

BEEM

PRESS RELEASE | March 2018

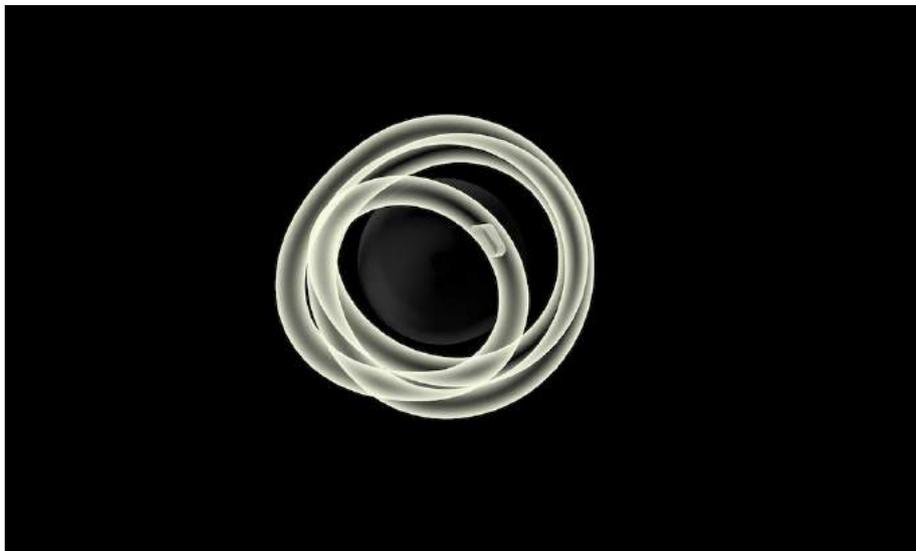
Introducing: BEEM Samuel Wilkinson lights up Milan

Graphic, contemporary and unlike anything else on the world's ceilings, **BEEM** is a new brand family of **LED lamps** from award-winning product and industrial designer **Samuel Wilkinson**.

Soft-launching at Milan Design Week 2018 at forward-thinking new design district **Ventura Future** – the design destination showcasing the products of tomorrow – BEEM presents two striking lamps designs, scheduled to enter production later in 2018.

Wilkinson has an impressive track record in game-changing lighting, having given the world's first designer low-energy bulb the Plumen 001 with Hulger in 2010, and creating crystal-festooned street-lamp sculpture and Shoreditch landmark The Ommatidium with neuroscientist Beau Lotto in 2015. Now, he's collaborating with LED-lighting specialists **Chris Stimson and Bujar Shkodra** (founders of **well-lit**), to start another lighting revolution.

Recent advances in LED-bulb technology have opened up new possibilities in design. Previously, energy-efficient bulb concepts such as Compact Fluorescent Lamps (CFL) imposed restrictions on the forms available and limited possibilities of creative expression. Now, LED tech has opened up near-endless opportunities for designers to explore hitherto-impossible forms – BEEM is launching at a watershed moment in lighting design.



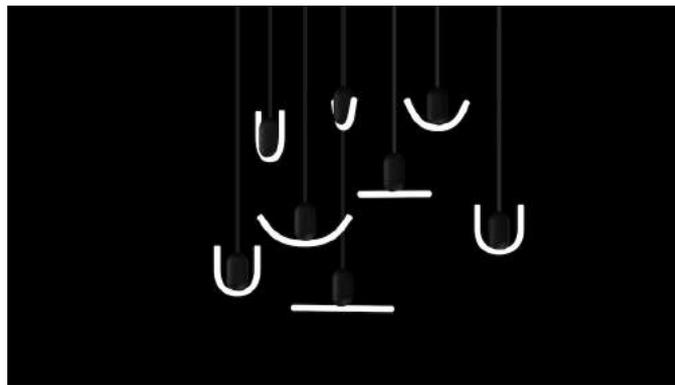
CURLI by Samuel Wilkinson for BEEM.

BEEM

PRESS RELEASE | March 2018

Two years after their first meeting in a Shoreditch coffee shop, the trio have finalised the first two product ranges, and plan to introduce more in the coming years. The debut lamps – **SMILE** and **CURLI** – take advantage of the latest soft-filament LED technology, (allowing them to emit bright, warm light for up to 30 years, using minimal energy in the process), expressed through Samuel Wilkinson’s characteristic fluid modern forms, hand-made craftsmanship and devotion to detail.

SMILE is a distinct, graphic and modern glass bar of light fitted with a flexible filament attached to a ceramic base. Three shapes are available: a straight line, a U shape and a smile-like upward curve.



SMILE by Samuel Wilkinson for BEEM.

CURLI is a swirl of light that takes its formal inspiration from the calligraphic flourish off the curlicue to create a continuous asymmetric coil that twists up and around the bulb holder.



CURLI by Samuel Wilkinson for BEEM.

BEEM

PRESS RELEASE | March 2018

Both lamps are designed to be featured either in isolation or configured in groups – thanks to an innovative rotating mechanism hidden inside, the lamps can be easily adjusted to line up with surrounding bulbs. **SMILE** and **CURLI** work equally well in the home or in commercial spaces such as bars and cafés.

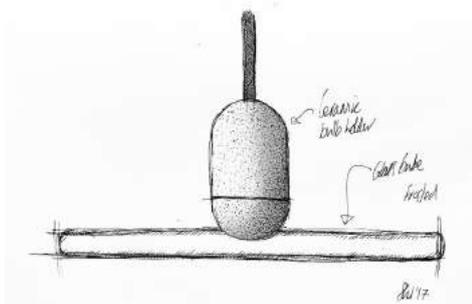
In a market dominated by retro-chic and vintage industrial aesthetic, Wilkinson and his collaborators identified a clear space for designs that looked to the future rather than the past, and which offered a **distinct, characterful alternative** to nostalgic look of most lighting products.

'We consciously set out to make contemporary forms. The bulb market is saturated with retro styling – it's good to create something different. We realised that nearly all bulbs went downwards and appeared to flow out from the bulb holder. Our initial reaction was to make forms that do the opposite – why not go upward and visually separate the parts? A light becomes a sculpture in the air – why do want to look at the lump of the bulb holder above it? Why not either hide it with the bulb, as in CURLI, or make it a key part of the design's visual balance, as with the SMILE range?'

Samuel Wilkinson, Designer

SMILE, CURLI and the forthcoming BEEM product ranges all take this modern-minded aesthetic approach, blending the latest developments in the rapidly developing world of LED lighting technology with super-contemporary styling. More than any other brand, BEEM is rooted in the **here and now**.

All made by hand from the highest-quality components available today, BEEM lamps are manufactured to **maximise sustainability and engineered for longevity**. Once they're installed, you can expect them to continue lighting up the room for decades to come.



Prototyping in the studio.

BEEM

PRESS RELEASE | March 2018

Notes for editors

BEEM Soft Launch

17– 22 April

Ventura Future @ Future Dome, Via Paisiello, 6, 20131 Milano

Opening times

Tue 17/Wed 18 April	10am – 8pm
Thu 19 April	10am – 10pm
Fri 20/Sat 21 April	10am – 8pm
Sun 22 April	10am – 6pm

About BEEM

BEEM aims to reshape the world of lightbulbs through innovative combinations of pure form and the latest LED technology. The new brand is a collaboration between award-winning industrial designer Samuel Wilkinson and experienced lighting entrepreneurs Chris Stimson and Bujar Shkodra.

Web beemplamps.com

Twitter/Instagram @beemplamps

About Samuel Wilkinson

London-based product and industrial designer Samuel Wilkinson graduated from Ravensbourne College of Art & Design in 2002, having won a host of design awards, including the RSA award and D&AD New Blood. After five years working for consultancies on projects for the likes of British Airways, Audi, LG, Samsung and Virgin Airways, he set up his own studio in 2008. Since then, Samuel has won particular acclaim for his Plumen 001 light bulb and the hand-blown Vessel series of glass lamps. Plumen 001 collected the grand prizes 'Design of the Year' and 'Product of the Year' from the London Design Museum, and the D&AD Black Pencil. His designs have been published worldwide and are included in the permanent collections of the MoMA, the Smithsonian Cooper-Hewitt collection, the Design Museum in Helsinki and the V&A. In 2015, Wilkinson worked with neuroscientist Beau Lotto on the creation of landmark Shoreditch streetlamp sculpture the Ommatidium, and Scottish watch brand Nomad on the design of the Mòltair, Inline and Outline watches.

Web samuelwilkinson.com

Instagram @samuel_wilkinson

Twitter @samuelwilkinson

*For more info about BEEM and Samuel Wilkinson, please contact
Dorothy Bourne at dorothy@zetteler.co.uk or on +44 (0)7939 200519.*
