



# PRESS RELEASE BELLEVUE

2016



# &TRADITION

LAUNCHES

## BELLEVUE

BY ARNE JACOBSEN

&TRADITION IS PLEASED TO ANNOUNCE THE ICONIC BELLEVUE LAMP BY ARNE JACOBSEN PRODUCED IN ITS ORIGINAL SHAPES, LAUNCHED IN FOUR CONTEMPORARY COLOURS.

2016

The Bellevue Lamp is one of the signature pieces from Danish design master Arne Jacobsen. Slim, statuesque and imbued with a timeless simplicity, the Bellevue Lamp was Jacobsen's first foray into lighting concepts, mirroring the tubular steel seen in modernist designs that emerged during the Bauhaus era.

As a tribute to Jacobsen, the Bellevue Lamp revisits its roots – with a new production in its original shapes: the floor, table and wall versions. It is all about authenticity, honest materials and the design in its most iconic version. Known for its sleek silhouette and graceful swan neck, the 45-degree cut shade became a prominent element in Jacobsen's subsequent designs.

“Jacobsen's Bellevue Lamp reflects the true tenants of form follows function,” explains &tradition Brand Manager Martin Kornbek Hansen. “It captures the essence of elegance, with nothing to add and nothing to take away. My passion for this lamp led to this re-launch of these three versions in their original shapes. Even the swan neck is back in brass, as it was when initially introduced. As design purists at &tradition, it is our way of honouring this pioneer of Danish Modernism.”

While the look harkens back to 1929 when Jacobsen designed the lamp, it now comes in four more modern hues with a material mix. Such as satin polished brass, or a choice of mixing brass with ivory, black or grey beige. Compelling combinations to keep Jacobsen's design legacy alive in contemporary homes for decades to come.

Boasting the ability to direct the light without excessive glare, the Bellevue Lamp is ideal for brightening up a dark corner of a room, as a reading lamp or office lamp. What is more, it bears the name “Bellevue”, which marks one of Jacobsen's earliest architectural accomplishments, encompassing the Bellevue Theatre and Bellevue Petrol Station. Both remain icons till this day.

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.

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

<b>Product category</b>	Floor lamp, Table lamp & Wall lamp
<b>Production Process</b>	The shade is spun into its distinct shape from a single piece of metal.
<b>Materials</b>	Satin polished brass or satin polished brass with lacquered aluminium and steel, cast iron base, 2 meter fabric cord.
<b>Dimensions (cm/in)</b>	AJ7 - Base: Ø: 27.3cm/10.7in. Lamp: D:60cm/23.6in, W: 27.3cm/10.7in H: 130cm/51.2in AJ8 - Base: Ø: 17.5cm/6.9in. Lamp: D:42cm/16.5in, W: 16.5cm/6.5in, H: 42cm/16.5in AJ9 - Wall Mount: Ø: 8.5cm/3.3in. Lamp: D:28cm/11.in, W: 16.5cm/6.5in, H: 30cm/11.8in
<b>Colors</b>	Ivory white & brass. Black & brass. Satin polished brass. Grey beige & brass.
<b>Design year</b>	2016
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Satin polished brass



Grey beige / brass



Ivory white / brass



Black / brass



Satin polished brass



Grey beige / brass



Ivory white / brass



Black / brass



Satin polished brass



Grey beige / brass



Ivory white / brass



Black / brass