter are duly designed and developed in house by Dedalica.

Lean and standard production work flow in place for the continuous improvement, targeting best in class efficiency.

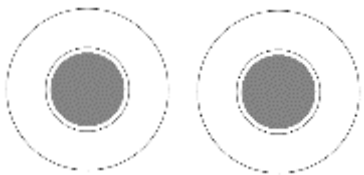


The systems in a nutshell

The loudspeakers are available in three different systems according to the specific features of sound diffusion:

FULL RANGE

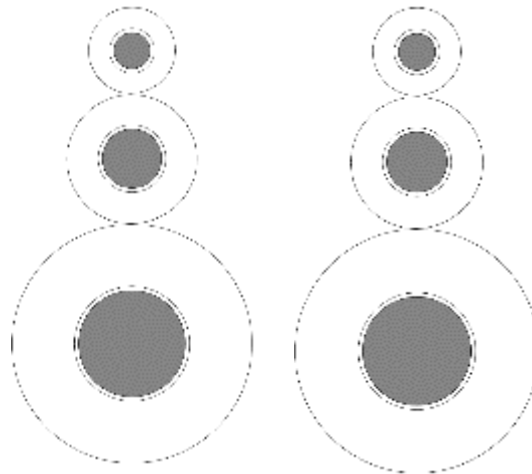
Two spherical diffusers able to reproduce the complete range of acoustic frequencies, from bass to treble.



(indoor, outdoor upon request)

3 VIE

A pair of three spheres. Each of those reproduces a range of specific frequencies: woofer, mid-range and tweeter.



(indoor, outdoor upon request)

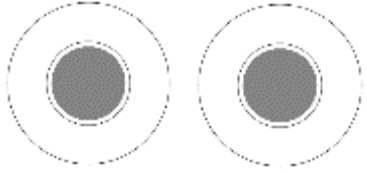
OMNIDIRECTIONAL

One sphere only, portable one, allowing the diffusion of sound in all directions (360°).



(indoor, outdoor)

Full Range system: models



The Full Range system consists of **two spherical diffusers** whose individual loudspeakers are able to reproduce the **complete range of acoustic frequencies**, from bass to treble.

The versatility and modularity of this system allows the user a total freedom of orienting sound and application in any living scenario.

EUCLIDIA



HIGH

LOW

EUCLIDIA



HIGH

LOW

OLIVIA



CEILING

WALL

FLOOR



Olivia wall



Taletia Low



Euclidia High



Taletia High

Dedalic





Olivia Floor

Dedalic



3 VIE system: models

The 3 Vie system consists of two sets of **three spherical diffusers** fully integrated. Each sphere reproduces a range of specific frequencies. Each set is equipped with a best in class **cross-over filter** powered by Dedalica.

W: **woofer** at the base able to reproduce balanced and deep low frequencies;

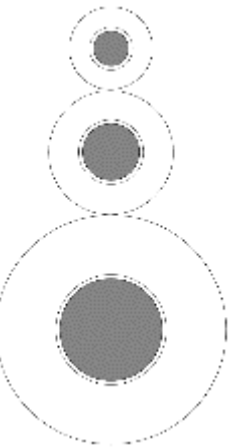
M: **mid-range** centrally placed reproduces the mid frequencies;

T: **tweeter** with the smallest sphere positioned at such a height as to reach the listener's ear for the highest quality of acoustic detail;

TOLOMEA

GEMINEA

ARATEA



tweeter
mid-range
woofer





Geminea





Geminea



Tolomea

Pedalia





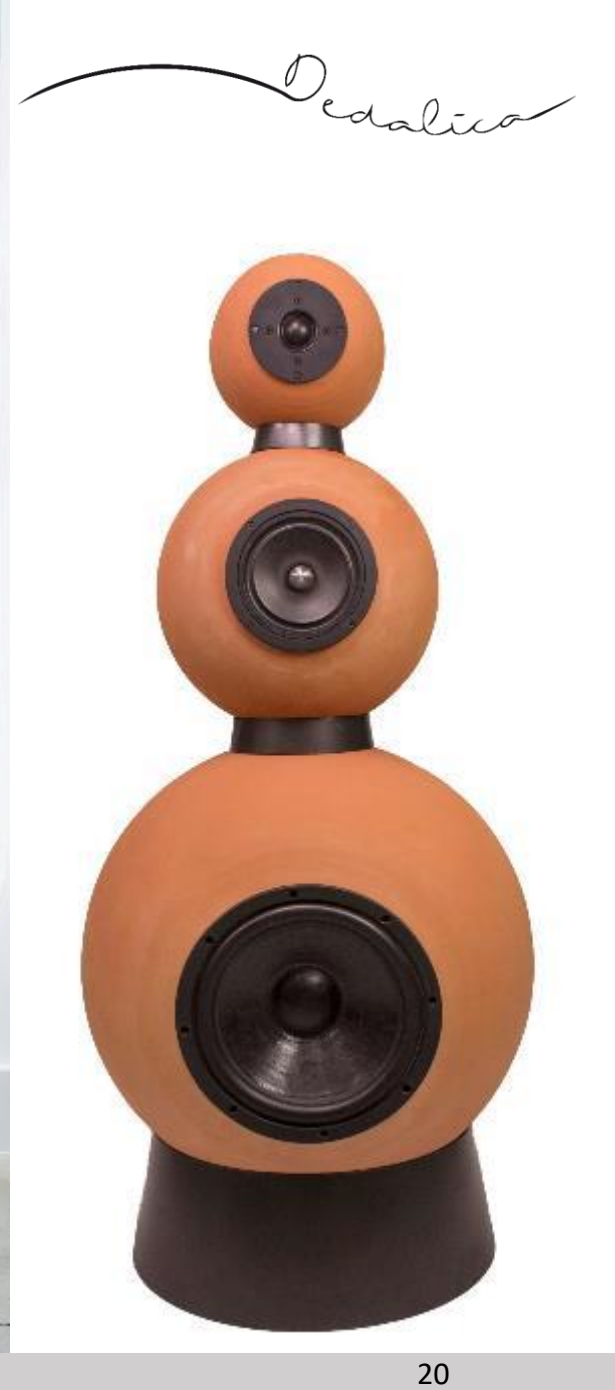
Tolomea



Aratea



Aratea



Dedalic



Aratea



Dedalia

Aratea

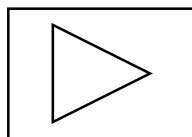
Omnidirectional system – all in one solution



Zefira is the **portable solution** with reduced and compact sizes; a terracotta sphere rests on all type of surface without using pedestals, providing maximum freedom of use without need of any installations.

The system consists of an integration of a speaker unit pointing upwards and an over- turned cone, allowing the **diffusion of sound in all directions**.

Out of all systems, this is the sole developed as a **single audio unit** only, being able to cover the full space with its sound diffusion.



Play the promo video

ZEFIRA



Long lasting internal battery



Wireless connectivity Bluetooth



Omnidirectional sound diffusion



No apps needed



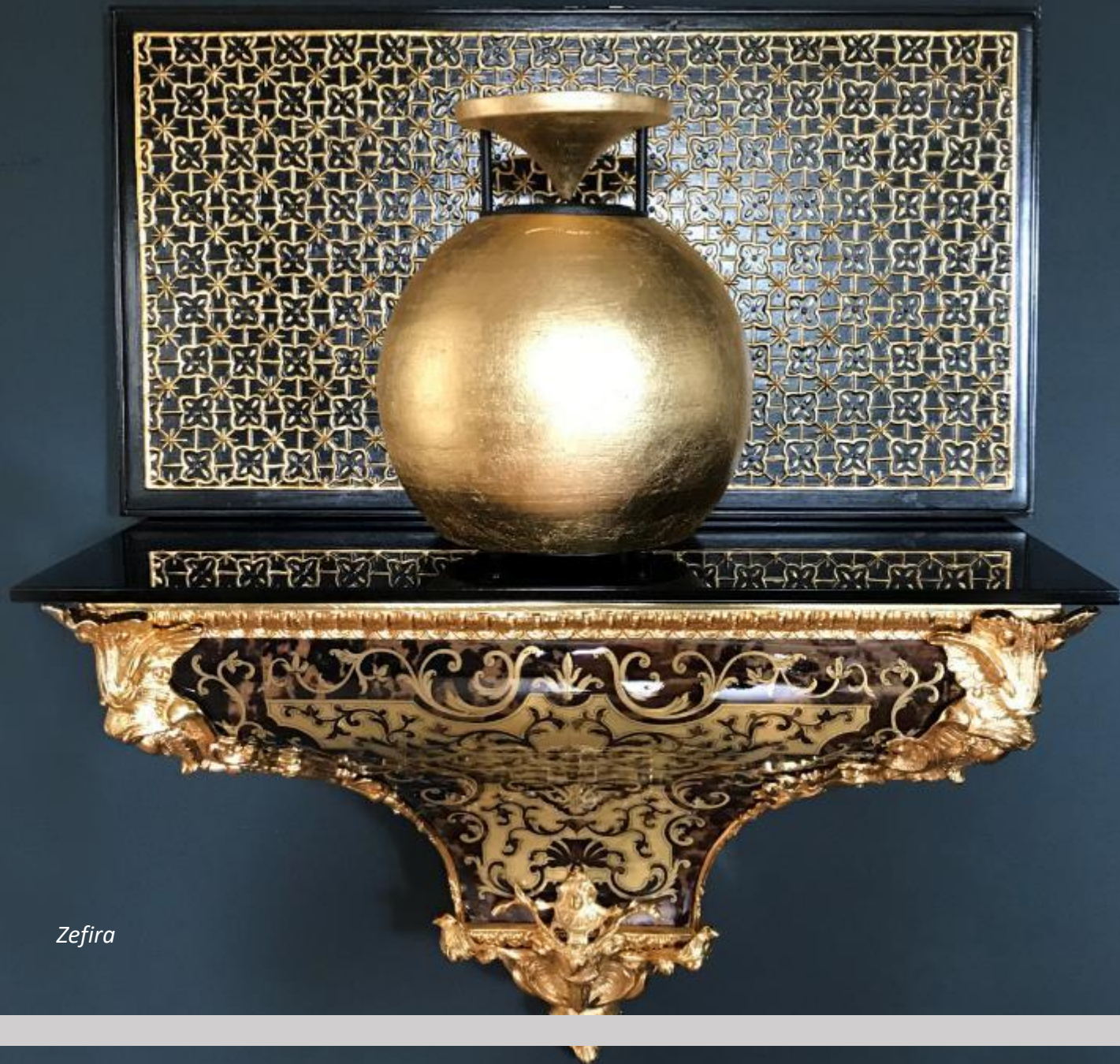
Zefira



Dedalic

Zefira





Zefira



Dedalic

Zefira



Covers

Each loudspeakers, is equipped with **covers of wrought iron**. The use is discretionary and Dedolica designers have released a simple solution able to protect the loudspeaker cone with a simple “click” setting the covers with their magnet plugs.



Partnership – Savio Firmino

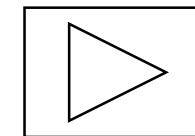
Dedalica embraces the inspiration of Savio Firmino, the milestone of the handcrafted furnishing Tuscan tradition and starts a **unique partnership**. Dedalica inspires in the classical style proving its wide versatility and full adaptability to all style of design.



Dedalica

CREAZIONI PER **FS** L'ARREDAMENTO
SAVIO FIRMINO[®]

 **Salone
del Mobile
Milano**



Play video – Dedalica at
Salone del Mobile Milano

Simafra – Four Elements

Dedalica

Contemporary artist Riccardo Proserpi, in art SIMAFRA, is a young Florentine artist. He is one of the contemporary scene's most popular rising stars, and is known for his diverse creative processes. His works are sumptuous with his distinctive touch of rich colours imbued with gold.



Fire, Water, Air and **Earth** are the critical energy forces that sustain life and govern human beings. Simafra for Dedalica recalls the four elements creating a unique masterpiece of contemporary art.



Design means personalization

All loudspeakers are available in all variety of colours, decorations and finishes for both parts in Terracotta and metal.

All the elements can be customized with over **1.500 colours** including pastels, metallic, matt and glossy, ceramic glazes, special finishes and customizations on demand.



1 Choose the model

2 Select your personalization

3 Production

Design your own customization or personalize your product with your own signature such a logo, a date or any type of mark. **Make it yours.**





Taletia High



Olivia Ceiling



Olivia Wall



Olivia Wall



Taletia High

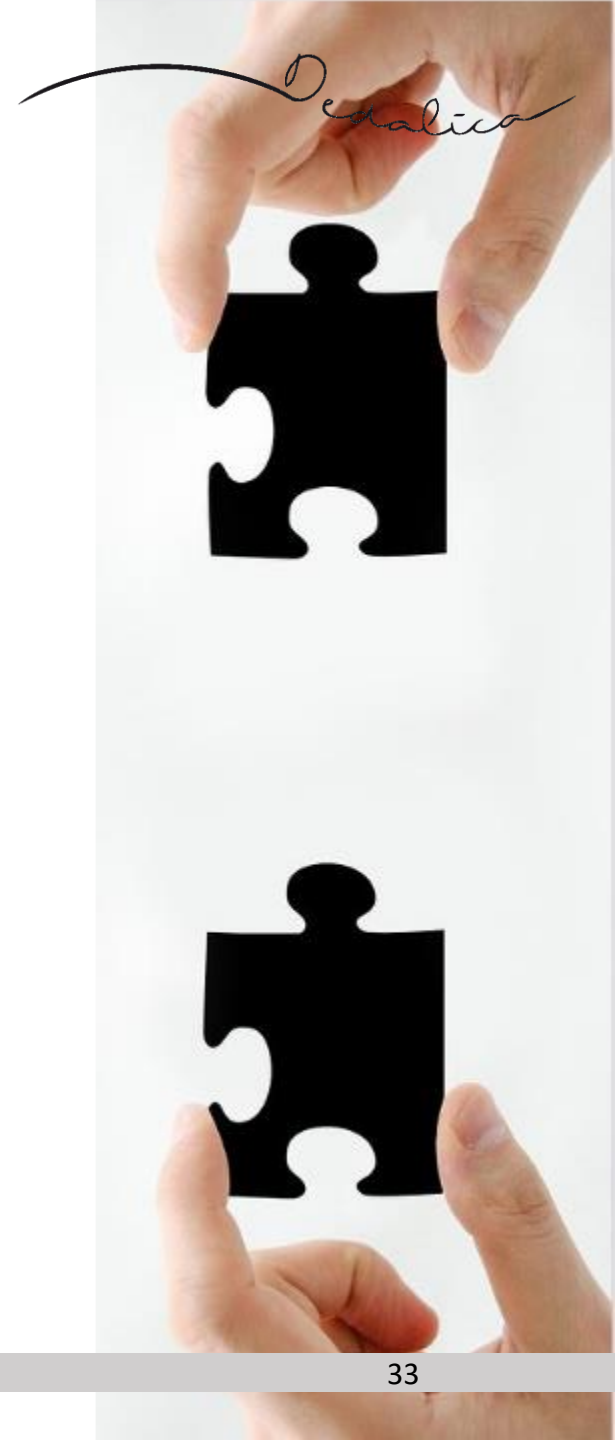
Our offer

In order to expand our international presence by establishing new customer contacts and strengthening the existing ones, Dedalica is looking for **new distribution and business partners**.

Dedalica is targeting a solid and **capillary network of partners** able to gain market coverage and to reduce time to market. Distribution or co-development to strengthening the supply is playing a paramount role in our sales and marketing strategy.

Dedalica is positioning its brand on a multi-segment customers of design and audio lovers as the products embrace aesthetic and high-end sound quality. The versatility of the offer range, is key to enable **multi-channel distribution** to retailers or leveraging on designers or professionals of the furniture-audio industry.

Dedalica is also looking for partnership with other brand with the need to **enrich their portfolio** offer with audio products.

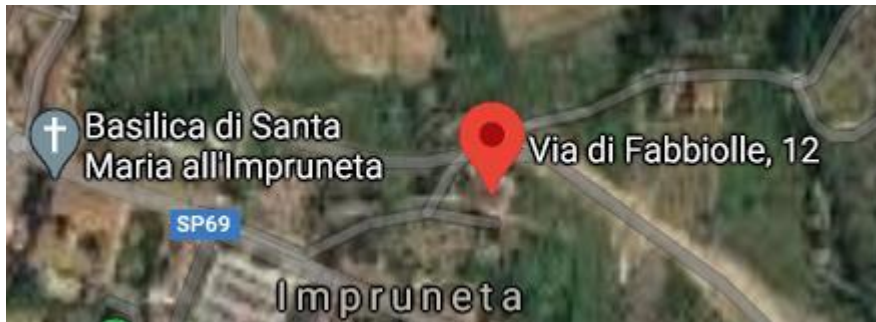


Contacts



Dedalica is located in the heart of Chianti, 10km far from Florence:

<https://goo.gl/maps/QqJ6sigqX1hULg5EA>



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Art in Technology

Thank you

Loudspeakers
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