

WATT
A _____
LAMP

THE COLLECTION BY *DANISH* DESIGNERS

WATT A LAMP PRESENTS
THE COLLECTION BY
DANISH DESIGNERS





WATT A LAMP — THE COLLECTION BY DANISH DESIGNERS

Watt a Lamp is grateful to the Scottish engineer James Watt (1736-1819), whose work helped pave the way for the industrial breakthrough in the 19th century, including the introduction of electric light.

Watt a Lamp is born of a fascination with light and a passionate dedication to technology, design and quality. We believe that form and narrative contribute to the lasting joy we take from our favourite objects. Resting on 20 years of accumulated experience in the lighting industry, the new Danish design brand Watt a Lamp operates in an age where not even James Watt could have predicted where the technological development is going to take us next. We are excited to play a part in shaping that development. Our ambition is to create lamps that keep shining bright for many years to come. Lamps shaped by care, diligence and a bright idea. Lamps with an eye for quirky details, the sensuous dimension and ground-breaking technology. Lamps that are functional, artistic and lovable.

Watt a Lamp proudly presents its first collection, curated by the two established Danish designers Rikke Hagen and Andreas Lund. The collection is driven by the qualities described above, and all the hand-picked designers have been selected for their playful approach to their work, their strong expression and their professional grasp of design. These shared qualities make the collection a coherent whole that aims high and covers a broad spectrum. We are thankful that the designers took on the challenge, engaged in a constructive dialogue and delivered these exquisite products that we look forward to introducing you to.

Thank you, James Watt, for giving our designers the opportunity to be creative.

Michael Waltersdorff

Business director and owner, Watt a Lamp

STRETCH

designed by
Amanda Betz



STRETCH by Amanda Betz

STRETCH does exactly that. It began as a paper construction and turned into a project aimed at pushing the potential of veneer. STRETCH remains a simple sphere but is designed as a three-dimensional wood construction. The delicate veneer profiles are stretched in two directions and combined with a fixture that holds the profiles in place as the lamp's inner core. Integrated brass fittings embellish the expression. STRETCH is almost a piece of furniture with its wooden shell - or perhaps a sculpture of light? STRETCH combines density and openness, the veneer slats creating a meditative interplay of light and shadow.





ADJUSTABLE

designed by

Rikke Hagen & Andreas Lund



ADJUSTABLE by Rikke Hagen & Andreas Lund

Rikke Hagen and Andreas Lund have created a lamp in a simple and honest idiom with adjustability as a key part of the lamp's minimalist expression. ADJUSTABLE is a flexible and functional lamp that adapts to the many different activities and events that take place around a table. The monochrome colour of the shade and cord consolidates the coherent expression and contributes to a calm atmosphere.



NUUK

designed by
Tom Stepp

NUUK *by* Tom Stepp

NUUK is a clean cut-glass pendant lamp inspired by the massive icebergs in the North Atlantic. With their unwavering presence and reflection, the icebergs light up the sea and manifest the strong nature of the harsh landscape. The geometric shape and symmetrical balance of the NUUK pendant imitate the carefully balanced weight distribution of icebergs with their relatively small top and large base.

MUSH

designed by

Furnid Design Studio



MUSH
by
Furnid design Studio

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MUSH is a lamp with attitude and style. With its different shades of colour in the glass, the lamp is capable of providing both bright and soft lighting. MUSH has a poetic and spherical expression that fuses with the earthy colours and quality materials: wood, textile, copper and brass.

MUSH is a table lamp with a wooden base that blends in easily, adding a charming yet functional touch.

WATT
A PERFECT
LAMP





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PLAY

designed by

Andreas Lund

PLAY *by* Andreas Lund

PLAY takes the iconic and recognizable typology of the familiar analogue board game Ludo and brings it into a new context. PLAY is a playful yet simple and functional lamp that works well as a cheerful accent in the home or a softening detail in a formal office setting. The board game reference lends the lamp a nostalgic charm and underscores its informal and playful idiom. PLAY is a pendant lamp where the cone serves as a light reflector that produces a focused light and creates a warm sense of space in a room.



BEND

designed by
KILO



BEND by Kilo

BEND is a hybrid between a static symmetric table lamp and a flexible work lamp that combines the elegance of interior lighting with the bold character of industrial desk lamps. The cast base supports a centred gooseneck tube that allows the head to bend freely in all directions. An integrated grip at the top of the lampshade intuitively suggests the way to aim the light, while a surface touch function at the base turns the lamp on and off. BEND combines historical references with the use of modern LED technology to provide a contemporary character fit for home, office and hotel settings as a convenient and versatile light source.



DIRECT

designed by
Tom Stepp





DIRECT *by* Tom Stepp

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As the name says, Direct is a lamp series which are created to give light just where you need it and only there. The clean and simple design makes Direct fit into many devices and the switch location at the top of the lampshade is beautiful and practical.



RADIO

designed by

Francis Cayotte



RADIO *by* Francis Cayouette

Radio Inspired by early 20th-century industrial electrical devices, RADIO is a decorative lamp that takes advantage of the low-glow light bulb with the highly visible filament. RADIO casts playful and fascinating shadow lines on the surrounding surfaces, like a transparent yet fully fledged drawing come to life in threedimensional form. RADIO is low-fi in a contemporary and playful way.

MEGAPHONE *by* Peter Johansen

MEGAPHONE is a simple interpretation of the shape of a megaphone, translated into a minimalist pendant lamp that suits most purposes and settings. The name MEGAPHONE refers to similarities in the iconic shape as well as in function: Just as a megaphone is used to inform and enlighten a crowd, the MEGAPHONE lamp directs light and illumination where it is needed.



MEGAPHONE

designed by

Peter Johansen



WORK

designed by
Tom Stepp



WATT A **VERSATILE** LAMP

WORK by Tom Stepp

WORK is a work lamp designed with the goal of creating a light source that illuminates a large surface without creating a glare. With its industrial look, WORK tells the story of the industrial setting that fewer and fewer people engage and work in today. As such, WORK is as a reminder of a time when the world seemed more stable and predictable.

INFORMATION



STRETCH

Sizes:
2

Dimension:
Ø 47 cm / Height 24 cm
Ø 60 cm / Height 31 cm

Socket:
E27 max 40W

Cable:
Gray Textile cable 3 m.

Colors:
Birch

Material:
Veneer

5705639751907/STRETCH/Ø 47 cm
5705639751914/STRETCH/Ø 60 cm



ADJUSTABLE

Sizes:
2

Dimensions:
Ø 30 cm / H 26 cm

Socket:
G9 max 42W (bulb included)

Dimensions:
Ø 42 cm / H 37 cm

Socket:
E27 max 60W

Cable:
Silicone cable 3m.

Colors:
Black matt / Black
White matt / White cable
Blue matt / Blue cable
Yellow matt / Yellow cable
Medium grey matt / Grey cable

Material:
Metal

5705639750856 / Adjustable / Ø 30 / Blue
5705639750863 / Adjustable / Ø 30 / Black
5705639750870 / Adjustable / Ø 30 / White
5705639750887 / Adjustable / Ø 30 / Medium Grey
5705639750894 / Adjustable / Ø 30 / Yellow
5705639750979 / Adjustable / Ø 42 / Blue
5705639750986 / Adjustable / Ø 42 / Black
5705639751006 / Adjustable / Ø 42 / White
5705639751013 / Adjustable / Ø 42 / Medium Grey
5705639751020 / Adjustable / Ø 42 / Yellow



NUUK

Size:
1

Dimension:
Ø 41 cm / Height 23 cm

Socket:
E27 max 60W

Cable:
Gray Textile cable 3 m.

Colors:
White gloss

Material:
Glass

5705639750764 / NUUK / Pendant / Ø 41cm / Opal



PLAY

Sizes:
2

Dimensions:
Ø 19 cm / Height 25 cm
Ø 25 cm / Height 32 cm

Socket :
E27 max 60W

Cable :
Textile cable 3 m.

Color:
Black gloss / Black cable
White gloss / Light gray cable
Medium gray gloss / Gray cable

Material:
Metal

5705639750436 / PLAY / Metalpendant / Ø 19 cm / White
5705639750443 / PLAY / Metalpendant / Ø 19 cm / Dark Grey
5705639750450 / PLAY / Metalpendant / Ø 19 cm / Black
5705639750535 / PLAY / Metalpendant / Ø 25 cm / White
5705639750542 / PLAY / Metalpendant / Ø 25 cm / Dark Grey
5705639750559 / PLAY / Metalpendant / Ø 25 cm / Black

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MUSH

Size:
1

Dimension:
Ø 25 cm / Height 38 cm

Socket:
E27 max 25W (included LED 2W bulb 1800 kelvin)

Cable:
Textile cable with switch

Color:
Brass / Glass

Material:
Wood / Metal / Glass

5705639752126 / MUSH / Ø 25 cm / Blue transparent
5705639752133 / MUSH / Ø 25 cm / Smoke transparent
5705639752140 / MUSH / Ø 25 cm / Opal matt

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**BEND**

Size:
1

Dimension:
Ø 25 cm / Height 31 cm

Socket:
LED 8W (built-in 2800 Kelvin)

Cable :
Black plastic 1.8 m

Colors:
Black matt / Black cable
Light Grey matt / Black cable
Dark Grey matt / Black cable.

Material:
Metal

5705639750658 / BEND / 8W / Desklamp / Ø 25 / Light Grey
5705639750665 / BEND / 8W / Desklamp / Ø 25 / Dark Grey
5705639750672 / BEND / 8W / Desklamp / Ø 25 / Black

**DIRECT**

Sizes:
5

Dimensions:
Ø 12 cm / Height 28 cm
Ø 17 cm / Height 50 cm
Ø 21 cm / Height 130 cm
Ø 75 cm / Height 28 cm
Ø 11 cm / Height 27,5 cm

Socket :
E14/GU10

Cable:
Textile

Color:
Black

Material:
Metal / Marble

5705639718047 / DIRECT / Wall / Ø 12 cm / Black marble
5705639717903 / DIRECT / Desklamp / Ø 17 cm / Black marble base
5705639717934 / DIRECT / Floor / Ø 21 cm / Black marble base
5705639718078 / DIRECT / Chandelier / Ø 75 cm / Black marble
5705639718108 / DIRECT / Pendant / Ø 11 cm / Black marble / GU10
7W max

MEGAPHONE

Size:
1

Dimensions:
Ø 23 cm / Height 30 cm

Socket:
E27 max 11W (included 9W LED 2800 Kelvin)

Cable:
Textile cable 3 m.

Colors:
Black matt / Black cable
White matt / White cable

Material:
Metal

5705639751334 / Megaphone / Pendant / Ø 23 cm / Black
5705639751341 / Megaphone / Pendant / Ø 23 cm / White





RADIO

Sizes:
3

Dimension:
Ø 28 cm
Ø 44 cm
Ø 70 cm

Socket:
E27 max 60 W (included 2,7W LED bulb 2800 kelvin)

Cable:
Textile cable 3 m. (pendant only)

Colors:
Dark Grey matt / black cable

Material:
Metal

5705639751815 / Radio / Pendant / Ø 28 cm / Dark Grey
 5705639751822 / Radio / Pendant / Ø 44 cm / Dark Grey
 5705639751839 / Radio / Pendant / Ø 70 cm / Dark Grey
 5705639751846 / Radio / Wall / Ø 28 cm / Dark Grey
 5705639751853 / Radio / Wall / Ø 44 cm / Dark Grey
 5705639751860 / Radio / Wall / Ø 70 cm / Dark Grey



WORK

Size:
1

Dimension:
Ø 37 cm / Height 21 cm

Socket:
E27 max 60W

Cable:
Silicone cable 3 m

Colors:
Black matt / Black cable
 Light Grey matt / Grey cable
 Blue matt / Black cable
 Dark Grey matt / Black cable
 Dark Green matt / Black cable
 Medium Grey matt / White cable

Material:
Metal

5705639750115 / Work / Ø 37 cm / Black
 5705639750122 / Work / Ø 37 cm / Blue
 5705639750139 / Work / Ø 37 cm / Light Grey
 5705639750146 / Work / Ø 37 cm / Medium Grey
 5705639750153 / Work / Ø 37 cm / Dark Grey
 5705639750160 / Work / Ø 37 cm / Dark Green

THE DESIGNERS BEHIND



MICHAEL WALTERSDORFF

Business director and owner, Watt a Lamp



PETER JOHANSEN

Furniture designer Peter Johansen is a graduate of the Royal Danish Academy of Fine Arts, School of Design. Shortly after his graduation he set up his own studio and was involved in forming the design group Remove. In 2005, Remove was responsible for the interior design of the Danish Design Centre's cafe DANSK (DANISH). Since then, his studio has created designs for a range of companies including Ligne Roset, Normann Copenhagen and HAY, and Peter Johansen has received several grants for his work. With a Norwegian father and a Swedish mother, Peter Johansen is a true Scandinavian in flesh and spirit with a modern design expression that always seeks the core potential of any given assignment and translates it into a contemporary context.

'My work process often involves modelling and experimenting in a scale of 1:1. I find my inspiration in everyday life and materials and make a virtue of noticing my surroundings in a detailed kind of way – I think my designs are logical, bordering on flirting with banality.'



AMANDA BETZ

Architect Amanda Taarup Betz is a graduate of the Royal Danish Academy of Fine Arts, School of Architecture. Despite her architect's training, Amanda Betz is fascinated with the small scale – especially lamps. Amanda Betz works with paper models to translate her ideas into physical objects. She has received numerous grants and works both artistically and commercially with design. Recently, she was awarded a grant for her lamp at the gallery Superobjekt in Copenhagen, and she has received several grants from the Danish Arts Foundation and is included in this year's Danish Crafts Collection, which is launched in Paris in the autumn of 2015. Amanda Betz currently has two lamps in production: the Shayk lamp for Artecnic Inc., which is sold in the MoMA shop in New York, and the Cassiopeia pendant lamp for Le Klint.

'My creative process typically begins with classic pencil sketches and paper that I fold, cut and print. Later, these paper prototypes are translated into sturdier materials. I am particularly interested in the use of patterns, which I always approach from a three-dimensional perspective, so the patterns never remain two-dimensional but take on a spatial character – just like architecture.'



FRANCIS CAYOULTE

Francis Cayouette is a French-Canadian industrial designer and a graduate of the University of Montreal. Since 2000, he has lived and worked in Copenhagen, where he has his own studio, Unit 10 Design, which specializes in product design and creative management. Over the years, Francis Cayouette has created products for leading Danish and international design brands, including Normann Copenhagen and Stelton, and his work has earned several international awards.

'I always try to balance form, practical function and feasibility in a clear and understandable solution. I find most of my inspiration in everyday life – sometimes it can be an innovative technique, a new material or just a well-known ancient function. I want my designs to be innovative but also durable, so that they can be used and reused over time.'



KILO

Kilo is headed by founder, CEO and Head of Design Lars Larsen. He is a graduate of the Royal Danish Academy of Fine Arts, School of Architecture, and the Danish Design School (now part of the Academy) and is known as an industrial designer with a natural eye for blatant and simple solutions and complex design challenges that has earned him awards and instant acclaim as one of Scandinavia's fastest rising stars. Lars Larsen has a long experience across a wide range of disciplines creating signature designs for clients around the world. Alongside his design practice, he is a member of the Danish Design Council and has served on a number of award juries, including D&AD, core77 and Cannes Lions. His work is included in SFMOMA's permanent collection, and he has received numerous awards and honours over the years, including the Danish Design Award, a Red Dot Design Award, a Good Design Award, an IDA Award and a Cannes Lions golden trophy.

'To us, design is alchemy and evolution. It's a mix of the right ingredients for the right purpose, a deep understanding of the brands we work with and a serious amount of love and many hours spent in search of the perfect solutions. We work with a holistic approach, and our designs often explore the potential of cross-breeding elements from different disciplines to create new functional and aesthetic hybrids.'



TOM STEPP

Tom Stepp trained as an architect at the Royal Danish Academy of Fine Arts and has a background in construction management. He is the founder of Stepp Industrial Design, a design studio that has received several awards and prizes, including the Scandinavian Furniture Award and the Formland Prize. Tom Stepp has created furniture, lighting, shop concepts, architecture, displays and applied art for leading brands, including Fredericia Furniture, Normann Copenhagen, Northern Lightning and Bolia, and his designs are sold and exhibited around the world.

'For me, the inspiration to design new products comes from observing life and events unfolding in today's society.'



RIKKE HAGEN

Designer Rikke Hagen graduated from the Royal Danish Academy of Fine Arts, School of Design, in 1998, where she also earned a master's degree in 2013. From 1998 to 2008, Rikke Hagen had her own workshop, where she produced limited editions in glass. In 2004, she expanded her portfolio to include product design for various design companies. In 2014, she set up her new design business HAGEN ETC, which combines design strategy, ideas, product development and production. Rikke Hagen has received many awards for designs she has created for brands such as Normann Copenhagen, Georg Jensen, Kähler Design, Holmegaard A/S, Designership and Georg Jensen Damask.

As a designer, I see myself as a radar, ready to pick up stimuli and translate them into tangible form. I strive to create functional products with a graphic, playful and legible expression and a strong semiotic content. My aim is to unite the complex aspects of product development in a holistic approach where consideration for the environment, the consumer and the budget carry equal weight.'



ANDREAS LUND

Furniture designer Andreas Lund graduated from The Danish Design School (now the Royal Danish Academy of Fine Arts, School of Design) in 2000. He has his own design studio in the heart of Copenhagen and also teaches furniture design at the Academy. Andreas Lund's furniture designs are exhibited around the world in both commercial and artistic contexts, in part through his membership of the Cabinetmakers' Autumn Exhibition and his collaborations with leading design companies, including Normann Copenhagen, Softline, Illums Bolighus and Fredericia Furniture.

'My design springs from an urge to create simple, elementary products from an alternative point of view'



FURNID DESIGN STUDIO

FURNID Design Studio, which consists of industrial designer Morten Kjær Stovgaard and furniture designer Bo Strange, has 'inviting design' as its trademark, understood as the ambition of designing well-balanced products. Furnid Design Studio develops designs based on everyday life with the goal of solving problems while adding an extra dimension that interacts with aesthetics, charm and functionality. They feed on the positive diversity of simple and complex challenges, and collaborations with companies such as Fredericia Furniture, Kähler, Stouby Furniture, Fritz Hansen and Add Interior have resulted in both national and international awards and honours, including Danish Designer of the Year 2011, the Bo Bedre Furniture Prize and a Red Dot Award.

'We find it essential to develop products with substance that reach beyond a certain artistic trend. By liberating ourselves from traditional and conservative thinking, we strive to work with design as an art form that originates from the poetic.'



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