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A floor lamp that brings character to its surroundings

- Normann Copenhagen presents the floor lamp Hello

Hello is a floor lamp that adds light and character to its surroundings through its simple, clear and playful character. Hello is designed by the Swedish designer Jonas Wagell.

Hello has a futuristic expression with the round forms of its shade and body giving the lamp character. It is almost calling out in a hushed way. Hello's inner shade in acrylic reflects the light and creates a soft and pleasant surrounding light. The body, made of beech, contrasts against the steel shade and adds warmth and a playful expression to the floor lamp.

The idea for Hello came when Jonas Wagell needed a large lamp for an architect project – a lamp which was to have a form that resembled a mobile. He ended up with a simple construction of several small aluminium shades attached to a piece of wood. This planted the seed for creating a floor lamp.

Jonas Wagell explains: "Many existing lamps either have a very technological appearance or look quite basic and cheap. Floor lamps – and lamps in general – which have a simple design but also a strong character and a high quality and finish are difficult to come by. Hello is an attempt to fill that gap."

The Hello floor lamp has been launched in white and grey with a body in beech wood.

Color: White, grey

Material: Beach, steel, acrylic

Size: H: 165cm, Diameter 49cm

Price: Euro 660

Download images in high-definition at www.normann-copenhagen.com/press

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