

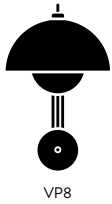
& Tradition[®]



Press Release

Flowerpot^{VP8}
Verner Panton
1968

&Tradition launches



Flowerpot^{VP8}

Verner Panton

1968

Product category
Wall lamp

Production process
The two shades are made from spun steel.

Environment
Indoor

Materials
Lacquered metal.

Colours
Matt White, Matt Black, Matt Light Grey,
Beige Red, Grey Beige, Mustard.

Dimensions (cm/in)
W: 35.5cm / 14in, D: 23cm / 9.1in.

Design year
1968

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press@andtradition.com

PR Manager Morgane Paulissen
morgane.paulissen@andtradition.com
T: +45 4282 0624

Introducing VP8, the newest addition to the iconic Flowerpot series.

A beloved part of the &Tradition collection since 2010, the Flowerpot lamp is an icon of Danish design. Debuted by Verner Panton in 1968, the acclaimed designer produced numerous sketches of Flowerpot – yet the wall lamp version never made its way to production. Many years later, &Tradition, in close collaboration with the Panton family, has decided to make this classic and original Verner Panton design piece available.

The Flowerpot lamp embodies the acclaimed designer’s experimental approach to home items. Comprised of a rounded pendant that hangs from the semi-domed upper shade, its futuristic silhouette pushed the boundaries of conventional design. Perhaps this was because it melds the precision of Danish design to an attitude of individualism, remaining practical while still playful; functional yet fun.

It was this experimentation that set Panton apart from his contemporaries. He challenged mindsets and pushed boundaries, with the intention of provoking people into using their imagination. This is summed up nicely by Panton himself who explains, “By experimenting with lighting, colours, textiles, and furniture, and utilising the latest technologies, I try to show new ways to encourage people to use their fantasy and make their surroundings more exciting.” With that in mind, the VP8 comes in a range of modern tones used throughout the Flowerpot series: Matt White; Matt Light Grey; Matt Black; Beige Red; Grey Beige; and Mustard.

“As one of the greats of Danish design, Verner Panton revolutionized the way in which we think about interior design,” notes &Tradition founder and CEO Martin Kornbek Hansen. “To continue honouring his legacy, we are delighted to introduce the VP8 as the latest addition to the Flowerpot family.”

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.



&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 1920s to the present day and includes designs by internationally renowned designers.