



PRESS RELEASE PASSEPARTOUT

2016



&TRADITION

LAUNCHES

PASSEPARTOUT

BY JAIME HAYON

&TRADITION LAUNCHES PASSEPARTOUT LAMPS IN THREE DIFFERENT COLOURS AND SHAPES, DESIGNED BY JAIME HAYON

2016

Just like the name implies, the Passepartout Lamps by Spanish artist / designer Jaime Hayon act almost like a frame that enhances the visual appeal of whatever they are illuminating. For every type of architectural setting, these lamps are sensational ambient devices which can be used to enhance any décor. They come in three different finishes, each one having it's own unique form.

How do you add a lamp to illuminate a space – without the lamp being too anonymous or too imposing? It is a question Hayon has often asked himself. “The answer came from the picture frame. The picture is the focus and the frame is there to guide your eyes to it. Of course, with a lamp you have light, without it you have darkness. So the lamp is actually the unsung hero that brings any setting to life.”

Place the Passepartout Lamps on the wall or ceiling, in the living room or corridor and they will never look out of place. Choose from three different shapes and finishes: satin polished brass, polished aluminium or matt white. With the Passepartout lamps, you can even cluster the various colours and shapes together to create a unique aesthetic effect.

As for the illumination factor, it is nothing less than fantastic. The Passepartout Lamps use built-in LED technology that ensures an energy-efficient, high quality light emission. What is more, they have been custom designed to provide illumination that is soft and soothing, emitting a light that's dispersed uniformly throughout the space.

According to &tradition's Brand Director Martin Kornbek Hansen, “With the Passepartout Lamps, we have combined decorative and technical lighting into one solution. The result is a collection that fits perfectly into both private and architectural buildings. Available in a variety of shapes and colours that add a decorative accent - with a touch of personality.”

Jaime Hayon is a Spanish artist / designer with offices in Italy, Spain and Japan. Known for his deep respect for artisan skills, finely-crafted details and a passion for play, Hayon is considered one of the most influential creators of our time, blurring the lines between art, decoration and design. A prolific designer always seeking new design horizons, his scope of work extends from furniture, lighting and home accessories to hotel and retail interiors, as well as ceramics, shoes and timepieces.

&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.

Product category	Ceiling & wall lamp
Production Process	The shade is made from deep drawn and lacquered metal and the diffuser is made from moulded polycarbonate.
Materials	Aluminium, Polycarbonate, ABS.
Light source	11,5 Watt dimmable built-in LED - 2700K, CRI: >90
Dimensions (cm/in)	JH10 - Ø: 15.5cm/6.1in, H: 17cm/6.7in JH11 - Ø: 20cm/7.9in, H: 15.5cm/6.1in JH12 - Ø: 28cm/11.0in, H: 12.5cm/4.9in
Colors	Matt white, Satin polished brass, Polished aluminium.
Design year	2016
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JH10



JH11



JH12