WATT A LAMP

THE COLLECTION BY *DANISH* DESIGNERS

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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 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 a fresh collection. 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. This year we are happy to welcome Rasmus Larsson in our group of fine Danish designers.

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

Michael Waltersdorff
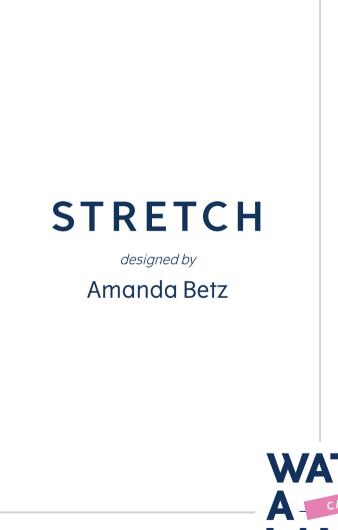*Business director and owner, Watt a Lamp*

DAMN FASHIONISTA

designed by

Rasmus Larsson

DAMN FASHIONISTA
by
Rasmus Larsson

—

The small detail makes the big difference! That is the signature statement of designer Rasmus Larsson. It is very outspoken in his lamp series, Damn Fashionista. The whole interior gets an extraordinary lift from the glamourous glass shade made in form pressed glass, the elegant brass details and the outstanding base in solid black marble.

WATT
A TREMENDOUS
LAMP

STRETCH

designed by

Amanda Betz

WATT A LAMP

CATCHY

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.

DIRECT

designed by

Tom Stepp

WATT
A
LAMP

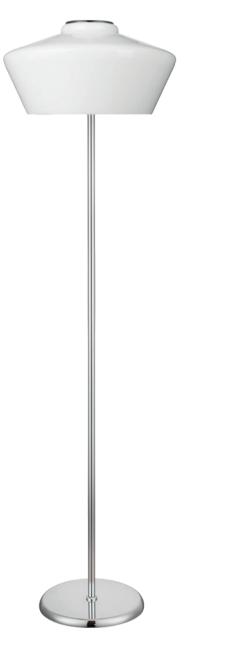PICTURESQUE

DIRECT *by* Tom Stepp

—

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 lamp-shade is beautiful and practical.

NUUK

by

Tom Stepp

—

NUUK is a clean cut-glass lamp series 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 NUUK imitates 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**

—

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 comes as pendant and table lamp with a wooden part that blends in easily, adding a charming yet functional touch.

**WATT
A
LAMP**

SPECTACULAR

MEGAPHONE

by

Peter Johansen

—

MEGAPHONE is a simple interpretation of the shape of a mega-phone, 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 mega-phone is used to inform and enlighten a crowd, the MEGAPHONE lamp directs light and illumina-tion where it is needed.
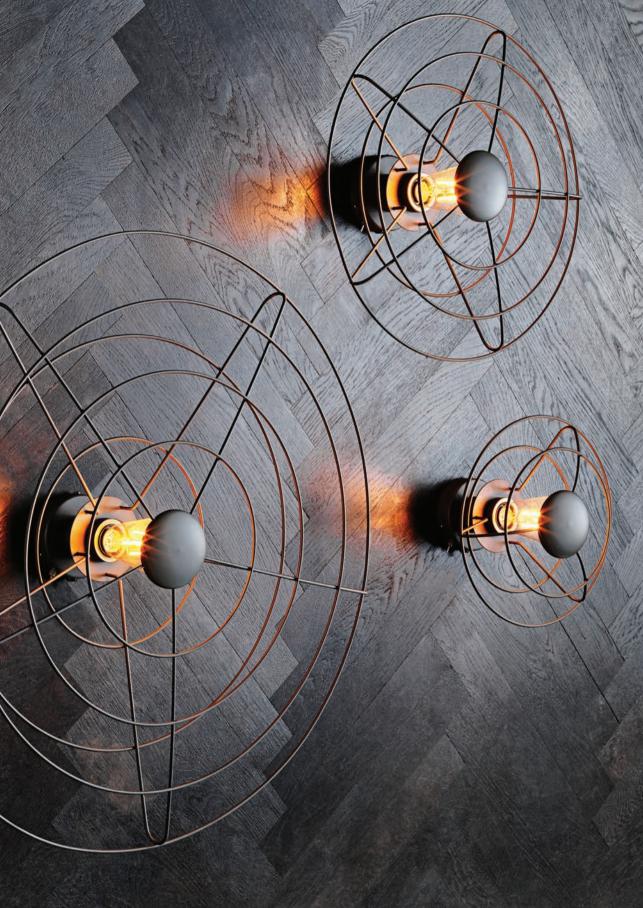
RADIO

designed by

Francis Cayoutte

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.

WATT
A QUIRKY
LAMP

ADJUSTABLE
by
Rikke Hagen & Andreas Lund

—

Rikke Hagen and Andreas Lund have created a lamp in a simple and honest idiom with a 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.

WATT
A FASCINATING
LAMP

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.

WATT
A PLAYFULL
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.

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.

WATT
A — BENDABLE
LAMP

INFORMATION

DAMN FASHIONISTA

Lighting type:	Floor, table, pendants and wall

ARTICLE - TRANSPARENT

Floor: E27 max 60W, bulb excl.	751952
Large pendant: E27 max 60W, bulb excl	751976
Small pendant: E27 max 40W, bulb excl	751969
Table: E27 max 60W, bulb excl.	751945
Wall: E27 max 40W, bulb excl.	751983

ARTICLE - SMOKE

Small Table : E27 max 60W, bulb excl.	752058
Wall: E27 max 40W, bulb excl.	752041
Small pendant: E27 max 40W, bulb excl.	751969

DIMENSIONS

Floor:	Width: 30 cm	Height: 153 cm
Table:	Width: 30 cm	Height: 53 cm
Large pendant:	Width: 30 cm	Height: 27 cm
Small pendant:	Width: 15 cm	Height: 16 cm
Wall:	Width: 15 cm	Height: 30 cm

MATERIAL & COLORS

Material:	Glass / metal
Color:	Transparent or smoke / brass
Cable:	2/3 m. textile

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STRETCH

Lighting type:	Pendant

ARTICLE

Small:	751907
Large:	751914

DIMENSIONS

Small:	Width: Ø47 cm	Height 24 cm
Large:	Width: Ø60 cm	Height 31 cm

ILLUMINANT

Socket:	E27 max 40W, bulb excl.

MATERIAL & COLORS

Material:	Veneer
Color:	Birch
Cable:	5 m. grey textile

DIRECT

Lighting type:	Floor, pendant, wall and desk lamp

ARTICLE

Floor:	717934
Pendant:	718108
Wall:	718047
Desk lamp:	717903

DIMENSIONS

Floor:	Width: Ø21 cm	Height: 130 cm
Pendant:	Width: Ø11 cm	Height: 27,5 cm
Wall:	Width: Ø12 cm	Height: 28 cm
Desk lamp:	Width: Ø17 cm	Height: 50 cm

ILLUMINANT

Socket:	Floor:	E14 max 40W, bulb excl.
	Pendant:	GU10 max 7W, bulb excl.
	Wall:	E14 max 40W, bulb excl.
	Table:	E14 max 40W, bulb excl.

MATERIAL & COLORS

Material:		Metal / Marble
Color:		Black / Brass inside shade
Cable:	Floor:	1,8 m. textile
	Pendant:	2 m. textile
	Wall:	No cable (direct mounting)
	Table:	1,8 m. textile
Switch:		On/off on shade (not pendant)

NUUK

Lighting type:	Floor, pendant and table

ARTICLE

Floor:	750788
Pendant:	750764
Table:	750771

DIMENSIONS

Floor:	Width: Ø41 cm	Height: 140 cm
Pendant:	Width: Ø41 cm	Height: 23 cm
Table:	Width: Ø41 cm	Height: 55 cm

ILLUMINANT

Socket:	E27 max 60W, bulb excl.

MATERIAL & COLORS

Material:	Glass, wood, metal
Color:	Opal gloss, chrome
Cable:	Textile cable with switch (3 m. cable/pendant)

MUSH

Lighting type:	Pendant and table

ARTICLE

Pendant:	Blue	752164
	Smoke	752171
	Opal	752188
Table:	Blue	752126
	Smoke	752133
	Opal	752140

DIMENSIONS

Pendants:	Width: Ø25 cm	Height: 31 cm
Table:	Width: Ø25 cm	Height: 38 cm

ILLUMINANT

Socket:	E27 max 25W
	Incl. LED 2W 1800 K. Opal: LED 8W 2700 K

MATERIAL & COLORS

Material:	Glass /Wood / Metal
Color:	Brass / Glass
Cable:	Textile cable (with switch for table)

MEGAPHONE

Lighting type:	Pendant

ARTICLE

Black:	751334
White:	751341

DIMENSIONS

Width:	23 cm
Height:	30 cm

ILLUMINANT

Socket:	E27 max 11W
	Included 9W LED 2800 K

MATERIAL & COLORS

Material:	Metal
Color:	Matt black
	Matt white
Cable:	3 m. textile

RADIO

Lighting type:	Pendant and wall/ceiling

ARTICLE

Pendant:	Small:	751815
	Medium:	751822
	Large:	751839
Wall/Ceiling:	Small:	751846
	Medium:	751853
	Large:	751860

DIMENSIONS

Small:	Width: 28 cm	Height: 21 cm
Medium:	Width: 44 cm	Height: 21 cm
Large:	Width: 70 cm	Height: 21 cm

ILLUMINANT

Socket:	E27 max 60W
	Included 2W LED bulb 1800 K

MATERIAL & COLORS

Material:	Metal
Color:	Dark grey matt
Cable:	3 m textile (pendants only)

ADJUSTABLE

Lighting type:		Pendant

ARTICLE

Small pendant:	Blue	750856
	Black	750863
	White	750870
	Grey	750887
	Yellow	750894
Large pendant:	Blue	750979
	Black	750986
	White	751006
	Grey	751013
	Yellow	751020

DIMENSIONS

Small pendant:	Width:30 cm	Height: 26 cm
Large pendant:	Width:42 cm	Height: 37 cm

ILLUMINANT

Small pendant:	Socket:	G9 max 42W, bulb incl.
Large pendant:	Socket:	E27 max 60W, bulb excl.

MATERIAL & COLORS

Material:	Metal
Color:	Matt blue
	Matt black
	Matt white
	Matt grey
	Matt yellow
Cable:	3 m. silicone

PLAY

Lighting type:		Pendant

ARTICLE

Small:	White:	750436
	Dark grey:	750443
	Black:	750450
Large:	White:	750535
	Dark grey:	750542
	Black:	750559

DIMENSIONS

Small:	Width: 19 cm	Height: 25 cm
Large:	Width: 25 cm	Height: 32 cm

ILLUMINANT

Socket:	E27 max 60W, **bulb** excl.

MATERIAL & COLORS

Material:	Metal
Color:	Shiny black
	Shiny white
	Shiny medium grey
Cable:	3 m. textile

WORK

Lighting type:	Pendant

ARTICLE

Black matt	750115
Light grey matt	750139
Blue matt	750122
Dark grey matt	750153
Medium grey matt	750146

DIMENSIONS	37 cm
Width:	21 cm
Height:	

ILLUMINANT	E27 max 60W, bulb excl.
Socket:	

MATERIAL & COLORS	Metal
Material:	"Se above"
Color:	3 m. silicone
Cable:	

BEND

Lighting type:	Desk lamp

ARTICLE

Light grey:	750658
Black:	750672

DIMENSIONS	25 cm
Width:	31 cm
Height:	

ILLUMINANT	Built-in LED 8W (2800 K)
Socket:	

MATERIAL & COLORS	Metal
Material:	Light grey matt
Color:	Dark grey matt
	Black matt
	1,8 m. black plastic
Cable:	3 step dimmer on base
Dimmer:	

THE DESIGNERS BEHIND

MICHAEL WALTERSDORFF

—

Business director and owner, Watt a Lamp

RASMUS LARSSON

—

Rasmus Larsson is educated from the Royal Danish Academy of Fine Arts, School of Design, KADK. "Ras" which he is called in daily mouths have in many years, been working all around design, especially in the furniture, light & interior design. All of his work & designs are distributed and sold by over 185 retailers & architects, all across the world. His signature is to stand out, and in his words...

"The small detail, makes the big difference."

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 Artecnica 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 CAYOUTTE

—

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."

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."

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