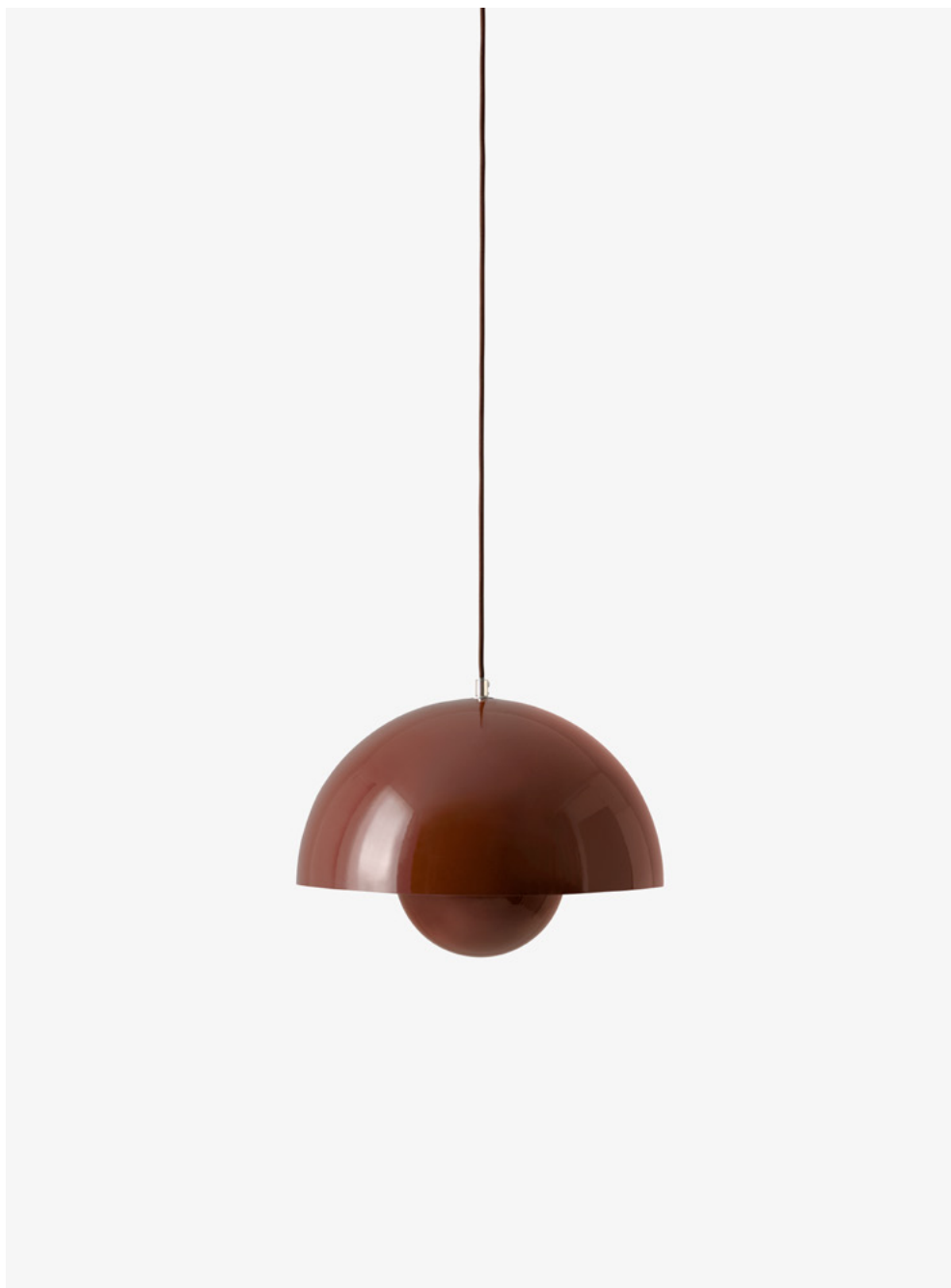


& Tradition[®]



Press Release

Flowerpot^{VP7}
by Verner Panton
1968

Debuted in 1968, Flowerpot's playful design remains enduringly popular



Flowerpot^{VP7} by Verner Pantón

Product category
Pendant

Environment
Indoor

Materials
Lacquered metal with 3 meter fabric cord.

Colours / Finishes
Dark green, Mustard, Beige red, Grey beige, Red Brown, Light Blue, White, Matt white, Matt black, Matt light grey, Polished copper, Polished brass, Polished stainless steel.

Dimensions (cm/in)
Ø: 37cm / 14.6in, H: 27cm / 10.6in

Cord length (cm/in)
400cm / 157.5in

Design year
1968

Press info
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press@andtradition.com

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The Flowerpot, a vividly coloured lamp with a rounded pendant that hangs from the semi-domed upper shade, embodies the experimental attitude that Danish designer Verner Pantón took to home items.

As a disciple of Arne Jacobsen and Poul Henningsen, Pantón always sought to prioritize the functionalism of furniture design. But he proved far less conventional when it came to his use of new materials and colour, working with psychologists to better understand the role that colour played in shaping the psychology of an environment. “Most people spend their lives living in dreary, grey-beige conformity, mortally afraid of using colours,” he once said – an observation that went on to define his approach to interiors.

The Flowerpot endures as an iconic example of his legacy. Created in 1968, it quickly became a visual symbol of the freewheeling Flower Power movement and the peace and love ideology that its followers espoused. Perhaps this was because it melded the precision of Danish design to an attitude of individualism, remaining practical while still playful; functional yet fun.

“As one of the greats of Danish design, Verner Pantón revolutionized the way in which we think about interior design,” &Tradition founder and CEO Martin Kornbek Hansen says. “More than fifty years after it was created, the Flowerpot continues to lend its unconventional credentials to homes around the world.”

A beloved part of &Tradition's collection since 2010, the Flowerpot is now available in a new mid-sized option designed to fit perfectly over a dining table. Two additional colours – red-brown and light blue – have also been added to the range.

Verner Pantón remains one of the most radical Danish designers of all time, given his avant-garde approach to fluid shapes previously impossible, along with his palette of vivid colours and striking geometric patterns. Pantón's penchant for



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playful provocation took him beyond designing furniture, lighting, textiles, posters and rugs to creating entire environments akin to visually immersive experiences. Earning him admiration the world over for his conviction to continuously question convention. &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.



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