

FRANSDEN

## LYSENDE KLASSIKER FYLDER 50 ÅR MED NYE, EKSKLUSIVE DETALJER

Ball-lampen er en ægte dansk klassiker, der har kastet lys i hjem verden over siden 1968. Stort set alle danskere kender den lille, kuglerunde væglampe, monteret med en magnet, så den kan drejes i alle retninger. Oprindeligt blev den lanceret i datidens hotteste farver: Brun og orange – lamper, der er 'still going strong' i velassorterede vintageforretninger med forkærlighed for design med sjæl og historie.

I anledning af jubilæet har Ball-lampen fået en nænsom make-over.

“Da Ball-lampen så verden i 1968, var ideen med magneten og kugleformen i tidens hippeste farver noget helt særligt. Nu, hvor lampen fylder 50 år, har vi givet den en smuk opdatering, der styrker det oprindelige design. Ball-lampen er klar til 50 år mere,” siger designeren bag ikonet, Benny Frandsen.

Ball magnet væglampe introduceres i mat sort eller mat hvid, og der er kælet for jubilæumsmodellen med en række eksklusive designdetaljer:

- Den opdaterede version har stofledning, og afbryderen er blevet integreret på vægdåsen.
- Lampens inderside har fået en matteret guldfarve, der giver et lækkert, blødt lys.
- Aflasteren, der hvor ledningen passerer igennem den kugleformede skærm, er antik messing.

Tilsammen giver de små, opdaterede detaljer ny aktualitet til det klassiske design.

Ball magnet jubilæums-væglampe leveres i en særlig jubilæumsindpakning: mat sort med eksklusivt guldtryk, som det passer sig for en 50-årig guld-jubilar.

FOR YDERLIGERE INFORMATION VENLIGST KONTAKT LONE KUDSK, MARKETING ANSVARLIG, LOK@FRANSDENGROUP.DK.



### BALL VÆGLAMPE JUBILÆUMSMODEL

DESIGN: BENNY FRANSDEN

Farver: mat sort og mat hvid

Monteret med tekstilledning.

Diameter 12 cm. Dybde 14 cm

Vejl. udsalg 649,- kr. (excl. lyskilde)

FRANSDEN RETAIL HAR SKABT OG MARKEDSFØRT ET BREDT SORTIMENT AF DESIGNLAMPER SIDEN 1968.

MANGE AF FRANSDENS LAMPER ER BLEVET NUTIDIGE KLASSIKERE, OG FIRMAET FORTSÆTTER SIN INNOVATIVE TILGANG TIL LYS OG INDRETNING MED TO ÅRLIGE KOLLEKTIONER.

<http://www.frandsenretail.dk>

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## CLASSIC LAMP TURNS 50 WITH EXCLUSIVE NEW DETAILS

The Ball lamp is a genuine Danish design classic that has illuminated homes all over the world since 1968. Practically everyone in Denmark recognises the little, round wall lamp with a magnet that makes it possible to turn it in any direction. It was originally launched in the hottest colours of the day: brown and orange – lamps that are still to be found in vintage shops with a passion for design with soul and history.

In honour of its golden anniversary, the Ball lamp has been given a gentle makeover.

“When the Ball lamp was introduced in 1968, the idea with the magnet and the spherical shape in the hippest colours of the day was quite unique. Now with the lamp turning 50, we have given it a beautiful update that strengthens its original design. The Ball lamp is ready for 50 more years,” says the designer behind the icon, Benny Frandsen.

The Ball magnet wall lamp is being launched in matte black and matte white, and the anniversary model has been enhanced with several exclusive design details:

- The updated version comes with a fabric cord, and the on/off switch has been integrated into the wall mount.
- The inside of the lamp is painted a matte gold, creating a lovely, soft light.
- And the fitting the cord passes through is in antique brass.

Together these little updates give the classic design new relevance.

The Ball magnet anniversary wall lamp comes in a special anniversary packaging: matt black with exclusive gold printing as is fitting for the lamp's golden anniversary.

FOR MORE INFORMATION, PLEASE CONTACT LONE KUDSK, MARKETING MANAGER, LOK@FRANDSENGROUP.DK.



### ALL WALL LAMP ANNIVERSARY MODEL

DESIGN: BENNY FRANSEN  
 Colours: matt black and matt white  
 Fitted with fabric cord  
 Ø12 cm D: 14 cm

FRANSEN RETAIL HAS CREATED AND MARKETED A WIDE RANGE OF DESIGNER LAMPS SINCE 1968.

MANY OF FRANSEN'S LAMPS HAVE BECOME CONTEMPORARY CLASSICS, AND THE COMPANY MAINTAINS ITS INNOVATIVE APPROACH TO LIGHTING AND INTERIOR DESIGN WITH TWO COLLECTIONS A YEAR.  
[HTTP://WWW.FRANSENRETAIL.DK](http://www.frandsenretail.dk)

FRANSEN RETAIL IS PART OF THE FRANSEN GROUP, WHICH ALSO COMPRISES FRANSEN PROJECT, SUPPLIER OF CUSTOMISED LIGHTING TO HOTELS AND OTHER PROJECTS, AND VERPAN, GLOBAL DEALER OF MANY OF VERNER PANTON'S RENOWNED LAMPS AND FURNITURE DESIGNS.

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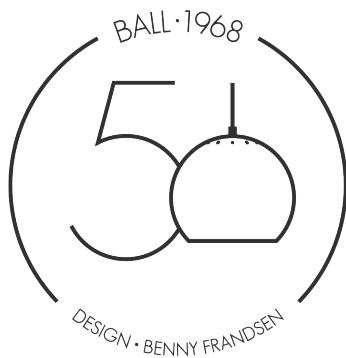
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BALL MAGNET WALL LAMP  
MATT WHITE / ANNIVERSARY MODEL  
DESIGN: BENNY FRANSEN



BALL MAGNET WALL LAMP  
MATT BLACK / ANNIVERSARY MODEL  
DESIGN: BENNY FRANSEN



BALL MAGNET WALL LAMP  
MATT WHITE / ANNIVERSARY MODEL  
DESIGN: BENNY FRANSEN