

FRANSEN

INTRODUCING THE CLASSIC FROM 1968 IN MEGA SIZE

The Ball lamp is a genuine Danish classic, and most customers know it best as the little round bedside lamp mounted with a powerful magnet. It was originally designed in 1968 as a pendant lamp and as the iconic magnet wall lamp in the trendy colours of the day: brown, orange and polished aluminium. The popular Ball series has since been expanded to include many more models, materials and colours in keeping with changing fashions.

Now Ball is being introduced as a mega pendant; a version that goes perfectly with today's trend of more oomph in designs and interiors. The round lamp is now 40 cm in diameter, and the large, soft shape forms a delightful contrast to the quadratic surroundings that often dominate the living and dining room.

Ball Mega signifies weight and strength, but the lamp is actually light as a feather thanks to its light-weight material. The white lacquer on the inside gives optimum utilisation of the light source with excellent illumination under the lamp. On the outside, the colours matt black, matt medium-grey and matt white perfectly match current décor trends like matt wall colours, stone and heavy materials. The fabric cord comes in the same colour as the shade, giving the lamp an understated elegance.

FOR FURTHER INFORMATION PLEASE CONTACT LONE KUDSK, MARKETING RESPONSIBLE,
LOK@FRANSENGROUP.DK.



BALL

DESIGNER: BENNY FRANSEN

Colour: matt black, grey or white

Mounted with matching fabric cord

Ø40 cm

Recommended bulb E27 max. 25W (not incl.)

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.franssenretail.dk>

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

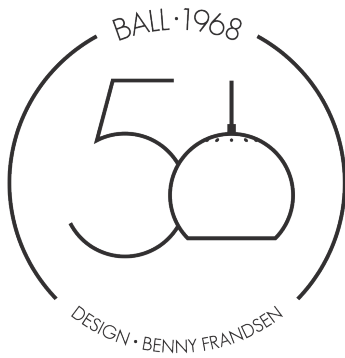
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FRANDSEN

BALL Ø40 PENDANT
MATT BLACK
DESIGNER:
BENNY FRANDSEN



BALL Ø40 PENDANT
MATT GREY
DESIGNER:
BENNY FRANDSEN



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FRANSEN

KLASSIKER FRA 1968 LANCERES I MEGAVERSION

Ball-lampen er en ægte dansk klassiker, og de fleste kender den sikkert som den lille, runde sengelampe, monteret med en stærk magnet. Den blev oprindeligt designet i 1968 som pendel og den ikoniske magnet væglampe i datidens favoritkulører: brun, orange samt blankpoleret aluminium. Ball er siden videreudviklet i mange flere modeller, materialer og farver for at tilpasse den populære lampe til skiftende tendenser.

Nu lanceres Ball som mega-pendel; en version, som i dén grad tapper ind i tidens mod på mere 'kapow' i design og indretning. Den runde lampe er nu 40 cm i diameter, og den store, bløde form spiller flot op til de firkantede omgivelser, der ofte dominerer i stuen og omkring spisebordet.

Ball Mega signalerer tyngde og styrke, men faktisk er lampen overraskende fnuglet på grund af det lette materiale. Den hvidlakerede inderside sikrer en optimal udnyttelse af lyskilden og et godt lys under lampen. På ydersiden matcher farverne mat sort, mat mellemgrå og mat hvid flot med de aktuelle bolig-tendenser med matte, mættede vægfarver, sten og kraftige stofkvaliteter. Ledningen er i stof i samme farve som skærmen, hvilket i sig selv udstråler en vis elegance.

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



BALL

DESIGN: BENNY FRANSEN

Farver: mat sort, grå eller hvid

Monteret med matchende tekstilledning

Diameter 40 cm

Vejl. udsalg 2.499,- kr. (excl. lyskilde)

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

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

<http://www.fransenretail.dk>

FRANSEN RETAIL ER EN DEL AF FRANSEN GROUP, DER OGSÅ OMFATTER FRANSEN PROJECT, DER UDVIKLER SKRÆDDERSYET LYS TIL HOTELLER OG ANDRE PROJEKTER, OG VERPAN, DER SÆLGER MANGE AF VERNER PANTONS BERØMTE LAMPER OG MØBLER TIL HELE VERDEN.

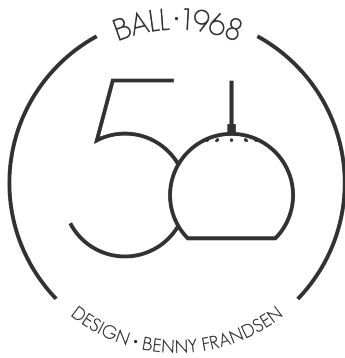
<http://www.fransengroup.dk>
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FRANDSEN

BALL Ø40 PENDEL
MAT SORT
DESIGN:
BENNY FRANDSEN



BALL Ø40 PENDEL
MAT GRÅ
DESIGN:
BENNY FRANDSEN



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