

# JWDA Floor Lamp



Lighting — Press Release  
News Spring 2019

press@menu.os

by Jonas Wagell



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## Product Type

Floor lamp

## Environment

Indoor

## Dimensions (cm / in)

H: 150 cm / 59"

Ø: 39 or 28 cm / 15,3" or 11"

## Materials

Travertine, Brushed Brass, Steel, Opal Glass, E27 or Carrara Marble, Bronzed Brass, Steel, Opal Glass, E27

## Colours

Travertine, Opal, Brushed Brass  
White Marble, Opal, Bronzed Brass

## Downloads

Download high res images, 2D & 3D files, Assembly Instructions and Energy Label on [menu.as](http://menu.as)

Reworking the dimensions of the JWDA Table Lamp to create a pared-back light with a bold personality, the Floor Lamp is the latest addition to the series. The simple, standalone design merges contrasting elements to elegant effect: set on a stem of powder-coated steel or solid brass, the shade is formed from opal glass into an elliptical shape, while the base retains its characteristic form, crafted from marble with gently rounded edges and punctuated with a decorative dimmer switch in brushed or bronzed brass.

Part of a series of lighting inspired by traditional oil lamps, the JWDA Floor Lamp takes the expression of the series' table lamp to elegant new heights. Pared back to its purest form, the lamp is a study in the contrasts of natural materials: set on a substantial marble base, rounded at the edges for a soft expression, the elegant tubular metal stem – available in powder-coated steel or solid brass – holds an elliptical opal glass shade that emits a soft, ambient light. A brass dimmer switch lets you control the brightness of the bulb – for reading or relaxing, or simply to create ambience in a room. Conveying a sense of familiarity and warmth, the JWDA Floor Lamp illuminates any setting with bold elegance.

## About the Designer

Swedish architect and designer Jonas Wagell is widely revered for his modern product and furniture design comprising soft, minimalist shapes with a welcoming expression. His Stockholm-based studio, JWDA, was founded in 2008 and boasts collaborative relations that stretch from Scandinavia and Europe to China and North America. An alumnus of the prestigious schools Konstfack in Stockholm and Parsons in New York City, Jonas Wagell's award-winning work combines graphic simplicity and playfulness to create pieces that typify modern-day life.

## Notes to Editor

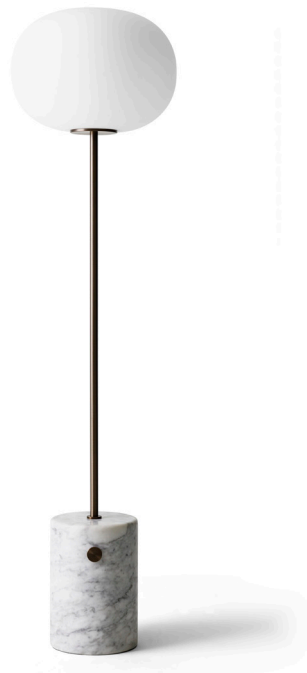
MENU is a Scandinavian design brand with a simple purpose: to make the world more beautiful, less complicated, and a little bit nicer to wake up to.

Since 1978, we have harnessed the skills of top designers and craftspeople in Scandinavia and around the world to create contemporary design that is clean, clever and natural. These principles culminate in an aesthetic we call soft minimalism. Together with our Danish Modernist roots, this concept serves as a foundation for our designers as they find new ways to unite our heritage with a fresh vision for modern living, reimagining mid-century modern values to bring irresistible new ideas to people and spaces. Your chosen objects will be with you for years to come. We know every decision you make is important, and we want nothing more than to bring joy, beauty and ease to the process of designing your space. It's why we exist and what we do best.

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Travertine, Brushed Brass  
1840619



White Marble, Bronzed Brass  
1840639