



PARADE COLLECTION BY VIOLA HEYN-JOHNSEN AND JONAS TRAMPEDACH

Please note that all assets are under embargo until 1 August, 2022, and may not be shared or published before, unless agreed otherwise.

Designed by Danish husband-and-wife designers Viola Heyn-Johnsen and Jonas Trampedach, the Parade Table Lamp series was inspired by the desire to create an ambient light source with a sculptural quality.

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The glass geometric shape is made in carefully selected sizes and colours, designed to complement each other in height, tone and temperature and thereby creating a cohesive effect. Equally appealing switched on or off, as a stand-alone lamp or displayed as a group of light sculptures, Parade combines functionality with aesthetics to create a unique and atmospheric lamp.

'When looking at Parade turned off, one will often see a reflection of light on the top of the lamp. This helps to emphasise the geometry of the Parade Table Lamp', explains Heyn-Johnsen.



There are three sizes and colours of the Parade Lamp Collection. These colours: Shell White, Blush Pink, and Moss Green, were chosen with consideration for how they would look both when the light is on and off, adding to the sculptural element of the collection.

The couple notes: 'We hope the lamps will be used in a versatile way as they are intended to be used; as a collection of luminous sculptures on the shelf, as a stand-alone bedside lamp, or arranged with other favourite objects. Parade Lamp Collection is your own personal still life.'

Prices:

*Parade Lamp from 195 EUR / 175 GBP / 245 USD / 1.399 DKK / 2.149 SEK / 2.049 NOK
All prices are recommended retail prices.*



Practical Information

Please note that the products are not scheduled to be available in stores before 16 August, 2022, and due to current circumstances, we may experience delays.

Kindly let us know if you would like to loan any of the new designs for editorial photoshoots by contacting press@hay.com.

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