

& Tradition[®]

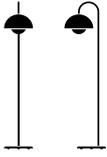


Press Release

Flowerpot^{VP12}

Verner Panton

August 2024



VP12

Product category

Floor Lamp

Production process

The two shades are made from spun steel while the base is cast steel.

Environment

Indoor

Materials

Lacquered steel and stainless steel or chrome-plated steel, textile cord

Variants

Matt Black, Chrome Plated, Cobalt Blue, Grey Beige

Dimensions (cm/in)

H: 122cm/48in, W: 23cm/9in, D: 33cm/13in

Design year

1969

Press info

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press@andtradition.com

Senior PR & Communications Manager Lucy Price
lucy.price@andtradition.com
T: +45 4282 0653

Flowerpot^{VP12} Verner Pantan

Verner Pantan's iconic Flowerpot lamp series continues to grow as floor lamp model enters &Tradition's collection.

Brought to life in close collaboration between &Tradition and the Pantan family, Verner Pantan's Flowerpot floor lamp brings another level of illumination to homes and professional spaces. Standing at an optimal height for armchairs, sofas and tables alike, the latest iteration provides an encompassing glow.

A beloved part of the &Tradition collection since 2010, the Flowerpot lamp is an icon of Danish design. Debuted by Verner Pantan in 1968, it embodies the acclaimed designer's experimental approach to home items. Comprised of a rounded pendant that hangs from a semi-domed upper shade, its futuristic silhouette pushed the boundaries of conventional design.

The floor lamp suspends the original shade's form from a slim, arching arm. Enhancing the minimalistic presence of the piece, the addition was envisioned to complement the enduring charm of the design.

Developed from original drawings and prototypes created by Pantan, the introduction of a sturdy base allows the floor lamp to stand freely in indoor environments. While each lamp is supported by either a brushed stainless steel or chrome plated arm, the shade and base can be chosen in one of four colour variants: Matt Black, Chrome, Grey Beige and Cobalt Blue – aligning aesthetically with its counterparts throughout the rest of the series.

“It is lovely to see the Flowerpot family continue to grow with this version, which my father had created but never brought to market,” comments Carin Pantan, daughter of Verner Pantan. “The floor lamp variant reaffirms Flowerpot's status as a design that transcends both time and boundaries, meeting contemporary needs while endeavouring to spark joy in people's lives by injecting a pop of colour.”



Founded in 2010 in Copenhagen, &Tradition is an international brand, built on a Danish legacy of craftsmanship and design. We tell stories with originality. Whether our starting point is new or re-issued, we are passionate about designing the classics of tomorrow. We believe in empowering our employees and network of creatives, designers and partners to take an active part in our journey as a brand.

With the planet and the people at the core, we strive to always act conscientiously.

This addition to the Flowerpot range expands the everlasting creative legacy of Pantón, reflecting his desire to push boundaries and provoke people to use their imagination while creating objects that trigger emotions. The extension to the collection not only embodies these sentiments but also contributes to a diverse and comprehensive range that brings character and ambiance to any environment.

Verner Pantón is known worldwide for his avant-garde work and prolific experimentation with materials, shapes, and most importantly – colour. Throughout his career, he would advocate that colour had both a central meaning and function in design and that it should be used as a tool to highlight dynamic shapes. Having studied architecture at the Royal Academy of Fine Arts in Copenhagen, Pantón took his knowledge and experience on the road throughout Europe, eventually settling in Basel, Switzerland. In the 60s and 70s, his passion for designing entire environments led to immersive interiors featuring his hypnotic patterns and futuristic designs for furniture, lighting and textiles.



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