



- Est. 1936 -

LYNGBY PORCELÆN

PORCELÆNSFABRIKKEN  
DANMARK

Press release, autumn 2017

## Lyngby Porcelain: very fitting!

Danish design is renowned for its use of pleats and grooves – from world-famous lighting to the iconic Lyngby vase. Now you can have the best of both worlds with Lyngby Porcelain's launch of Fitting #3. An ultra-simple but striking new product from Philip Bro Ludvigsen who had a light-bulb moment about the familiar, ridged porcelain and created a fusion of table lamp and design object suitable as a light source anywhere in a contemporary home.



Since its modern-day relaunch, Lyngby Porcelain has been synonymous with the vase of the same name. With its sophisticated yet raw grooves, the Lyngby vase draws on references to both Art Deco splendour and industrial design, and in recent years the ridged porcelain has been translated into several other industrial designs. One such is Philip Bro Ludvigsen's minimalist porcelain light fitting, Fitting #1, which uses just a few tools to build bridges between functionality and aesthetics, and gives the Nordic lighting culture a completely new look.

This autumn, Lyngby Porcelain is following up on Philip Bro Ludvigsen's brilliant success with the launch of Fitting #3. This is an innovative table lamp design with a difference that doesn't look like much but makes a

big impact when the light streams from the naked bulb, casting a poetic glow across the glossy white porcelain.

### **From Bauhaus to the table**

The Lyngby Vase was originally launched in the 1930s, and the avant-garde design is heavily influenced by the Bauhaus movement, where form and functionality are crucial and all superfluous ornamentation is banned. The same basic design dogma is reiterated in Fitting #3. Here, we see Philip Bro Ludvigsen working with Lyngby Porcelain, grappling respectfully but innovatively with design history and introducing one of the most distinctive but also smallest and simplest of table lamps.

Accordingly, Fitting #3 consists of only three components – a porcelain fitting, braided flex and glass bulb – and of course, true to its functionalist roots, the new table lamp has plenty of uses as a light source, for example on your bedside table, a side table, or as part of a decorative, modern still life on the windowsill. As an extra finesse and bright idea, Fitting #3 can be customised with all types of bulbs, from LED to crystal. The variety of possible shapes and shades makes this desk lamp an individual lighting statement.

The Lyngby Porcelain Fitting #3 (H: 11 cm without bulb) made of white porcelain with a glossy glaze costs EUR 109.95 (RRP)

These new products will be in shops from early September.

Images and press releases are available to download from [www.lyngbyporcelain.com](http://www.lyngbyporcelain.com)

To locate your nearest dealer, please call tel. +45 4588 6633

### **For further information, please contact:**

#### **Geelmuyden Kiese A/S:**

Bettina Vestergaard Færgeman

Mobile +45 2384 0963

[bettina.faergeman@gknordic.com](mailto:bettina.faergeman@gknordic.com)

#### **Lyngby Porcelain:**

Bente Fallinge

Mobile +45 2516 0761

[bfa@rdg.dk](mailto:bfa@rdg.dk)