

BRANDVAN
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PRESS RELEASE LINEA COLLECTION



“CREATING A BEAUTIFUL LIGHT IS LIKE
GOOD ARCHITECTURE: A MATTER OF PROPORTIONS.”

Design by William Brand

April 2019, Naarden, The Netherlands

Truthful and pure, the Linea makes a precise yet playful statement through thin lines of beauty.

Floating through the sky, as if a magical formula brought to a standstill the whirlwind of steel, fire and light. Frozen, both in time as well as in space.

Just like airplanes can leave a composition of line-shaped clouds - the passing proof of human movement in the air - the Linea is like a drawing of enlightening lines in the sky. Temporarily in mid-air, permanently illuminating.

Creating a beautiful light is like good architecture: a matter of proportions.





The rules of navigation never navigated an airplane, rules of design never designed a lighting sculpture: we explore in order to succeed To bring order in chaos, but leave a bit more chaos than order. A composition of lines and light, seemingly arbitrary but actually carefully contemplated, is the delicate result.

With the Linea element one can create compositions reaching far into the sky, yet also add a simple ray of light with our chandelier or a single lighting element.

William Brands comments on his work:

"A good design should express a certain time and place , yet at the same time be timeless."



WILLIAM BRAND

designer, architect and founder

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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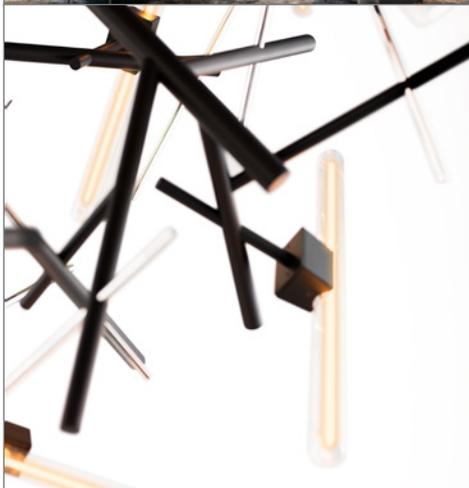
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