



PRESS RELEASE FLOWERPOTS

2016



&TRADITION

LAUNCHES

THE FLOWERPOT LAMPS IN NEW COLOURS

BY VERNER PANTON

&TRADITION IS PLEASED TO ANNOUNCE THE LAUNCH OF
THE ICONIC FLOWERPOT LAMPS BY VERNER PANTON IN
CONTEMPORARY NEW COLOURS.

2016

The FlowerPot Lamps became synonymous with the Flower Power movement from the late 60s. Reflecting a break from convention to embrace a more open, modern mentality that promoted peace and harmony. Such was the mindset of their designer, Verner Panton. One of the most forward-thinking talents of his time.

The lamp's simple design consisting of two semi-circle spheres facing each other is not only an icon of that era, the FlowerPot Lamps remain equally as appealing to new generations. Especially in the new series of colours launched by &tradition.

For &tradition Brand Manager Martin Kornbek Hansen, "Panton was always on the cutting edge of design. He fearlessly experimented with new shapes, colours and materials in design concepts that looked futuristic then – and now. To honour this design visionary, we are introducing a series of high gloss hues. New colours to keep the lamps one step ahead. Like Panton himself."

Watch for an enticing selection of tones that are at once contemporary yet timeless, and in sync with the rest of &tradition's collection. All the more luscious in lacquered metal featuring white, black blue, deep red, grey beige and polished brass, amongst others. The colour schemes vary between the FlowerPot Pendant Lamp VP1, the larger Pendant Lamp VP2 and the FlowerPot Table Lamp VP3.

Excellent as singular decorative accents or grouped together in clusters, the FlowerPot will enhance any space with its innate charm. Whether you grew up with the peace and love movement or simply read about it in retrospect, Panton's vision went beyond any culture or time constraints. Seen in this stunning example of how curves and colours can create an enduring sense of elegance.

Verner Panton remains one of the most radical Danish designers of all time, given his avant-garde approach to fluid shapes previously impossible, along with his palette of vivid colours and striking geometric patterns. Panton's penchant for playful provocation took him beyond designing furniture, lighting, textiles, posters and rugs to creating entire environments akin to visually immersive experiences. Earning him admiration the world over for his conviction to continuously question convention.

&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.

&tradition®

Product category	Pendants and table lamps.
Production Process	VP1, VP3: The two shades are made from deep drawn metal. VP2: The two shades are made from CNC spunn aluminium.
Materials	VP1: Lacquered metal with 3 meter fabric cord. VP2: Lacquered aluminium with 3 meter fabric cord. VP3: Lacquered steel with 2 meter clear PVC cord.
Dimensions (cm/in)	VP1 : Ø: 23cm/9.1in, H: 16cm/6.3in. VP2 : Ø 50cm/19.7in, H : 36cm/14.2in VP3 : Ø 23cm/9.1in, H : 50cm/19.7in
Colors	VP1: Beige red, Black blue, Mustard, Deep red, Grey beige, Dark green, Polished brass, Polished stainless steel, Polished copper Matt black, Matt light grey, Matt white. VP2: White. VP3: White, Black blue, Deep red, Grey beige, Dark green, Beige red, Polished brass, Polished stainless steel, matt black
Design year	VP1: 1968 VP2: 1971 VP3: 1969
Press info	andtradition.com For image downloads go to andtradition.com / downloads For press releases go to andtradition.com / press For price requests please contact press@andtradition.com
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FLOWERPOT PENDANT VP1



COLOR



Black blue

FLOWERPOT PENDANT VP1



COLOR



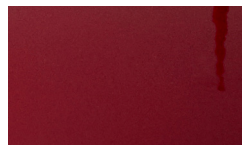
Polished brass



Dark green



Polished copper



Deep red



Polished steel



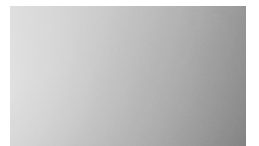
Beige red



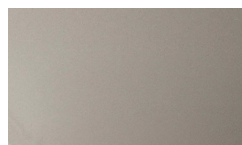
Matt black



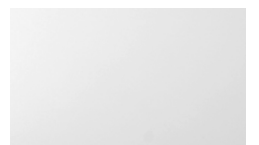
Mustard



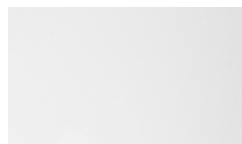
Matt light grey



Grey beige



Matt white

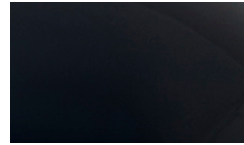


White

FLOWERPOT TABLE LAMP VP3



COLOUR



Black blue

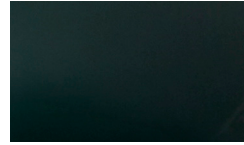
FLOWERPOT TABLE LAMP VP3



COLOUR



Polished brass



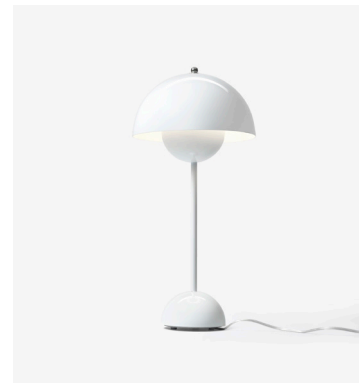
Dark green



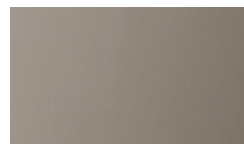
Polished stainless steel



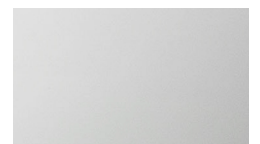
Deep red



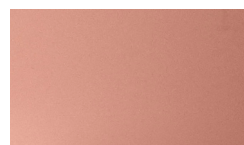
White



Grey beige



Matt light grey



Beige red



Matt black