

PRESS RELEASE – for immediate release

First, there was our sun. Now there is vlak **About an innovative design armature which breaks all rules**

Is it Dutch Design? Is it the first LED armature which does match the light an incandescent light bulb gives? All of the above. It is vlak – a unique lamp which raises all eyebrows.

When designer Gregor van Egdom first spotted the material – eight years ago – he knew: this allows you to create awesome things. The material is a thin sandwich of brushed aluminium, isolation, copper and black lacquer; a hyperconductor used in aerospace for high-end cooling systems. The catch: it's really costly.

Van Egdom keeps an eye on the material and sees the price drop over the years. His idea for vlak has already taken shape by then: the space grade aluminium, bent from one piece. The material would double as the electrical circuit for the components. In any other armature, the technical details are hidden. With vlak, technology is the final product: how it works is what you see.

Two new bumps in the road: every expert he talks to tells him bending the material is impossible and that the electronics would break by touching them.

Van Egdom is stubborn and builds a machine to bend the first vlak into her unique shape. While testing the electronics, the test engineer is stumped by the resilience of the electronics. The result is a lamp with a few properties never shown before in a luminaire.

And let me tell you about the light.

Try as they might, lighting producers can't get LEDs to match the warmth and intimacy of an incandescent bulb. vlak takes a more ambitious approach. The top part has 48 LEDs: 10 amber, 10 yellow, 14 warm white and 14 cool white. Behind the robust dimmer, software intelligently divides the power between them. Van Egdom took a close look at the way our sun sets. Searching for ultimate romance? vlak dims like a natural sunset, to an extremely soft orange glow. Or dial it all the way up for daylight brightness.

After a try-out period last year, the lamp is now for sale. Assembled in the Netherlands, with mostly European parts.

About vlak

The word "vlak" means "flat" and "surface" in Dutch. vlak was developed by Gregor van Egdom, an independent industrial designer from The Hague, The Netherlands. He is fascinated by the possibilities of electronics. Before working on vlak, he worked freelance on projects like a CO₂-capture system, and an innovative fire extinguisher. He started vlak as an independent label of lighting products, of which vlak 1 is the first. More information about him is available at www.gregorvanegdom.nl Follow him on social media via @krekr.

Do you have any questions? Need high-resolution images?

vlak – ambient light
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A download with this text, high-resolution images, and video is also available at

www.vlak-light.nl/download