

BRANDVAN
EGMOND

PRESS RELEASE ORPHEUS COLLECTION



“HARD ROCKS HE SOFTENED WITH PERSUASIVE SONG,
AND SOOTHED THE RIVERS AS THEY ROLLED ALONG”

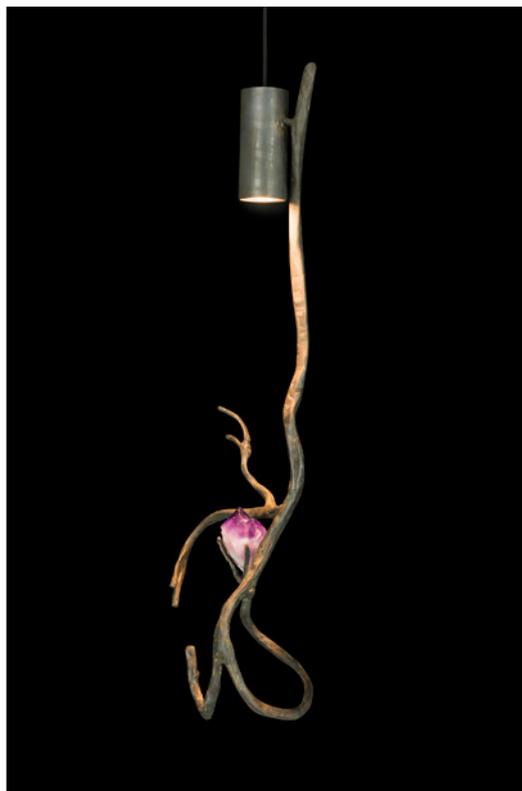
The poet Apollonius of Rhodes on Orpheus

Design by William Brand

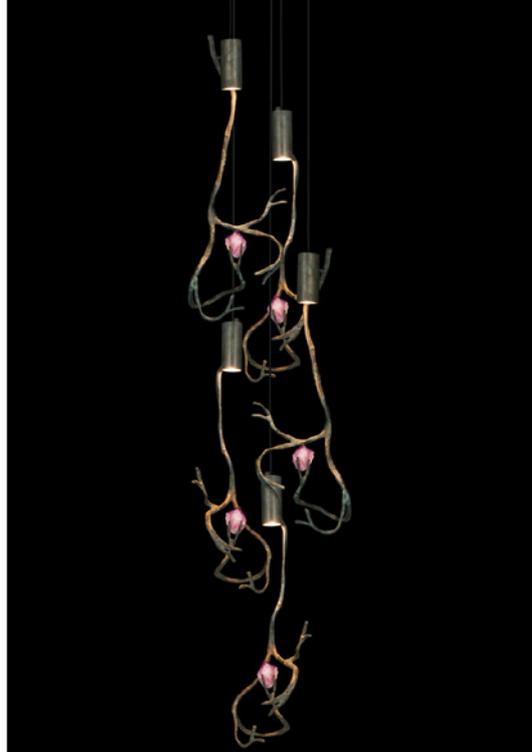
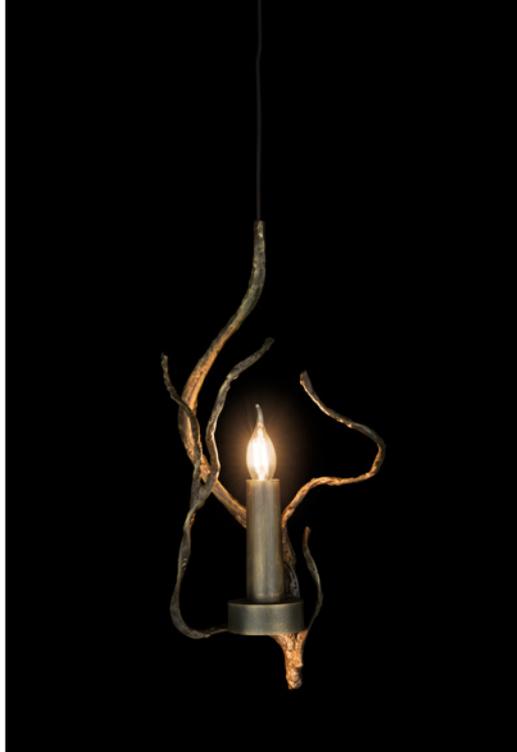
April 2019, Naarden, The Netherlands

One of the most legendary poets and singers in Greek mythology is Orpheus. He sang so beautifully that he touched everyone and all around him. The King and Queen were moved to tears, but also the birds, trees and even the stones were hypnotised by his magical voice.

We have found several objects of desire amidst the nymphs and trees, and formed them into new lights. A precious stone, a golden mineral and a delicate porcelain rose: all captured in a protective embrace of casted bronze.



The collection was launched at Tefaf Maastricht, the world's leading art fair and encompassing over 7,000 years of art history.



Orpheus-Amethyst

This precious stone, embraced through the millennia by ancient Greeks , Russian Tsars and English bishops is seen as a protector against dark magic, and a symbol for those in love.

Orpheus-Pyrite

An astonishing mineral, seemingly made by human hands but in fact found in nature, is called Pyrite. Given it's strong resemblance to gold, it was nicknamed by gold diggers as 'fool's gold'. The surfaces reflect the light in a fabulous way; creating a splendour of golden light.

Orpheus - Nymphenburg

The handcrafted rose is from Porzellan Manufaktur Nymphenburg, creating the finest porcelain for over 260 years. Crafted on the Nymphenburg palace grounds outside Munich, their handcrafted porcelain has been treasured by aristocracy and collectors from around the world

William Brands comments on his work:

"I was invited to join Nymphenburg at the Biennale in Venice , in 2018. It was at this meeting that I was started to contemplate using their centuries old tradition of porcelain making with my own atelier's crafting, also opening the gate of creativity towards the possibility of other precious stones."



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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