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’s 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](http://www.gregorvanegdom.nl) Follow him on social media via @krekr.

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

vlak – ambient light

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