

## EUROPEAN DESIGN COMPETITION "LIGHTS OF THE FUTURE"

<b>Name of Luminaire</b>	<i>Salix</i>
<b>Design Category</b>	<i>Floor lamp</i>
<b>Dimensions of Luminaire</b>	<i>Height 160 cm Diameter 12cm at shade, 34cm at base of legs</i>
<b>Type of Lamp, Wattage</b>	<i>CFL, 18 watt, 4 pins</i>
<b>Class of Ballast Used</b>	<i>Celma classification class : A2 (Duluxtronic® electronic control gear: DT-T/E 18/230-240 P)</i>
<b>Main Production Materials</b>	<i>Low energy lamp. Natural willow rods, the type generally used for basketwork and other woven products. The metal inner framework is of round mild steel rod of 3 and 6mm section. Hand blown glass shade, sandblasted internally.</i>
<b>Intended Target Market</b>	<i>Domestic market: middle income consumer of simple modern design. Corporate market: Subdued lighting for reception areas, hotels, cafés and wine bars etc.</i>
<b>Estimated Production Cost in Euro</b>	<i>Eu. 115 (excluding ballast)</i>
<b>Estimated Retail Price Class in Euro, excluding pin-based bulb and value added tax</b>	<i>Above Eu. 150 (Eu. 230)</i>
<b>Product Description:</b>	
<p><i>Design for the luminaire was approached as an opportunity to explore the use of traditional sustainable materials in a way that was both modern and timeless. If environmental awareness is to have a place in the business of design, as it rightly must, the creation of goods intended to degrade either materially or aesthetically at a consciously enhanced rate must be challenged.</i></p> <p><i>Much of what is now labelled 'organic design', is anything but. Objects may have neutral, curvaceous forms, but if they are made of such artificial materials as injection moulded plastics, they can hardly be classed as organic.</i></p> <p><i>The 'salix' willow floor lamp is an attempt at creating a truly organic lasting design that is satisfying both as an object in its own right, and as the cumulative result of the materials and processes that shaped it.</i></p>	
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