

**BRANDVAN
EGMOND**

PRESS RELEASE FRACTAL CLOUD



“Every cloud has a silver lining”

Design by William Brand

January 2017, Naarden, The Netherlands

The power of repetition is possible in full swing, with the Fractal Cloud. Compositions are easily created, allowing for unlimited possibilities to arrange the lighting sculptures as free as clouds floating through the sky.



Our brains are set up to bring order in chaos, find logic in confusion and recognise patterns in the opaque. However, what to make of the puzzle of the exact yet endless repetition found at times around us?

The organised chaos of the reflecting elements of the FRACTAL CLOUD disperses the light beautiful in all directions. Hung individually or in compositions, the design can be a feature within a classic home interior or contemporary bar or restaurant.



FRACTAL CLOUD is a hand folded sculpture, created in our atelier. This hands-on approach allows us to alter the size and the finish according to the client's wishes. Currently, we can produce the sculpture in two sizes Ø55cm and Ø 70cm. Available in black matt, white matt, brass grinded and stainless steel, but we can apply other finishes to match the desired look.

William Brands comments on his work:

Fractals are similar patterns that are repetitive. With the FRACTAL CLOUD there is the extra possibility of repeating not just the same element, but also the actual lighting object itself. Beautiful compositions can be made, guided by personal preferences. Therefore, this CLOUD sculpture has been an essential addition to the FRACTAL Collection.



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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