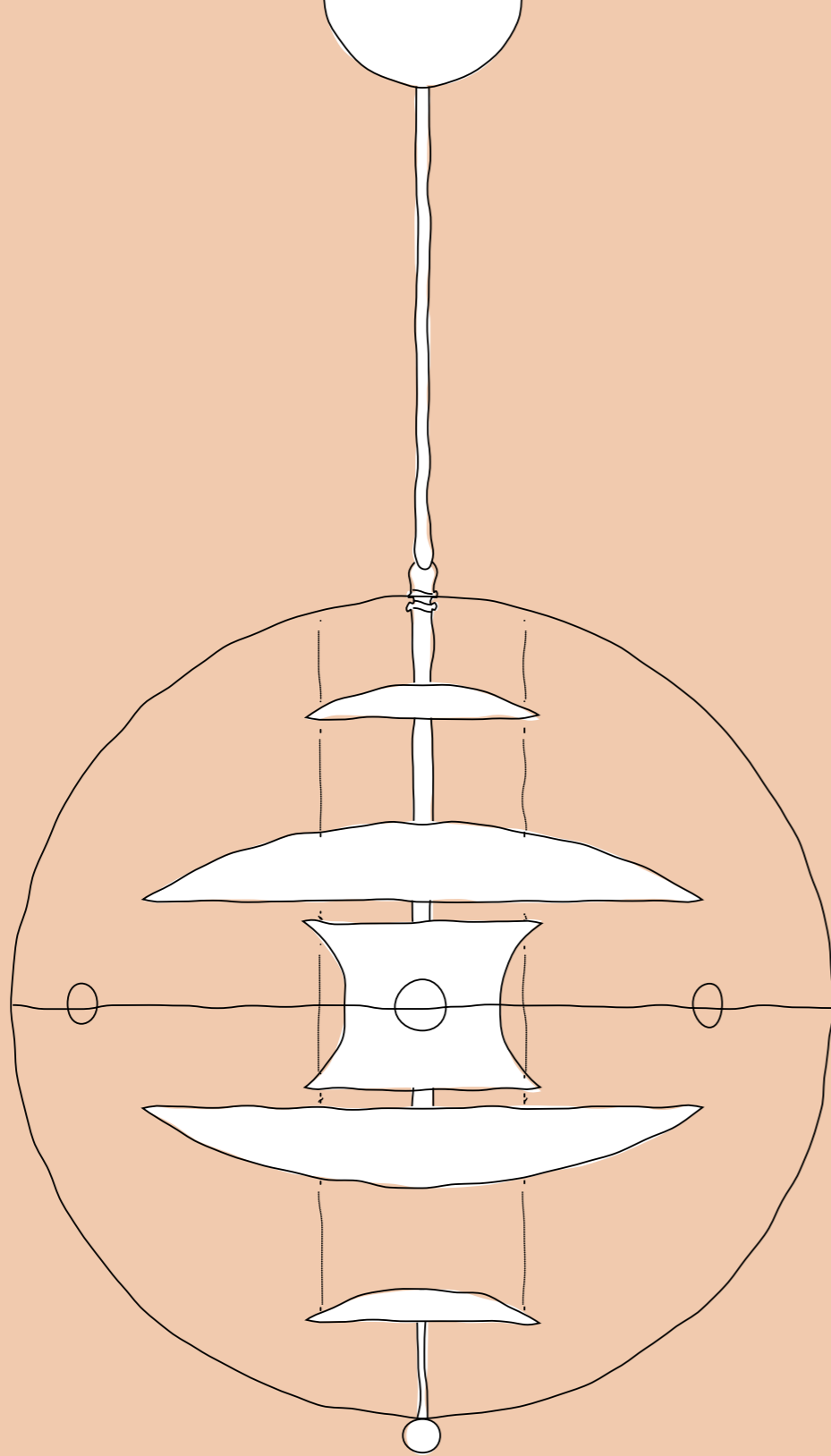


NEW VP GLOBE / warm peach

VP Globe.



VERPAN



INSPIRATION

New VP Globe.

Originally conceived in 1969 by Verner Panton, the VP Globe is arguably the most recognized Panton lighting design.

The decorative pendant features a crystal clear transparent acrylic outer sphere with five internal reflectors suspended by three steel chains.

A little-known story behind the inspiration of Verner Panton's lighting is the Venice influence. Panton was known for his desire to explore, travel and experience different places and cultures. One of his favorite destinations was Venice, Italy, and he paid several visits to the famous 'city on the water'.

It was in fact during one of these visits, that he fell in love with the slightly rose-coloured light emitted by the old street lamps in the city – so much so that he wanted his future lighting designs to simulate that unique experience.

The VP Globe is perhaps the most successful execution of this early inspiration, as its special layered design paired with the acrylic globe emits a warm, soft and ambient mood-setting light – a signature of Panton.

The new VP Globe has a clean expression, not unlike the VP Globe Glass released in 2009, featuring crisp white shades with accents of warm peach, a colour that draws inspiration from the origin story of the design while appealing to a contemporary colour palette.







Campaign Details.



Recommended Retail Price:

/	EX. VAT / RRP INCL VAT
	DKK: 7.196 / 8.995
	NOK: 10.716 / 13.395
	SEK: 10.396 / 12.995
	EUR: 1.025 / 1.220
	GBP: 904 / 1.085

Packages/Options:



6 pcs. VP Globe Warm Peach

/	15% additional discount
/	Marketing Material
	Images
	Press Release



12 pcs. VP Globe Warm Peach

/	15% additional discount
/	Dedicated SoMe campaign
/	Marketing Material
	Images
	Press Release



COLLECTION

VP Globe.

True to Panton's creative approach, the VP Globe is available in various configurations and sizes – exploring different materials and expressions.

All VP Globes are assembled 100% by hand in Denmark.



VP Globe



VP Globe Brass



VP Globe Glass



VP Globe Coloured Glass



VP Globe Warm Peach

DESIGNER

Verner Panton.



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PANTON ON COLOUR

Choosing colours should not be a gamble. It should be a conscious decision. Colours have a meaning and a function.

Colours influence our lives, moods, our humour and our working capacity. Colours can induce high spirits and contributes to set the atmosphere.

Among the giants of Danish design, Verner Panton established a unique reputation for his exuberant originality and tireless experimentation. Panton created lamps, furniture and textiles – and was also a sought-after interior designer.

Although he was at the forefront of mid-century Danish Modern, Panton's contribution was anything but mainstream.

He enthusiastically embraced new materials, he splashed with a bold colour palette, and he playfully imbued many of his sculptural creations with a strong graphical expression – without ever compromising on quality or workmanship.

Panton's iconic designs have emerged as contemporary design classics – as strikingly inventive now as they were 50 years ago.

VERPAN