

**BRANDVAN
EGMOND**

PRESS RELEASE SHIRO



“Serenity triumphs over chaos”

Design by William Brand

March 2017, Naarden, The Netherlands

By means of the deduction of every unnecessary layer of decoration, a calmness of mind appears allowing for a new collection to be born. The Shiro – Japanese for castle - is the result of a journey of deconstruction.

Stripped of all but the bare yet beautiful essentials, this new collection permits for a well composed equilibrium. It allows serenity to triumph over chaos.



The Shiro can be applied in different forms; with a staircase circling around a long version, while lighting up several floors at the same time or as a single piece, allowing for the circle of candles to graciously light up a space, or made into a composition.



William Brands comments on his work:

Anyone who has had the pleasure of visiting Japan knows how subtle and perfectionist their culture is; from the immaculate gardens surrounding ancient castles to ritualised tea ceremonies: all are devoid of unnecessary extravagance yet send a clear message that echoes for a long time. With this collection I wanted to pay homage to serenity.

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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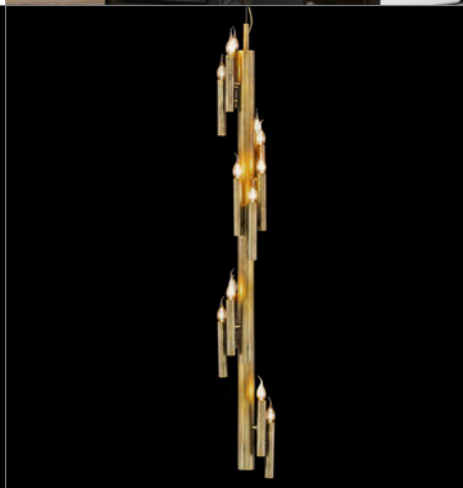
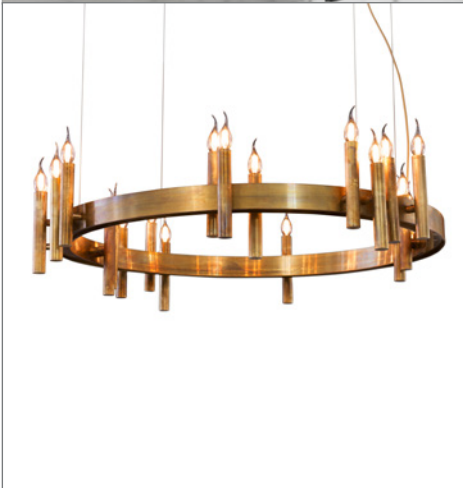
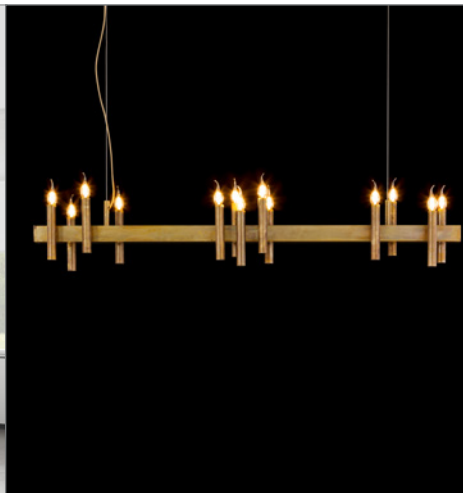
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