

**BRANDVAN
EGMOND**

PRESS RELEASE VICTORIA

“The lights grow brighter as the earth
lurches away from the sun ”

The Great Gatsby



Victoria, design by William Brand

January 2017, Naarden, The Netherlands

Before you see her, the sparkling light reaches your eyes in full splendour. The fresh ray of light enriches her surroundings and brings her to life. Like a waterfall that blows droplets through the sky, a vapour of crystals comes down to you.



The VICTORIA evokes the idea of the Roaring Twenties: the period of the beginning of the 20th century with sustained economic growth and with lots of cultural dynamism. Jazz music blossomed, Art Deco architecture peaked and dance clubs where the night was danced away became enormously popular.

The dynamics of this period are transformed into an energetic new lighting object. Crystals are being used in an elegant yet rhythmic style giving the light a distinctive Brand van Egmond twist.



The Victoria collection is available in a conical, oval and round Chandelier. Also a round Ceiling Lamp, a Hanging Lamp, Floor Lamp, Table light and Wall Light are added to the collection. All will be delivered in a Nickel finish with stunning crystals.

Every collection item can be altered in shape or size to a customised model.

William Brands comments on his work:

Some eras from the past are automatically associated with intense dynamism, big social change and extravagant parties. For me the beginning of the last century is one of those periods. I wanted to transform the raw energy of that era into delicate new lights. It also reminds me of one of the best works of literature on this era, *The Great Gatsby* in which I read: "And I like large parties. They're so intimate. At small parties there isn't any privacy."



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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