



NEW LAMP SERIES PLAYS WITH A GRAPHIC SHAPE

The cone is a classic geometric shape like the cube and the sphere. Vilhelm Lundstrøm plays with these forms in his paintings of minimalist tableaux, and now the cone has become the principle element in the Benjamin lamp series from Frandsen Retail. All models feature a distinctive conical shade, a sharp graphic design and a monochromatic look.

Benjamin XL is the series' pendant lamp – a real eyecatcher. With an impressive diameter of 46 cm, it makes a statement over any dining or work table. The shape of the shade combined with white lacquer on the inside provides excellent light with a clean line where the pendant creates a space-in-a-space when illuminated. An effect that becomes even more striking when combined with the latest decorating trend of dark colours on walls and floors. Benjamin XL comes with a metal ceiling fitting in the same colour as the shade and a matching fabric cord (the rust red model comes with a black cord).

Product info: Ø46 cm, H 41 cm, cord 300 cm. Comes with a metal ceiling fitting in the same colour as the shade.

On the **Benjamin table lamp and floor lamp**, the conical shade really comes into its own in dramatic contrast to the minimalist stand. The result is a graphic look with clean lines. Both the table and floor lamp produce a bright and well-defined light right where you want it. The floor lamp is especially useful for creating a cosy and intimate atmosphere, for instance in your favourite reading nook.

Product info: Table lamp Ø20 cm, H 46 cm, cord with on/off switch 250 cm.
Floor lamp Ø30 cm, H 141 cm, cord with on/off switch 300 cm.

The **Benjamin uplighter** requires a high ceiling, but in return you get lovely indirect lighting. The almost sculptural Benjamin uplight produces a dispersed soft light with no shadows. In matt black and grey, the lamp makes a tasteful addition to almost any space, or choose the Benjamin upright in rust red and make a beautifully bold statement.

Product info: Ø30 cm, H160 cm, cord with on/off switch 470 cm.

General product info:

Designer: Benny Frandsen

Matt black, grey and rust red

Benjamin XL pendant: matt grey, black, white or dust red. Benjamin Uplighter, table and floor lamp: matt grey, black or dust red.

Recommended bulb for all models (not included) E27 max. 25W

FOR FURTHER INFORMATION PLEASE CONTACT LONE KUDSK, MARKETING RESPONSIBLE,
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FRANSDEN RETAIL HAS CREATED AND MARKETED A WIDE RANGE OF DESIGNER LAMPS SINCE 1968. MANY OF FRANSDEN'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.frandsenretail.dk>

FRANSDEN RETAIL IS PART OF THE FRANSDEN GROUP, WHICH ALSO COMPRISES FRANSDEN 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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FRANSEN

BENJAMIN XL Ø46 PENDANT
MATT DUST RED
DESIGNER:
BENNY FRANSEN



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