

& Tradition®



Press Release

Bellevue ^{AJ7}
by Arne Jacobsen
1929

This graceful lamp shines a light on the origins of Danish minimalism



Bellevue^{AJ7} by Arne Jacobsen

Product category

Floor lamp

Environment

Indoor

Materials

Satin polished brass or satin polished brass with lacquered aluminium and steel, cast iron base, 2 meter fabric cord.

New Colours

From left to right:

Olive Brown & Brass, Copper Brown & Brass, Thunder Blue & Brass, White & Brass.



Other Colours / Finishes

Satin polished brass, Black & brass, Black & steel, Grey beige & brass.

Dimensions (cm/in)

Base: Ø: 27.3cm/10.7in.

Lamp: D:60cm/23.6in, W: 27.3cm/10.7in,

H: 130cm/51.2in.

Design year

1929

Press info

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When the Bellevue was first produced in 1929, it signaled the dawn of Danish minimalism. With its graceful lines and clean, understated silhouette, the lamp was part of a wider shift towards a new school of thought that melded sculptural simplicity with the functionalism of Bauhaus.

Nearly a century later, it remains an epochal piece of design and its creator, Arne Jacobsen, synonymous with modernism. Credited as one of the grandfathers of modern Danish furniture, Jacobsen is remembered for his exacting perfectionism, his preference for organic forms, and his ability to marry elegance with function. These pioneering qualities are all apparent in the Bellevue, a floor lamp that feels as contemporary now as when it was first created. To commemorate its anniversary, four new colour combinations have been added: thunder blue; white; olive brown; and copper brown.

“Arne Jacobsen crafted groundbreaking pieces that reinvented the boundaries of Danish minimalism,” explains Tradition founder and CEO Martin Kornbek Hansen. “As we celebrate the 90th anniversary of the Bellevue with a new array of colours, it shows how this iconic lamp continues to remain a favourite amongst design lovers to this day.”

The Bellevue is available in satin polished brass or black lacquered aluminum and steel. The new colour combinations are only available for the floor lamp model.

Arne Jacobsen is one of the most influential Danish architects of the 20th century, defined by his pure, fluid lines and streamlined designs. Highlights from his countless architectural achievements include designing the SAS Royal Hotel Copenhagen and Denmark’s National bank, as well as numerous other lamps, furniture, textiles, wallpaper and silverware. Jacobsen’s designs can be found in museums, galleries and private collections around the world.



Established in 2010, &Tradition is a Danish design company that marries tradition with innovation. Our unique portfolio of furniture and lighting spans designs from the 1930s to the present day and includes interior objects by internationally acclaimed designers.