

PRODUCTS

Choreograph calm and clarity with the graceful glow of this minimalist floor lamp

Innovative Design Studio (IDS), a leading curator of global luxury lighting brands, proudly unveils the Tenso Floor Lamp by Martinelli Luce, a stunning design that redefines architectural elegance, blending minimalism, balance, and technical brilliance.

by **Staff Writer** September 9, 2025

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Designed by acclaimed Italian duo Pio & Tito Toso, the Tenso lamp is a masterclass in restraint and precision. Three slender extruded aluminum rods rise in a poised and dynamic form, connected by tensioned steel cables that lend both structural integrity and a sense of weightless movement. Only one of these rods houses the integrated LED source, allowing the other elements to serve as pure, sculptural anchors, creating a captivating illusion of light floating within space.

The Tenso was conceived from a visionary concept, to craft a lamp where light exists in its purest form. The tensioned cables not only secure the structure but also create a graceful interplay of lines that exudes refinement, making it an effortless fit for contemporary interiors.



Available in two configurations, the Tenso adapts seamlessly to diverse spaces. Each piece is finished in elegant matte black allowing the design to complement both residential and commercial environments.

With its fusion of structural clarity and refined design, Tenso reflects Innovative Design Studio's philosophy of transforming everyday objects into timeless icons of form and function. More than a lamp, Tenso is an architectural composition, a symphony of light, balance, and precision.

About Innovative Design

Group

At IDG, we believe that a space transcends its physical dimensions, becoming an amalgamation of artistry, technology, and purpose. Rooted in the fusion of technology and aesthetics, our expertise extends beyond interiors, encompassing the intricate interplay of crafts and architecture. We specialize in curating environments that exude heightened ambience and refinement, redefining spaces with a holistic approach to lighting that embraces both interior and exterior architectural elements.

About Innovative Design Studio (IDS)

IDS by Innovative Design Group curates an exclusive selection of lights that resonate with true connoisseurs of design. Collaborating with globally renowned brands that redefine elegance, IDS, takes pride in crafting brilliance fusing art and technology and bringing innovative and awe-inspiring lighting solutions. Each light is a masterpiece, a testament to their passion for form and function and the transformative power of light.