

EUROPEAN DESIGN COMPETITION "LIGHTS OF THE FUTURE"

Name of Luminaire	<i>Chrysalis</i>
Design Category	<i>Wall lamp or Table lamp (floor lamp will follow in the nearby future)</i>
Dimensions of Luminaire	<i>Length 108cm, width 20cm, depth 14cm</i>
Type of Lamp, Wattage	<i>L 13w-827</i>
Class of Ballast Used	<i>Celma classification scheme : A2</i>
Main Production Materials	<i>Artificial foil, PP, 1mm, half transparent 'white'</i>
Intended Target Market	<i>Middle and high consumer market</i>
Estimated Production Cost in Euro	<i>estimated cost: 25 Euro (per 100); a higher number of production will lower the price</i>
Estimated Retail Price Class in Euro, excluding pin-based bulb and value added tax	<i>120 Euro without light source; light source and taxes included: 100 Euro</i>
Product Description:	
<p><i>'Chrysalis' is developed to give basic design light in interiors. The lamp is like a long chrysalis, with the light source inside. 'Chrysalis' is fixed against the wall in a horizontal or vertical position, or is placed above a table or desk. 'Chrysalis' can also lean against the wall, with an angle of 45°. The luminaire is made of half transparent polypropylene, a long lasting and clean material, which gives the light a soft shining and warm look.</i></p> <p><i>The luminaire is suitable for consumer interiors and for business use; for the benefit of expressive promotion, Chrysalis' can be printed with logos or other information.</i></p> <p><i>On transport 'Chrysalis' is flat: 108 x 25 x 0,3 cm; in function the measures are 108 x 20 x 14 cm. A little 'Chrysalis' is in preparation, with a length of 60 cm. In the nearby future 'Chrysalis' will also be available as a floor lamp.</i></p> <p><i>'Chrysalis' is pure and simple; these are ideal qualities to the consumer to make the lamp a very personal one; Poems, drawings, pictures etc., printed on transparent sheets, can be placed inside the 'Chrysalis', thus adding his own expression to the lamp. The result shines through and gets optimal attention when the light is on.</i></p>	
Company Name	<i>M R Producten</i>
Contact person	<i>Madelon Revermann</i>
Designer	<i>Madelon Revermann</i>
Street, House Number	<i>Manegebaan 12</i>
Town/City	<i>Amersfoort NL</i>
Postal Code	<i>NL-3816 AD</i>
Country	<i>The Netherlands</i>
Tel.	<i>+31 (0)33-4720355</i>
Fax	<i>+31 (0)33-4701031</i>
URL	<i>www.revermann.nl (construction within 2 months)</i>
E-mail	<i>info@revermann.nl</i>