

Florette



TAL

With Florette, our aim is to create a wow-effect design-wise.

But that's not all! While designing the Florette, sustainability and attributing to a **circular economy** were two keywords that were constantly at the back of our minds. We wanted to create a product that is durable and that offers endless personalization options, so it can be reinvented, reshaped and reused. That is why we also like to call the Florette **'the flower that lasts a lifetime'**.

We'll get back to this idea later on in this article, but first, we'd love to tell you a little bit more about its design and the materials used.

Florette was born out of a collaboration with local designer Frederik Degreve, who also designed the Kombo together with us. Frederik was inspired by the elegant shape of **tulips** to create this fixture, which consists of slats that can be placed in no less than 6 different positions. Thanks to the perfect alignment of these slats, a beautiful and atmospheric light pattern is created.

In a very simple way, the Florette completely changes its appearance. With the **innovative clamp system**, it is possible to use all kinds of sheet materials (up to 10 mm), such as felt, veneer, aluminum, plexi, and so on. This allows you to perfectly adjust the design and the shape of the lamp to the atmosphere you wish to create.



The versatility of this product is what makes the Florette so special. It really is a fixture that lasts a lifetime, as the shape of the flower can be **adjusted endlessly** so that the tulip symbolizes the different stages of one's life. For example, the Florette can be hung up above a baby's cradle. The slats can be positioned in such a way that the shape of an opening tulip is created, representing new, **blooming life**.

Playing around with the sheet materials used for the slats enhances this effect even more:

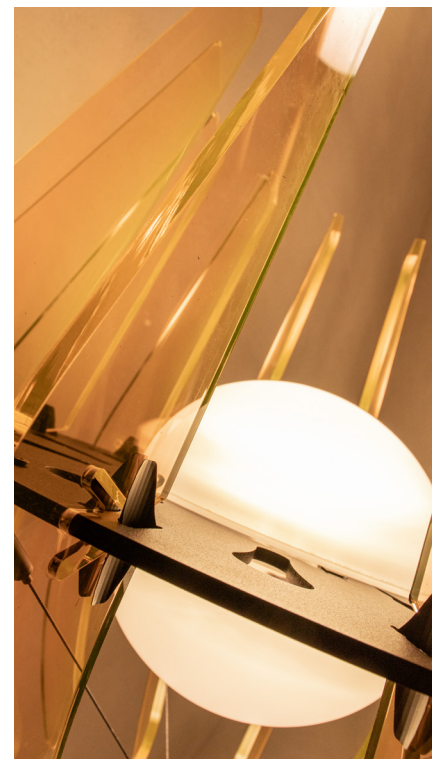
in a baby's room, **felt** would be a good match, as it is more soft, 'quiet' and vulnerable than other materials.

Of course, after a few years, the baby grows up to become an enthusiastic toddler who's more and more aware of the world around him. To match this stage, the Florette can be turned upside down, so the petals point downwards, and toy pendules can be attached to it.

Using **colourful PMMA** for the slats would create a playful atmosphere.

For an adolescent's room, the focus would be more on catching up with the latest trends, trying out new things, looking cool, standing out. An edgy shape, combined with gold or **bronze anodics** would be a good fit here.

Adults, however, might be wanting to settle down; they are often in search of harmony and calmth. Here, the tulip can be adjusted to a more simple shape, together with colours and materials (**MDF** for example) that easily blend in with the rest of the house.



Finally, going on retirement is the next big chapter in life. Retirement is often described as 'living your second youth'. The children are out of the house, and there's finally more time and budget to do the things that were always postponed because it was never the right moment. Living your second youth goes hand in hand with having fun, creating distraction, no longer being subjected to the rush and the obligations of the daily working life. In order to represent this, we would go for a tulip with opening petals, a bit similar to the baby's cradle, together with green PMMA. The green does not only symbolize a 'fresh' start, it also carries out a sense of calmth. The combination of the two perfectly describes this phase of one's life. By going back to the same tulip shape that was used for the baby's cradle, we have come **full circle**. The Florette really is **a cradle to cradle fixture** that will bring you joy during every possible phase of your life!







Handwritten text on a dark wall, possibly a menu or decorative sign, including the word "Happily" and "Sweet".

SHOP IN THE

Handwritten text on a dark wall, possibly a menu or decorative sign, including the word "Happily" and "Sweet".

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Florette materials

Felt (Black & Gray)

Gold Translucent Plexiglass (Other Colors On Request)

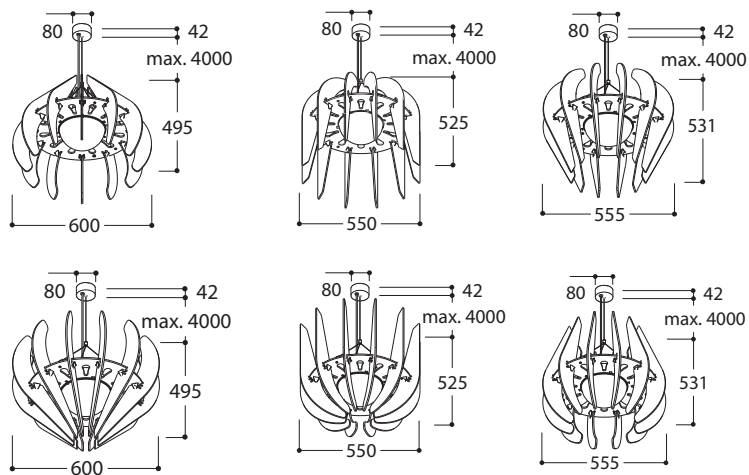
Aluminum Gold Ano

Powder coated Alu (Textured Black or White)

White Primered Mdf (To Be Painted On Site)



6 standard shapes to compose



Light engine

LILY AC - 10W - 230V 50-60Hz AC

1200 lumen - 2700K - CRI90

dimmbility: Mains Dimm RC

CASAMBI on request





Florette

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