

A LIGHT BULB MOMENT

New lighting brand celebrates retail launch



SMILE 03 installed at the home. Photography by Sylvain Deleu.

Historically lightbulb design has not been a fast-moving field. The same shapes have dominated the market for decades – largely of necessity, as filament technology has restricted the possibilities for formal variation. Today, however, advances in flexible-filament LED bulbs are enabling designers to pursue radical new directions and develop previously impossible forms – and **BEEM** is the world's first brands to indulge this tech-enabled creativity.

Co-created by award-winning product and industrial designer **Samuel Wilkinson**, BEEM's first collection is a new family of LED lamps unlike anything else on the market – graphic, playful and strikingly contemporary.

After the brand's debut at Milan Design Week in May and the new range's appearance in a designjunction installation during London Design Festival last month, the BEEM bulb collection will be exclusively available to the public from The Conran Shop London outlets from 24 October.

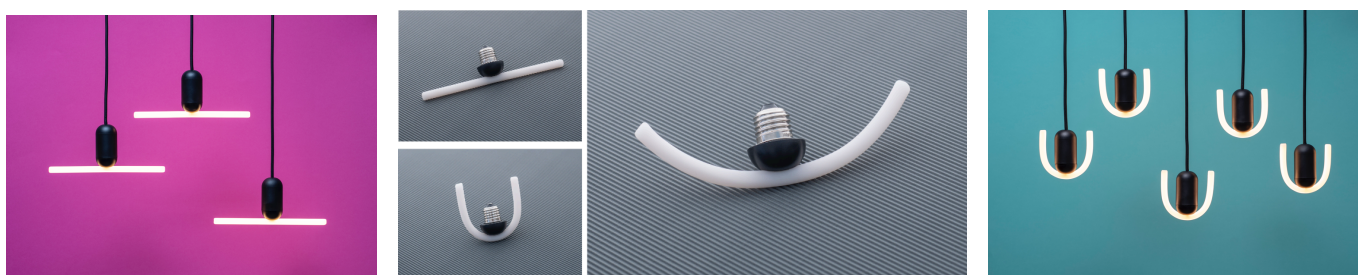
BEEM is a collaboration between Samuel Wilkinson – designer of the now-iconic Plumen 001 low-energy bulb – and LED-lighting specialists Chris Stimson and Bujar Shkodra, founders of well-lit, which they set up in order to break the stranglehold of big companies that were flooding the market with poor-quality, overpriced LED bulbs. With a shared desire to revolutionise lightbulb design, the trio first came together in 2016. Now, two years later, their revolution is well underway.

'We fiercely want to challenge what existed (and still exists) in our industry and the perceptions of what's possible in terms of design and performance.'

– **Chris Stimson**, co-founder, BEEM

The first lamps in the collection – SMILE and CURLI – feature the latest soft-filament LED technology, enabling them to emit bright, warm light for up to 25,000 hours, while minimising energy use. Equally suited to domestic and commercial environments such as bars or cafés, both are designed to be hung either singly or configured in groups – thanks to an innovative rotating mechanism hidden inside, the lamps can be easily adjusted to line up with surrounding bulbs.

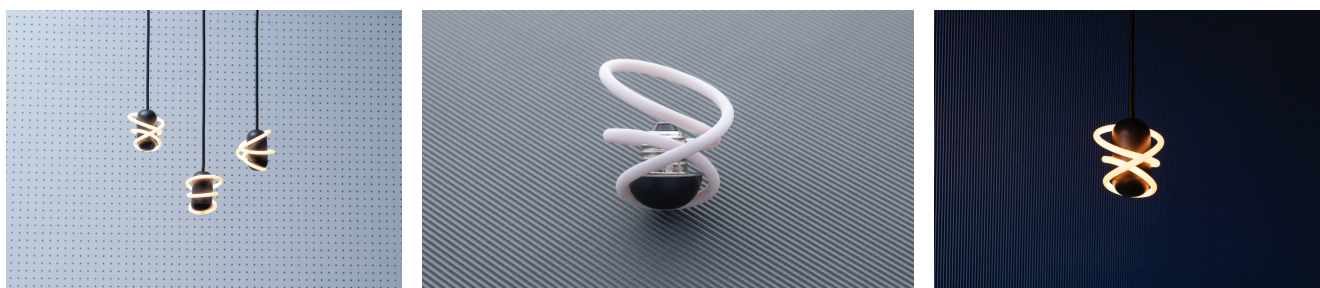
• **SMILE** is a distinct, graphic and modern glass bar of light fitted with a flexible filament attached to a ceramic base. Three shapes are available: a U shape (001) , a smile-like upward curve (002) and a straight line (003).



(Left) SMILE 03, (Centre) SMILE 02, (Left) SMILE 01. Photography by Sylvain Deleu.

• **CURLI** is a swirl of light that takes its formal inspiration from the calligraphic flourish off the curlicue to create a continuous asymmetric coil that twists up and around the bulb holder. The two bulbs are soon to be joined by a table lamp design, which BEEM plan to release in the coming weeks.

In a market dominated by retro vintage industrial styles, BEEM products represent a design aesthetic that looks to the future rather than the past, and which offers a characterful alternative to the nostalgic look of many lighting products.



CURLI. Photography by Sylvain Deleu.

'We consciously set out to make contemporary forms. The bulb market is saturated with retro styling – it's good to create something different. We realised that nearly all bulbs went downwards and appeared to flow out from the from the bulb holder. Our initial reaction was to make forms that do the opposite – why not go upward and visually separate the parts? A light becomes a sculpture in the air – why do want to look at the lump of the bulb holder above it? Why not either hide it with the bulb, as in CURLI, or make it a key part of the design's visual balance, as with the SMILE range?'

– **Samuel Wilkinson**, designer, BEEM

BEEM

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All made by hand from the highest-quality components available today, BEEM lamps are manufactured to maximise sustainability and engineered for longevity. Once installed, expect them to continue lighting up the room for decades to come.

SMILE and CURLI will be available to the public exclusively from The Conran Shop from 24 October, starting at £58, and will feature prominently at the Chelsea shop's lighting event, Dark is the Night on 25 October. BEEM products are also available for sale by contract.



(Left) CURLI installed at the home. (Centre and Right) SMILE. Photography by Sylvain Deleu.

For more information about BEEM or The Conran Shop, please contact Dorothy Bourne at dorothy@zetteler.co.uk or on +44 (0)20 3735 5855.

NOTES FOR EDITORS

SMILE 01 02 03

Wattage 6

Lumen 400

CRI 95

Colour temp 2700K

220–240V

CURLI

Wattage 8.5

Lumen 350

CRI 95

Colour temp 2700K

220–240V

About BEEM

BEEM aims to reshape the world of lightbulbs through innovative combinations of pure form and the latest LED technology. The new brand is a collaboration between award-winning industrial designer Samuel Wilkinson and experienced lighting entrepreneurs Chris Stimson and Bujar Shkodra.

Web beemplamps.com

Twitter/Instagram @beemplamps

About Samuel Wilkinson

London-based product and industrial designer Samuel Wilkinson graduated from Ravensbourne College of Art & Design in 2002, having won a host of design awards, including the RSA award and D&AD New Blood. After five years working for consultancies on projects for the likes of British Airways, Audi, LG, Samsung and Virgin Airways, he set up his own studio in 2008. Since then, Samuel has won particular acclaim for his Plumen 001 light bulb and the hand-blown Vessel series of glass lamps. Plumen 001 collected the grand prizes 'Design of the Year' and 'Product of the Year' from the London Design Museum, and the D&AD Black Pencil. His designs have been published worldwide and are included in the permanent collections of the MoMA, the Smithsonian Cooper-Hewitt collection, the Design Museum in Helsinki and the V&A. In 2015, Wilkinson worked with neuroscientist Beau Lotto on the creation of landmark Shoreditch streetlamp sculpture the Ommatidium, and Scottish watch brand Nomad on the design of the Mòltair, Inline and Outline watches.

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