

PRESSRELEASE

Rotterdam, November 2011

“We have proved not all Orbs` are dust”

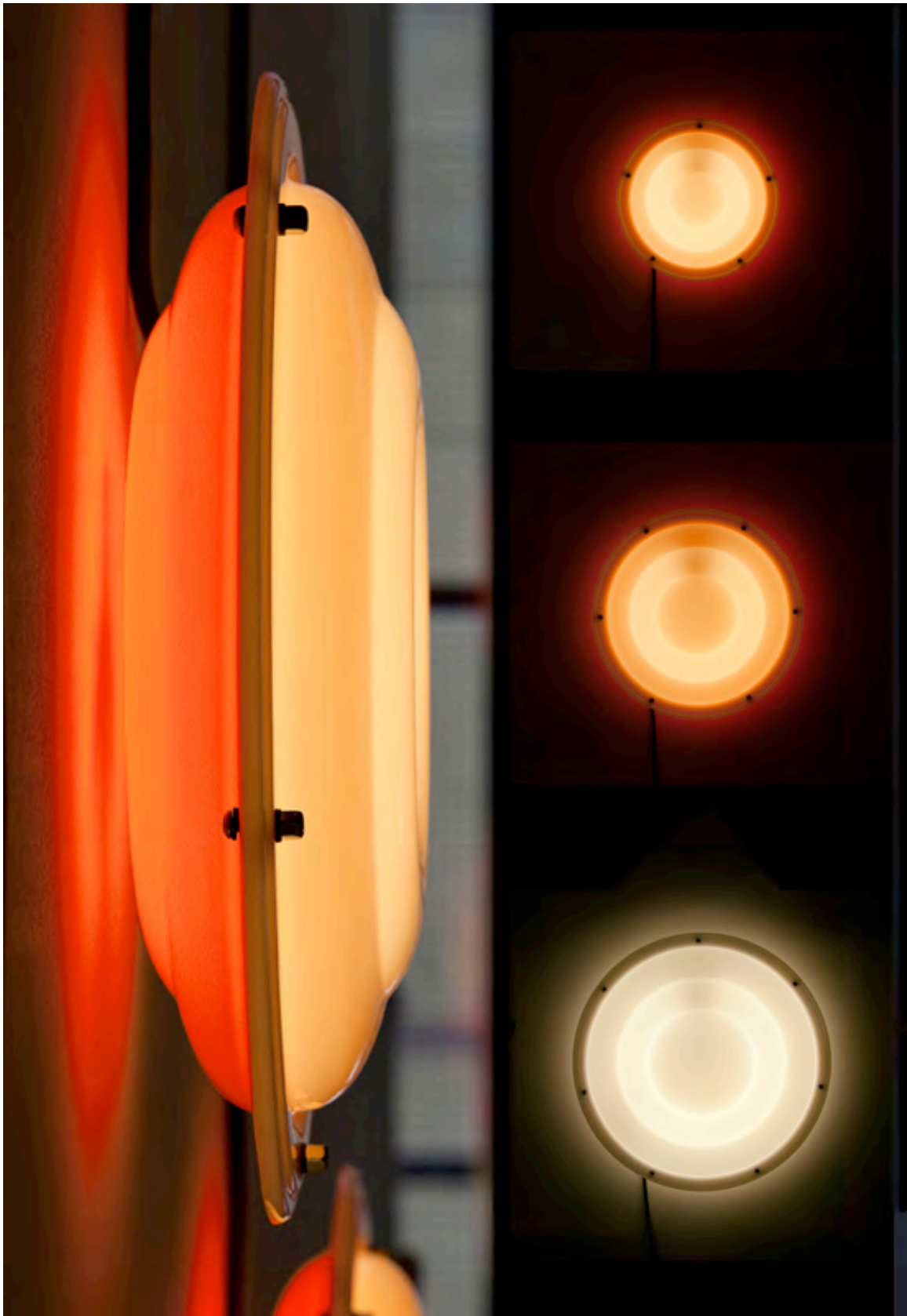
Arriving in the hours of darkness, en route to the Hobbemastraat in The Hague, it seems there are various circular light anomalies floating above the Culturalis Theatre. One may consider the possibilities of paranormal phenomena, hallucinations or even alien visitations. **But the truth is: it's really out there.**



The lack of a light fixture that gives the freedom to actually play with light was the motivation for Ben Oostrum and Brigit Varenkamp to design the Orb`.

"For the Culturalis Theatre we wanted to create a lighting design linked to the exterior of the building and therefore we needed a circular shape with equal light-intensity in three different sizes. What seemed to be a matter of simply ordering the right fixtures turned out to be an impossible task. There simply was no such fixture available. That's when we decided to design our own series, with enough possibility to encourage imaginative lighting designs. We wanted a series of light fixtures that provides freedom to vary in size, color and mounting while unity is maintained."

Orb` is a unique, clear and timeless fixture based on the shape of the light source (the circular T5). The fixture's circular form comes in a translucent material that allows a beautiful diffuse light distribution.



The Orb' comes in three sizes that are tailored to the dimensions of the light source, the T5. Mounted as a pendant or as an indirect illuminator and available in white / white, color / color and white / color, the Orb' doesn't set boundaries.



The word "Orb" is derived from the Latin 'orbis' which means round object or circle. Orbs are the little light spots in photographs usually caused by flash reflection of dust, pollen or rain droplets. But the Orb has also been broadly interpreted as a highly variable range of paranormal phenomenon without verifiable causation.



Executed with the new light fixture Orb, the tower of the Culturalis Theatre is now transformed into a bold and theatrical lighting design. It gives the neighborhood its own landmark and facilitates orientation.

Product Information

Light source: TL5-C
Dimensions: S 22W ø 44 cm, h 11.0 cm
M 40W ø 56 cm, h 11.5 cm
L 60W ø 69 cm, h 12.5 cm

Material: PMMA

Weight: S: 1850 gr
M: 2550 gr
L: 3600 gr

Colors: White
Orange
(Other colors on request)

Execution: Pendant, wall mount, ceiling mount or as floor light
Indoor fixture, outdoor fixture
Dimmable or not dimmable

BOOI Ben Oostrum Ontwerpt

BOO is a design studio that focuses mainly on the design of interior products such as furniture, lighting and home accessories. Besides designing, BOO is also involved in the manufacture of its products. Ben Oostrum received multiple national and international design awards.

Sales information through Illum: www.illum.nl/

Orb* can be seen in the tower of the 120 Hobbemastraat Culturalis Theater in The Hague, the showrooms of Secoff, SPRANK and M4P2 all in Rotterdam.

End of press release

Note to editors

High res images: download via: <http://www.boontwerpt.nl/inlogmain.htm>

Username: press

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