

**BRANDVAN
EGMOND**

PRESS RELEASE EDISON'S TAIL



“I find my greatest pleasure, and so my reward, in the work that precedes what the world calls success”

Thomas Edison

Design by William Brand

March 2017, Naarden, The Netherlands

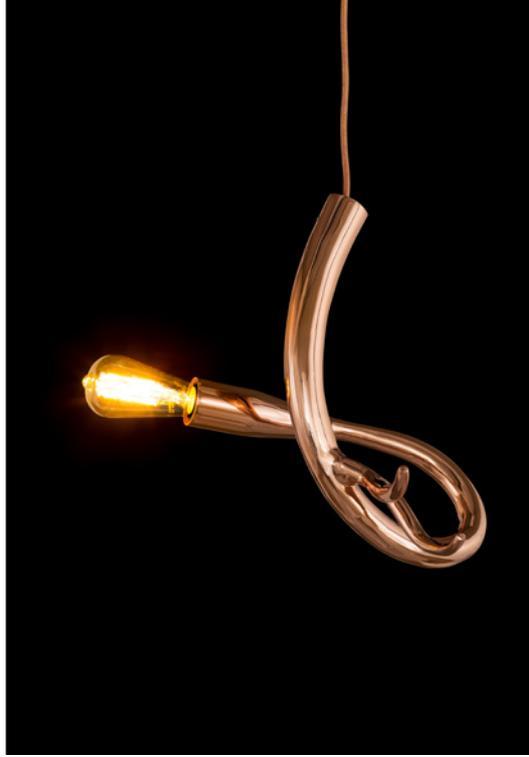
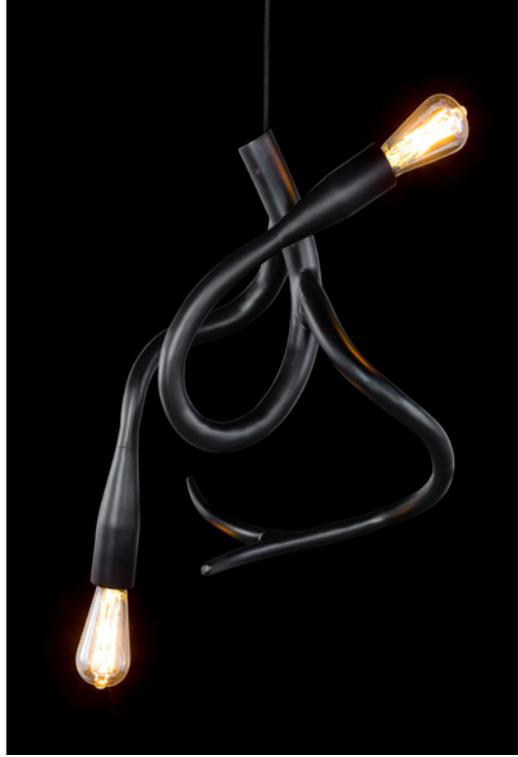
Unadorned yet full of energy, contemporary and elegant: Edison's Tail moves freely through space and reveals that bringing light and vitality can go hand in hand.



Introduced successfully by the inventor Thomas Edison, the light bulb is - more than in any other collection - an integral part of the overall design. The spirited and energetic shape of Edison's Tail is evocative of the initial burst of life when a seed opens and through the cracks the first green shoots appear.

To see this exact moment, is to see a wonder in the making. To capture this moment, is what Edison's Tail attempts.

Edison's Tail can be ordered in ten different versions , and several elements can easily be formed into different compositions.



William Brands comments on his work:

As a child I was fascinated by the exact moment that seeds sprout Suddenly, a burst of life: and with so much energy and force behind it!

When at work in our atelier, trying to translate concepts and thoughts into actual lighting and not yet fully satisfied with the result I am – usually late at night – reminded by what Thomas Edison said: 'I have not failed. I've just found 10,000 ways that won't work.'

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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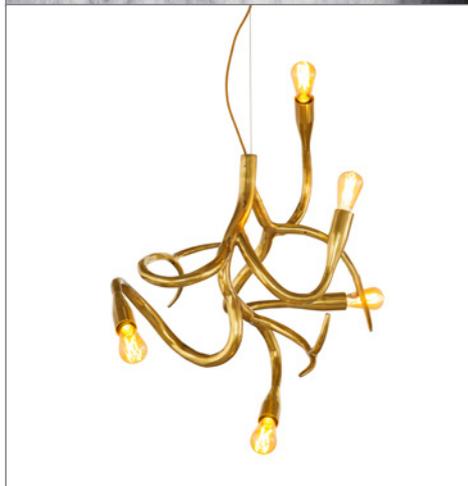
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