

PRESS RELEASE – for immediate release

Lighting design brand vlak spills the beans about making its innovative lamp

Manufacturing secrets shown at *Masterly: the Dutch in Milano* during Salone del Mobile 2017

Dutch Design lighting brand vlak will showcase the unique process of making its first product during the international design week in Milan.

Every year, at the beginning of spring, the whole world of design descends on Milan for the *Salone del Mobile* – the biggest design festival of the world. Last year, the Palazzo Francesco Turati in the heart of Milan was transformed into a Dutch Design hotspot. After an enormously successful first edition of the Dutch pavilion, curator Nicole Uniquole will host *Masterly: the Dutch in Milano* for the second time.

This year, she selected the innovative design armature *vlak 1* for the presentation. The lamp was introduced at Dutch Design Week, where it gained a lot of attention because of its sleek appearance. The lamp is bent from a single sheet of a special circuit board material, which allows it to be just 1.5mm thick. Now, the secrets behind this unique production process will be on show during the *Salone*.

vlak creator Gregor van Egdom: "I've always been intrigued by how things work and how they are made. At heart, I think everyone is curious about this. That's why, this *Salone*, I'll open up about how *vlak 1* is made." In the overwhelming Historical Rooms of the Palazzo, the process of making will be shown step-by-step. Van Egdom says he wants to share this unique information despite concerns over copy-cats. "I wish them best of luck", he says. The display will show *vlak 1* in different stages of the production process, with a short note about each step. Van Egdom will be available to answer any questions. "This might be the first time a design brand is this open about how their products are made", he says. Let's see how this experiment goes.

About *Masterly: the Dutch in Milano*

'Once a year, for one week, the extraordinary Palazzo Francesco Turati is showered with a high dose of Dutch design essence. Each individual presentation is an integral and invaluable part of the collective conversation, which addresses a diversity of design topics. It carries all the way across the historic spaces of the Palazzo, from the rooftop lounge bar, through the museum exhibition back down to the courtyard where it becomes clear that everything is connected. Meet the minds and makers and start your *Salone* experience here.'

- Nicole Uniquole, *Masterly* founder & curator

Palazzo Francesco Turati, Via Meravigli 7, Milan. MM1 Cairoli, MM 1 Cordusio, MM3 Duomo. Press Preview: 3rd April, 4:00 p.m. – 7:00 p.m.

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. More information about vlak can be found at www.vlak-light.nl.

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

vlak – ambient light
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