

BRANDVAN
EGMOND

PRESS RELEASE RHAPSODY IN BLUE



“I frequently hear music in the very heart
of the noise.”

George Gershwin

Design by William Brand

January 2017, Naarden, The Netherlands

A wilderness of energy and vibrant life, trapped in a framework of straight architectural lines, bursting to branch out; an artistic expression and simultaneously homage to Gershwin's composition echoing city life and sounds. Art is an attempt to bring order into chaos.



Comparable to a jazz jamming session, RHAPSODY IN BLUE expresses an experimental process in which William allows himself to spontaneously create, not yet knowing the exact outcome.

The straight and strong architectural lines of the frame try and constrain the quest for freedom of the wired elements, allowing for a contrast recognisable possibly in our own life and work. As the musician keeps on jamming the night away, only being restrained by the use of the instruments.



The RHAPSODY IN BLUE hanging lamp is made of stainless steel and can be ordered in different lengths from 100cm up to 200cm.

Allowing its owners to concentrate yet own a lighting sculpture that decorates the space in a characterful way, the collection can be found in places which can vary from conference rooms to dining spaces.

William Brands comments on his work:

Structure and chaos, logic and intuition...owning an atelier means being strategic and rational. At the same time, being an artist of highly emotionally charged lighting objects requires a creative process of total freedom. Crafting a new lighting sculpture involves an experimental phase primarily based on spontaneous, playful and chaotic expressions. The way jazz musicians find freedom within the dictated lines of the music.

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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