

**BRANDVAN  
EGMOND**

## PRESS RELEASE FLOATING CANDLES



“Confident and charming the naked flame spreads a golden light around the room.”

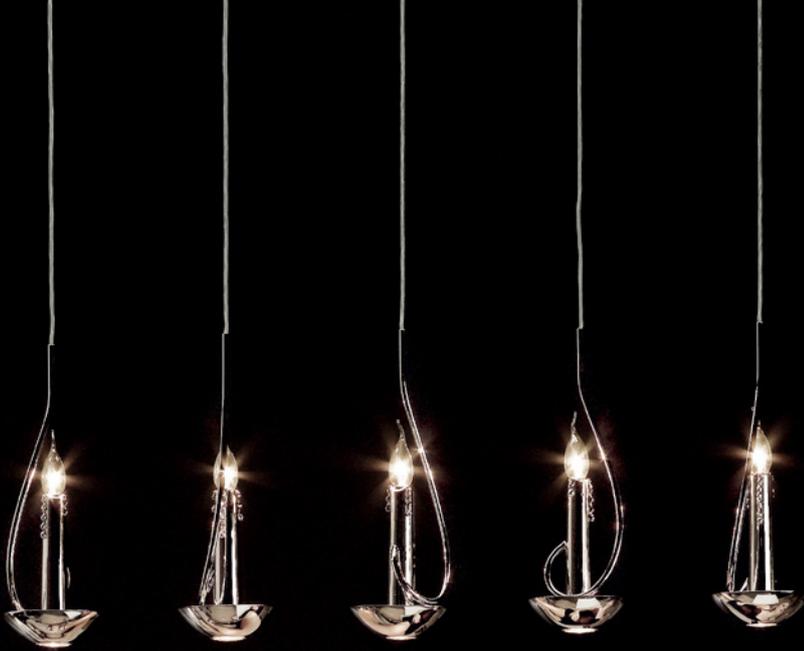
Design by William Brand

January 2017, Naarden, The Netherlands

Bare and with all extravagance cut away, Floating Candles is the quintessential expression of light. Through this design the very foundation of light is revisited, leading to a simple yet iconic object.



The Floating Candles collection shines a warm glow, capturing the emotion of the ancient flame in its modern design and shape. With no fixed beginning or end, one can experience total freedom and become the designer of one's own lighting sculpture. Either use a single Floating Candle or arrange them in a circle or a line. Then, perhaps, add a down light as a finishing touch.

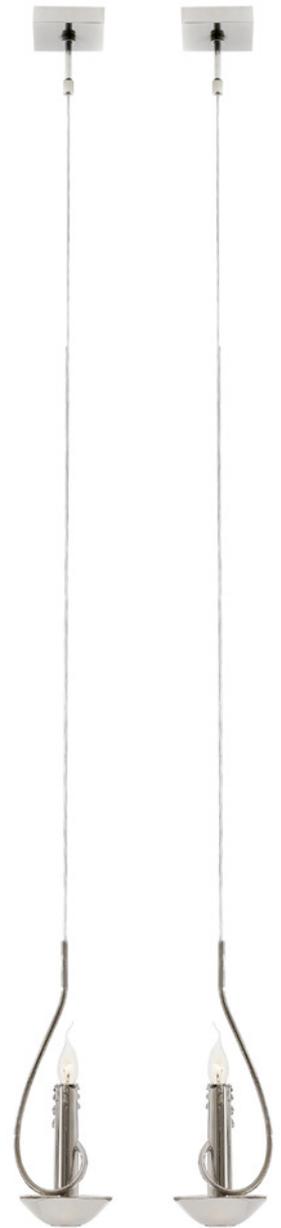


The original design was made for the presidential suite of the Okura Hotel. The suite had one particular characteristic: the smallest entry door imaginable. This created an impediment for big objects, leading to a desperate request of an architect to William: can you come up with a solution as this space demands a grand chandelier but has not enough space for it to enter?

William went to work, and designed the delicate Floating Candles: easily assembled one by one into a grand composition.

**William Brands comments on his work:**

I wanted to revisit that most primal of all lights: the candle. This universal archetype, known to us all, is transformed into a contemporary yet evocative light with Floating Candle.



## 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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