

Press release
2009-02-04
Stockholm
Northern Light Fair
Stand No. B08:28

ALWAGI®

— BRINGS NEW LIGHT TO THE WORLD

Designed to bring out light with its entire unlimited colour spectrum, the Alwagi lamp renders a totally new conception of light. The multifaceted function in combination with the light technology of the future, LED, makes it a part of the room and not just a detail. "We are not designing lamps to help you see in the darkness — but to make you see the light" says Jonny Karlsson, the designer of the Alwagi lamp. Except from being a lamp it can also function as a frame, a background wall and a piece of art.

With the remote control one manage the spreading of the light, its intensity and colour of desire. Violet, magenta, cyan or plain white, all colours or just one is up to the user to decide.

Alwagi's vision is to spread the light through exclusive interior design.

The lamp is the first product to reach the market and it will be launched at the Stockholm Furniture Fair & Northern Light Fair this year.

On 4-6 February we will say "Let there be light" at Northern Light Fair in Stockholm.

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