

**PH5**

**louis  
poulsen**

New PH editions  
Pastels and Monochrome



PH 5 Pastels  
Oyster Blue Rose



PH 5 Pastels  
Blue Rose Peach



PH 5 Monochrome  
Pale Rose



PH 5 Monochrome  
White

*(Existing colour variant)*

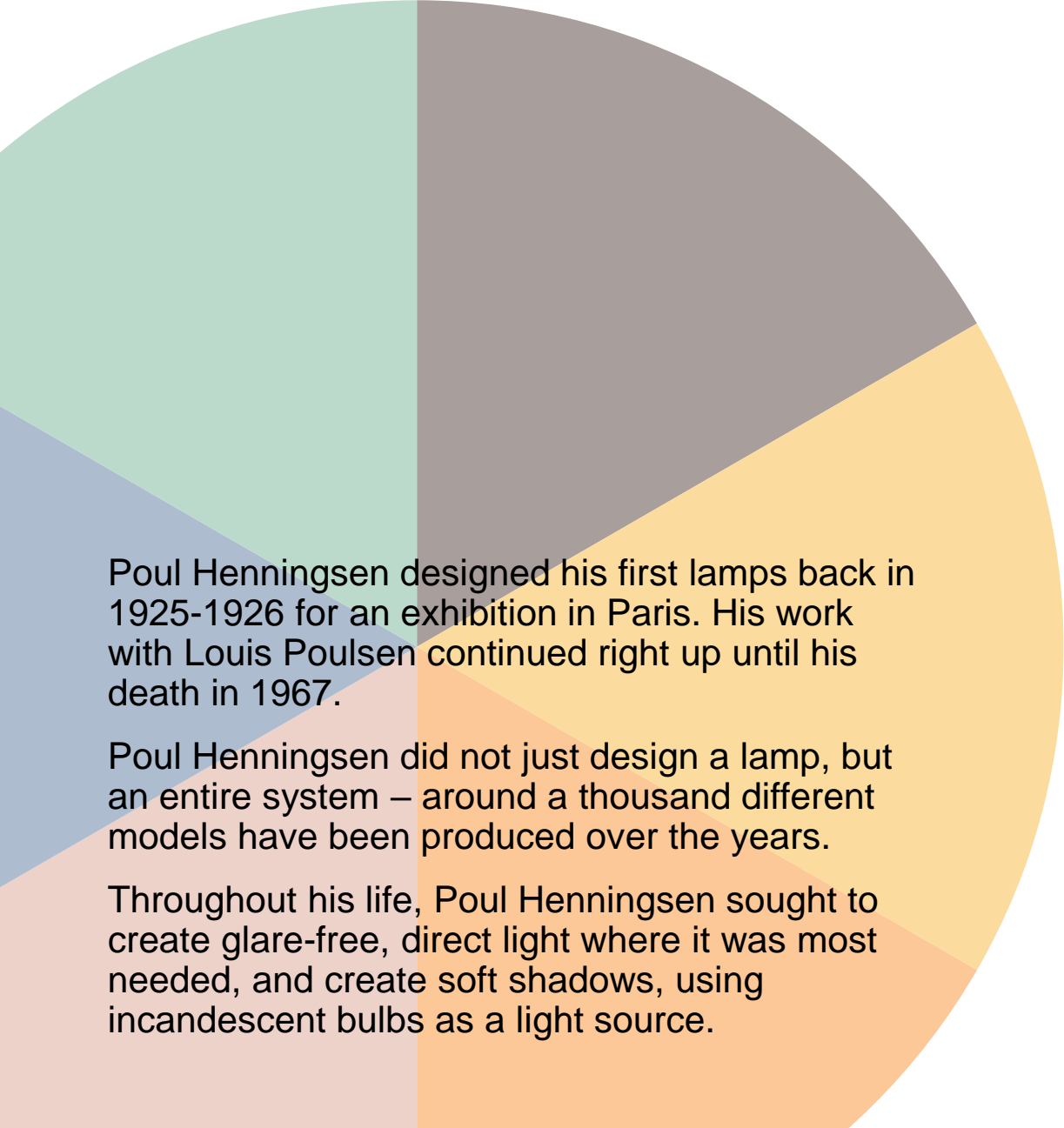


PH 5 Monochrome  
Oyster

# Poul Henningsen

The very influential Danish designer, architect, writer, and cultural critic, Poul Henningsen (1894-1967), has had a huge impact on Danish thinking and design.





Poul Henningsen designed his first lamps back in 1925-1926 for an exhibition in Paris. His work with Louis Poulsen continued right up until his death in 1967.

Poul Henningsen did not just design a lamp, but an entire system – around a thousand different models have been produced over the years.

Throughout his life, Poul Henningsen sought to create glare-free, direct light where it was most needed, and create soft shadows, using incandescent bulbs as a light source.



# Story behind

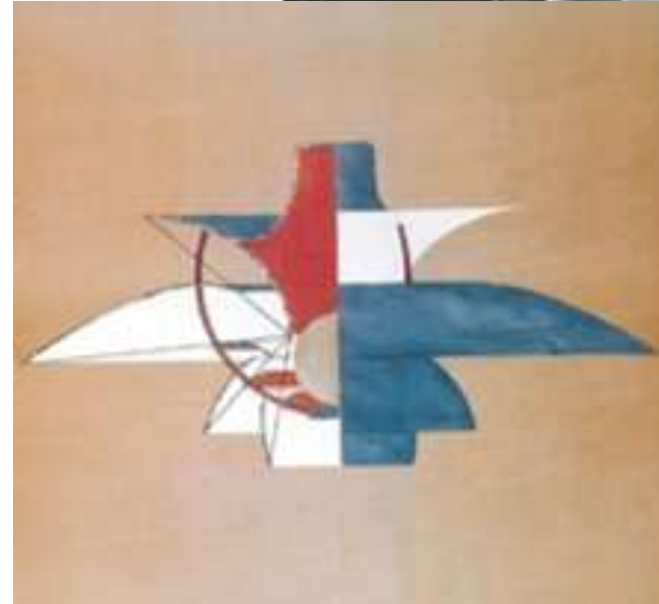
## PH 5

Poul Henningsen drew the first models of the famous three-shade system in 1924 in collaboration with Louis Poulsen.

After the launch of the first PH lamp in 1927 he developed several other PH variations throughout the years.

The work culminated in 1958 with the world-famous pendant PH 5 that immediately became an overwhelming success.

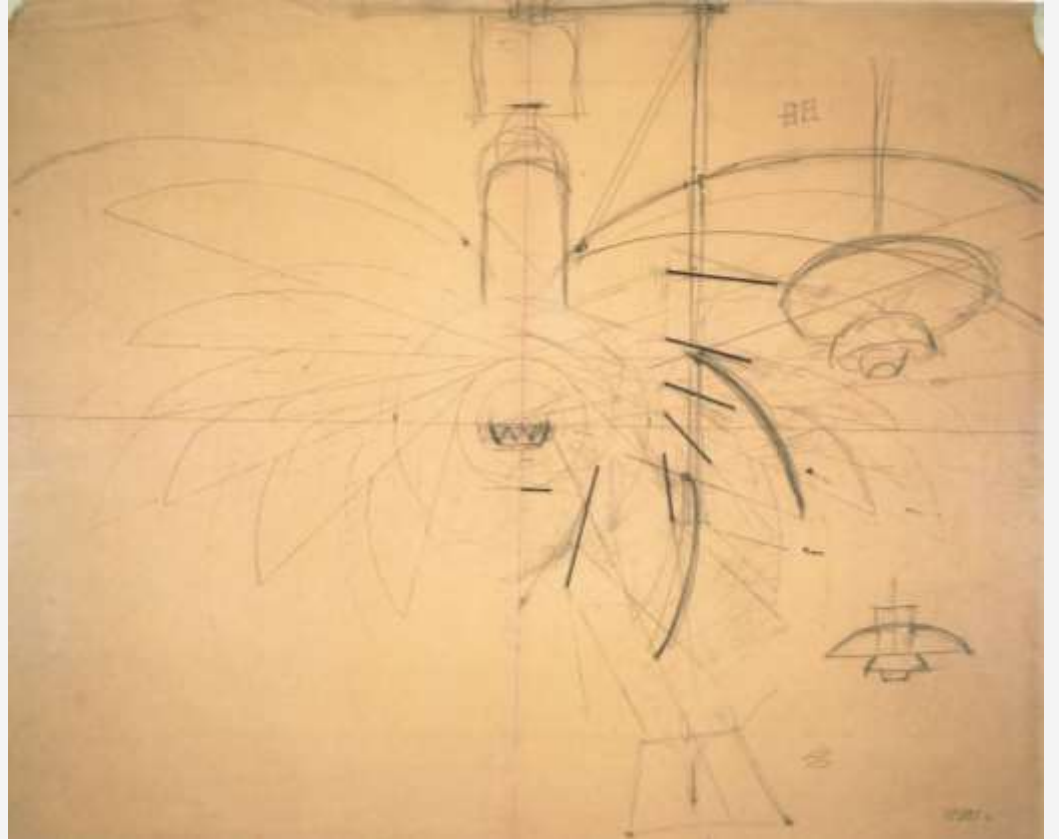
The way he functionally utilized the shades was nothing less than revolutionary.



# Light concept

## PH 5

The fixture provides 100% glare-free light. Its design is based on the principle of a reflective three-shade system, which directs majority of the light downwards. The fixture emits both downward and lateral light, thus illuminating itself.

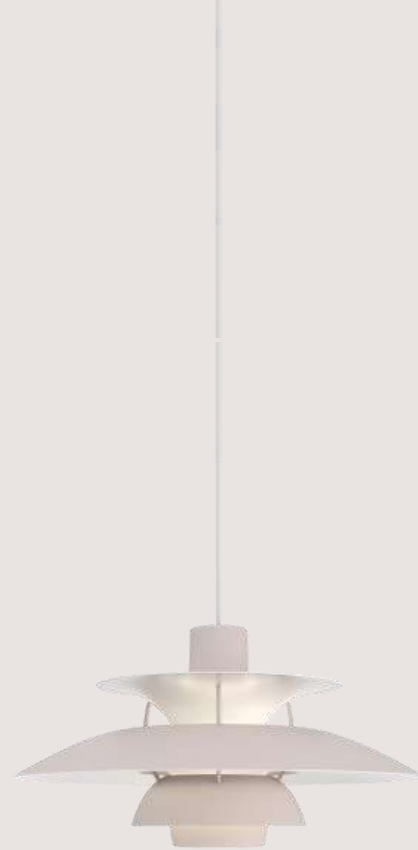




PH 5 Monochrome  
Pale Rose



PH 5 Monochrome  
White



PH 5 Monochrome  
Oyster



PH 5 Pastels  
Oyster Blue Rose



PH 5 Pastels  
Blue Rose Peach

# Colour relevance

A post-pandemic focus on well-being brings a need for calming and embracing space at home.

Restful and comforting pastel colours are a perfect complement for the simple silhouettes and lines of Scandinavian and other more simplistic inspired interiors.

As well as a savvy addition to the more radical and eclectic styles with bolder colours and patterns.











# Tendencies and forecasting Colour

Tonal blues, pinks, greens, and yellows fade and merge into a drowsy flow and create a dream-like mood.

These soft colours represent a desire for comfort, indulgence, and a restful inner world.



# The palette in current magazine interiors



## PH 5 Monochrome Product information

**Finish:** Monochrome Pale Rose and Monochrome Oyster. Matt wet painted.

**Material:** Shades and anti-glare disc: Spun aluminium. Struts: rolled aluminium.

**Mounting:** Suspension type: White textile cable 2x1mm<sup>2</sup>. Canopy: Yes.

**Cable length:** 3 m.

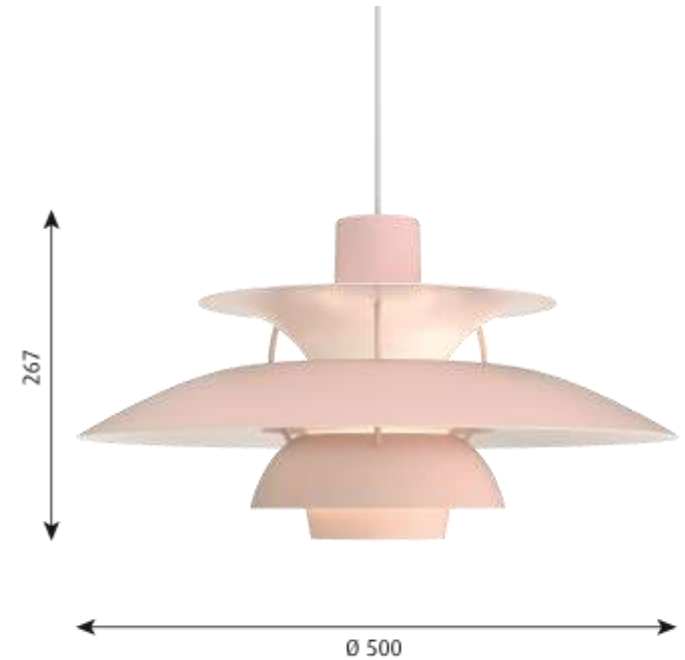
**Light Source:** E27/E26 max. 75W (JP: 150W, US: 22W).

**Dimensions (WxHxL):** Ø 500 x 267 x 500 mm.

**Weight:** Max. 2.5 kg.

**Class:** Ingress protection IP20. Electric shock protection II without ground.

**Info notes:** Colour of anti-glare disc and struts: Same colour as the pendant.  
White textile cable and canopy.



## Product information

### PH 5 Pastels

**Finish:** Two combinations of pastel colours.  
Oyster, Blue, Rose and Yellow.  
Blue, Rose, Peach and Yellow.  
Matt wet painted.

**Material:** Shades and anti-glare disc: Spun aluminium. Struts: rolled aluminium.

**Mounting:** Suspension type: White textile cable 2x1mm<sup>2</sup>.

**Canopy:** Yes. Cable length: 3 m.

**Light Source:** E27/E26 max. 75W (JP: 150W, US: 22W).

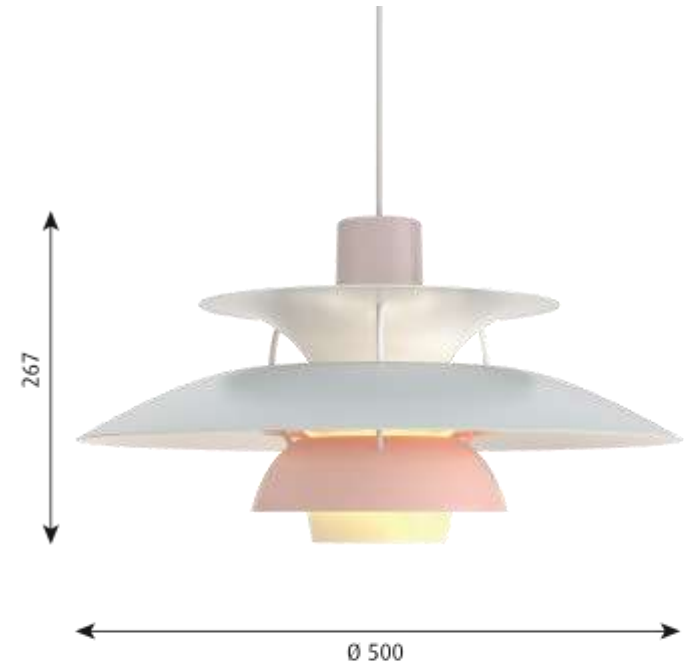
**Dimensions (WxHxL):** Ø 500 x 267 x 500 mm.

**Weight:** Max. 2.5 kg.

**Class:** Ingress protection IP20. Electric shock protection II w/o ground

**Info notes:**

Peach anti-glare disc on Oyster Blue Rose.  
Rose anti-glare disc on Blue Rose Peach.  
White struts. White textile cable and canopy.



Four new refreshing editions  
in great company of a bestseller

### **Two PH 5 Monochrome**

Pale Rose and Oyster

Same very matte gloss as existing Monochrome variants.

### **Two PH 5 Pastels**

Combination of pastels tones

Pastels no. 1 Oyster, Blue and Rose

Pastels no. 2 Blue, rose and Peach

They are compatible with the new Monochrome as well as the existing range where relevant.

Same semi-matte gloss as the Hues of variants.

### **Selling-in package and display**

To be combined in a package with the Monochrome White – the new bestselling variant.





Application areas  
PH 5

**BtC**

- Kitchen
- Dining room
- Living room
- Hallway

**BtB**

- Restaurants, cafés and hotels
- Offices and public buildings
- Receptions, meeting rooms, lounge areas, dining areas etc.
- Hallways and corridors



PH 5  
Collection line



VL 45  
Ø370



PH Septima  
Ø500



AJ Royal  
Ø500



Keglen  
Ø400



PH Artichoke  
Ø480



PH 5/5  
Ø500



PH 5  
Ø500



PH 4/3  
Ø400



Patera Ø450



LC Shutters  
Ø440



Collage Ø450



Enigma Ø425



PH 5-4 1/2  
Ø500



PH Snowball  
Ø400



Wohlert Ø400

# PH 5 Key features & USPs

## Designer

- Designed in 1958 by Poul Henningsen
- Great storytelling and craftsmanship

## Light

- Soft, diffused and glare-free light
- Ideal for above the dining table

## Characteristics

- Matt painted metal shades
- Beautiful colours, Danish-modern design, iconic shape
- Easy to adapt to most interiors

## Colours

- New colours speak to modern interior trends
- The mix of colours is a playful version of a classic design



# Campaign



Poul Henningsen developed the PH 5 in 1958 in response to constant changes made to the shape and size of incandescent bulbs by bulb manufacturers, naming it after the size of the pendant's main shade, which is 50 cm. in diameter.

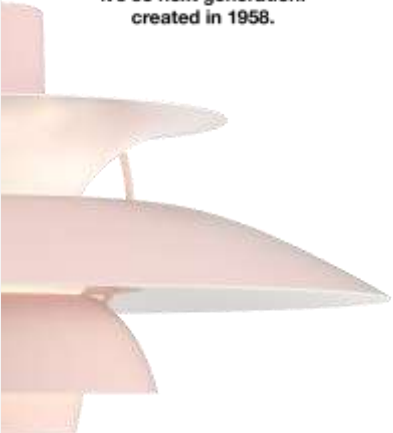
*“I have accepted fate and with Louis Poulsen's permission I have designed a PH fixture, which can be used with any kind of light source, from Christmas lights to 100 W metal filament bulbs. However, a fluorescent tube may be too much to ask in the existing form!”*

– Poul Henningsen

PH 5 continues to elevate even the most modern interiors in a range of colours today.




Campaign concept



it's so next generation.  
created in 1958.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)


**louis  
poulsen**



it's new.  
and it's not.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**



from Copenhagen  
to Cape Town.  
keep shining.  
since 1958.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**



too old.  
too classic.  
too good  
to be true.

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available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**



some see a lamp.  
we see part  
of our legacy.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**



next generation of  
beautiful.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)


**louis  
poulsen**



new colours your  
future grandkids can  
fight over.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**

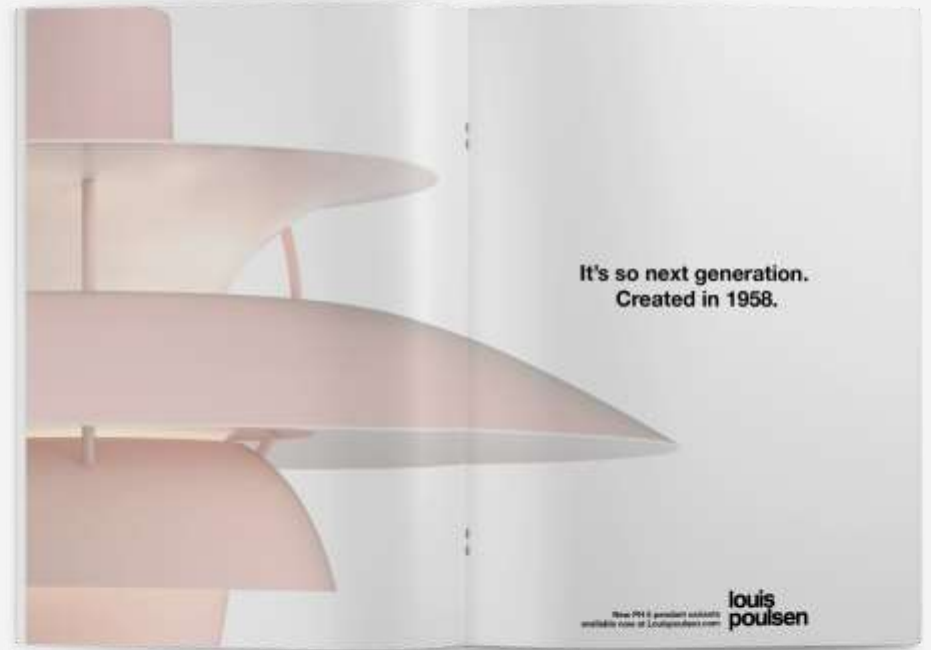
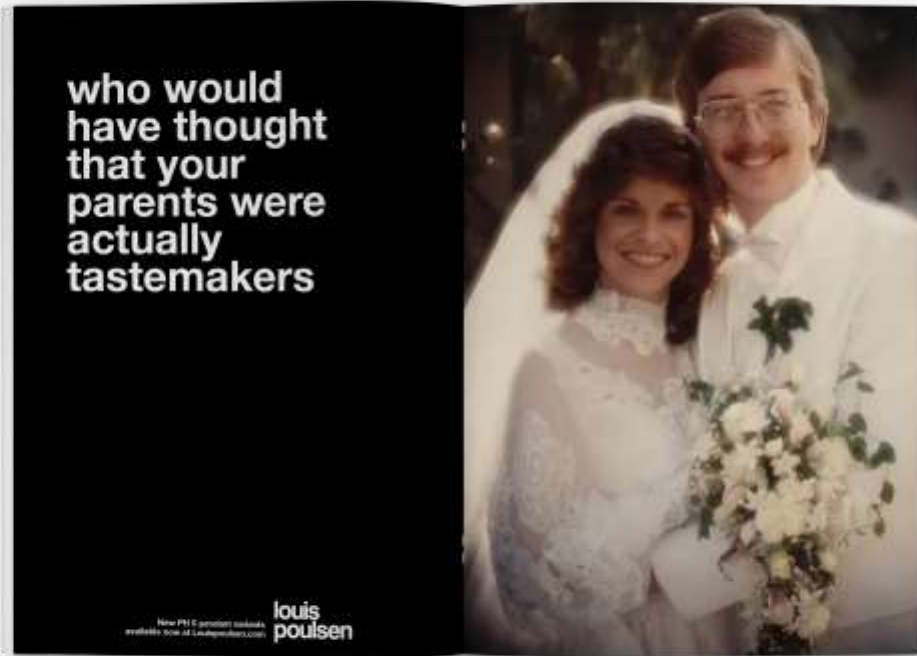


and they say love  
doesn't last.

New PH5 colours  
available now at [loisapoulsen.com](http://loisapoulsen.com)

**louis  
poulsen**

Advertising



Packs





Online banners



it's new.  
and it's not.

New PH 5 colours  
available now

[Shop online](#)

**louis  
poulsen**



new colours your future  
grandkids can fight over.

New PH 5 colours  
available now

[Shop online](#)

**louis  
poulsen**



too old. too classic.  
too good to be true.

New PH 5 colours available now

[Shop online](#)

**louis  
poulsen**

Online banners

from Copenhagen to Cape Town.

keep shining. since 1958.

Berlingske

BUSINESSSPØRGE

Arla-topchef: »Det er slet ikke slut med prisstigninger på mælk, smør og ost«

Donald Trump er ikke uovervindelig: Han kunne ikke redde manden med den bizarre sexløg

Tyrkiet blokerer første skridt i Sverige og Finlands NATO-ansøgninger

New PH 5 colours available now

Shop online

louis poulsen

New PH 5 colours available now

Shop online

louis poulsen

SOME



POS



Outdoor



it is new.  
and it is not.

New PH 5 pendant variants  
available now at [Louispoulsen.com](http://Louispoulsen.com)

**louis  
poulsen**

The advertisement is a vertical rectangular sign mounted on a black post. It features a white background with a photograph of a Louis Poulsen PH 5 pendant lamp in the upper right corner. The lamp has three stacked, curved shades in light blue, pink, and orange. The text is centered in a clean, sans-serif font. The background of the sign is a blurred street scene with historic buildings and pedestrians.

Outdoor



Film



it's so next generation.  
created in 1958.

New PPH 50 ceiling  
available now at [louispoulsen.com](http://louispoulsen.com)  
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poulsen