

BRANDVAN
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PRESS RELEASE CRYSTAL WATERS

“Eventually, all things merge into one,
and a river runs through it..”



Design by William Brand

January 2017, Naarden, The Netherlands

Allowing the fine wiry parts to find their own way, like water leaving a riverbed, a wide range of shapes and dimensions flow smoothly from the collection of Crystal Waters. Eventually, all things merge into one, and a river runs through it.



Derived from a simple sketch on paper, a delicate line left the page and continued into a play of fine wires. The scattered yet organised thin lines of iron, create an airy sculptural object. The organised chaos, subdued yet sparkling with life and light, is easily applied to both contemporary as well as classical interiors.

The first Crystal Waters light was designed by William Brand in 1999. Through the years new models have been added to the collection. As the form of this collection can easily be developed into different dimensions and shapes, many customised objects have been created based on it.



The latest addition that gently runs from the collection is the Crystal Waters-Drop; easily applied to light up staircases, as well as spaces with a higher ceiling.

William Brands comments on his work:

I believe new ideas are born from experimentation on the edge, not generated simply from behind an office desk. After the first simple sketch, I immediately move towards the workshop for the first round of experimenting.

Releasing a three dimensional sculptural representation out of a simple sketch on paper - which should look stunning from every point of view - is a challenge, but a worthwhile one.

William Brand

designer / owner



William was trained as an artist and an architect. He graduated at the Utrecht School of Arts.

As an award-winning furniture designer he for many years designed buildings and interiors for fashion brands, including the headquarters of BRAND VAN EGMOND. His interior designs are always minimalist, in contrast to his lighting designs which have a powerful sculptural presence. He considers his lighting objects the cherry on the cake.

His way of working is quite specific. Immediately after defining the concept he starts working in the workshop like a sculptor; experimenting and crafting while having the object grow in his hands, often with unexpected results. Therefore the journey is just as exciting and important as the destination.

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