

# Circular Lamp



Lighting — Press Release  
AW18 — Orgatec

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by Studio VM



# Circular Lamp



Smart technology hidden in a soft, organic form that appears anything but technical: this is the beautiful contrast that defines Rotterdam-based Studio WM's new Circular Lamp. The indoor pendant was conceived to meet our constantly changing lighting needs. To do so, it comes with an app, making it easier than ever to adjust both the light intensity and temperature of the lamp to best suit the time of day, the season, or the desired ambience.

The Circular Lamp's sophisticated reflector uniformly distributes diffused, comfortable light that does double duty as both task lighting and general, mood-setting room illumination. Imagine switching the mood in the office from work to happy hour, or shifting gears from well-lit cooking to intimate entertaining in the home kitchen – all with just a few taps on your phone or tablet, from anywhere you happen to be. It's that simple.

Clean, modern lines lend the Circular Lamp architectural versatility and open up endless decorating possibilities. The Circular Lamp is available in anodized or powder-coated aluminum, in either brushed bronze or black, both with a fabric-covered electric cable that gently flows into the shade, bringing focus to its elegant shape. Although the lamp is quite large, its slender, refined profile makes it suitable for spaces big and small. Hang it solo or in multiples, staggered or in neat rows, in one finish or both: it's easy to define areas and create playful visual effects with various installations.

By installing and using the mobile app, you can control light intensity and color temperature. You can add multiple fixtures into the same system so that you can control one or many lamps with the swipe of a thumb. If the lamp is installed without using the application, it defaults to a medium temperature and intensity for everyday work and life.

## Quote

"We created the Circular Lamp for ease and versatility. We really wanted people to feel the freedom of setting the perfect mood for every moment. So the design works anywhere there is a desire to change the ambience – and essentially builds multiple lamps into one, allowing you to create different types of light with different range for different occasions."

- Maarten Collignon, Studio WM

## Product Type

Pendant

## Environment

Indoor

## Dimensions (cm / in)

H: 23 cm / 9,1"

Ø: 55 cm / 21,7"

## Materials

Powder Coated or Anodized Aluminum, LED, PCB, PC.

## Colours

Black (RAL 9005)

Bronzed Brass

### **About the Designer**

Studio WM was founded in 2010 by Wendy Legro and Maarten Collignon. Based in Rotterdam, the team operates in the fields of product design, scenography, commercial interiors and installations. Great attention to detail and an intuitive approach to the sensorial experience are at the heart of Studio WM's work. Guided by all the senses, the team continually strives to create seemingly simple, poetic designs that will reflect the love that went into making them for years to come.

### **Notes to Editor**

MENU is a Scandinavian design brand with a simple purpose: to make the world more beautiful, less complicated, and a little bit nicer to wake up to.

Since 1978, we have harnessed the skills of top designers and craftspeople in Scandinavia and around the world to create contemporary design that is clean, clever and natural. These principles culminate in an aesthetic we call soft minimalism. Together with our Danish Modernist roots, this concept serves as a foundation for our designers as they find new ways to unite our heritage with a fresh vision for modern living, reimagining mid-century modern values to bring irresistible new ideas to people and spaces. Your chosen objects will be with you for years to come. We know every decision you make is important, and we want nothing more than to bring joy, beauty and ease to the process of designing your space. It's why we exist and what we do best.

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Black  
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Brozed Brass  
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