

PRESS RELEASE HOLLYWOOD



Design by William Brand

“After the sun rises over the vast continent of Africa, an intense play of light and shadow develops.”

January 2017, Naarden, The Netherlands

Travelling through Africa, William was touched by the slenderness and pure beauty of the branches and trees scattered across the land. Back in Europe and driven by his fascination, William sketched lighting objects that captured the character and the emotion of the vegetation in its arid environment. He soon moved from the drawing board to the workshop, where he crafted and shaped the metal into prototypes for hours on end. A lighting sculpture was born, which we now all know under the name HOLLYWOOD.



Just as trees grow in different shapes and forms, the HOLLYWOOD line also shows its diversity. The collection is available in round, conical and square shapes. Through the years the collection has been applied by architects and designers around the globe. Based on the Hollywood line William Brand also created several commissioned lighting compositions. Numerous luxury brands, renowned hotel chains and restaurants, like Chopard and the Swissôtel, have placed the HOLLYWOOD in their locations as a part of their brand identity. One can find these beautiful examples on our website, in our lighting books and image bank.



William Brands comments on his work:

After coming back from a family trip to Namibia, I felt an urge to translate the strong impressions of this trip into a lighting sculpture. Around the same time we were asked to lighten up the yearly Academy Awards in Los Angeles. The star-filled 'Green Room' was energised by both the winners of the Oscars as well as this new collection: the HOLLYWOOD collection took off amidst the stars.

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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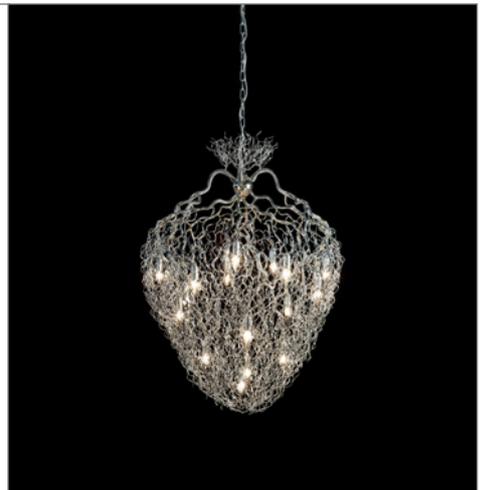
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