

THE CONRAN SHOP

Press release | October 2018

DARK IS THE NIGHT AT THE CONRAN SHOP

A celebration of light and lighting

25 October 2018

At The Conran Shop Chelsea



Launching exclusively at The Conran Shop, BEEM's debut collection by Samuel Wilkinson, bulbs from £58.

On 28th October at 2am, daylight saving time will come to an end and dusk will fall an hour earlier. When the clocks go back, our homes take on a new character, as we spend the majority of our evenings in darkness. The lighting that we choose to surround us has a much more pronounced impact on our interior environments and, in turn, our moods and wellbeing. The way we illuminate our living spaces can create atmospheres that are comforting or gloomy, magical or disheartening, bringing a room together or breaking it apart. In winter, lighting shifts from playing an ensemble part in interior design, to the starring role.

To mark the seasonally renewed importance of light in our homes, **The Conran Shop Chelsea** is hosting a special after-sunset lighting event on **25th October**. **Dark is the Night** is a celebration of the creativity that can spring from the contrast between light and darkness, a showcase of the **latest pioneering design** in the lighting sector, as well as an opportunity to discover and purchase **The Conran Shop's exclusive new collection** of light-themed products for the coming season.

THE CONRAN SHOP

Press release | October 2018

The store's overhead lighting will be switched off for the duration of the evening, meaning the space will be **illuminated only by the products** on the shop floor and in the new seasonal window display. Each will create an atmospheric lighting trail throughout the space, leading guests on a **bulb and candlelit journey** around the store to take in the lighting room, discover live demonstrations from lighting-design brands and take in larger installations in the furniture department.

Accompanied by cocktails and light-inspired music, the evening will include a **panel talk** on lighting, chaired by **design editor David Michon**, in which leading designers and creators will explore the role that lighting design plays in shaping a space's character, and the emotional impact on those within it.

Alongside the event, The Conran Shop is offering customers up to **20% off selected** lighting products from **15th–29th October**.



(Left) Bellhop table lamps by Barber & Osgerby for FLOS, from £175 (Centre) Bolb Pendant by Konstantverk – exclusive to The Conran Shop, from £325. (Right) Geo Rust Pendant by Conran – exclusive to The Conran Shop, from £595.

TOP SIX LIGHTING PICKS FOR AW18

Dark is the Night will celebrate the in-store launch of The Conran Shop's new lighting collection, featuring exclusives and landmark designs from some of the world's most forward-thinking lighting brands.

The Conran Shop's Lighting Buyer, **Holly Pratt**, shares her top picks for the season:

- **BEEM by Samuel Wilkinson** – exclusive to The Conran Shop

Known for the now-iconic design of the Plumen 001 lightbulb, Samuel Wilkinson has joined forces with LED-lighting specialists Well-Lit to establish new lighting brand BEEM. Launching exclusively at The Conran Shop, BEEM's debut collection comprises two designs, Smile and Curli, that take advantage of recent advances in LED-bulb technology that allows for the creation of fluid forms

THE CONRAN SHOP

Press release | October 2018

previously impossible to manufacture, as well as enabling them to emit bright, warm light for up to 30 years, using minimal energy in the process. Both BEEM designs, the u-shaped Smile and asymmetric coil Curli, are fresh and playful in shape, and aesthetically unlike any other product available on the market.

- **Conran X Well-Lit Bulb collection** – exclusive to The Conran Shop

For the first time in its 44-year history, The Conran Shop is introducing its own bulb collection. Created in partnership with LED pioneers Well-Lit, the range includes 15 different bulb designs and two styles of LED filament, giving customers the option of two Kelvin colour temperatures (a warm 2200K more suited to relaxation and a brighter 2600K ideal for more functional lighting). Each bulb is made by hand rather than machine, enabling higher standards of quality control and a more ethical production process.

*'From an instant aesthetic point of view, **a light can completely transform your room** - switching out a pendant lamp above a dining table can entirely change the dynamic of a space. However, it's more than just instant aesthetic, for me it's also about **ensuring you have the right light source**, which is why I'm particularly excited to be collaborating with Well-Lit for our new bulb series, allowing us to confidently promote high-quality bulbs that are right for the product.'*

– Holly Pratt, Lighting Buyer at The Conran Shop



(Left) Paavo A1965 Pendant by Gubi, from £470 (Right) Beaubien Floor Lamp by Lambert & Fils, £4,395 – both exclusive to The Conran Shop.

THE CONRAN SHOP

Press release | October 2018

- **Geo Rust Pendant by The Conran Shop** – exclusive to The Conran Shop

Suspended from a taut steel cable, the Geo Pendant showcases a hemispherical shade that has been hand-rusted and waxed to create a unique weathered look, which beautifully complements a huge variety of interior spaces and colour schemes. The bulb is sheltered beneath a lacquered steel dome, allowing the light to diffuse over wall spaces to create depth and shadow. Geo would suit being suspended in isolation as a centerpiece, or in multiples over a dining table or work surface, to create brighter light and added visual impact.

- **Bolb Pendant by Konsthantverk** – exclusive to The Conran Shop

The Conran Shop team first spotted these pendants hanging in the Finn Juhl showroom in Copenhagen and were immediately struck by both the simple elegance of the form and the ingeniousness of the brass-hook pivoting mechanism. Hand-finished with a soft, brushed texture, the Bolb Pendant is aesthetically and functionally versatile, allowing it to be suspended everywhere from bedsides to workspaces, looking especially striking when displayed in a cascade along a staircase.

- **Paavo A1965 Pendants by Gubi**

Created by Finnish designer Paavo Tynell in 1947 for New York's Finland House, the A1965 Pendant introduces an element of mid-century glamour to any number of interior settings. A beautifully shaped brass shade provides a warm light, softened by a frosted glass diffuser, while a pattern of triangular perforations gives a vivid sparkle to the lamp's outer surface. Available in a variety of colours, the pendant is fitted with a counterweighted suspension mechanism that allows its height to be adjusted.

- **Beaubien Floor Lamp by Lambert & Fils** – exclusive to The Conran Shop

Introduced to the UK and France by Conran in AW16, Montréal-based lighting studio Lambert & Fils creates high-impact designs with a strong graphic and industrial look. The Beaubien collection is characterised by strong lines and curves, round and cubic brass connectors, and black powder-coated finish. For AW18, the studio has designed a dimmable Beaubien floor lamp entirely in brass. Striking, unusual and beautiful to look at, each lamp is crafted by hand, and takes over two days to complete.

Dark is the Night takes place at The Conran Shop, 81 Fulham Road, Chelsea at 6.30pm-9pm on 25 October.

THE CONRAN SHOP

Press release | October 2018



A close up of Flo table lamp by Conran, made from marble and handblown glass, from £345.

Contact

For all **product enquiries** please contact **Gabriella Soderling at The Conran Shop:**
gsoderling@conran.com

For wider stories please contact **Jessica Knowles at Zetteler**, The Conran Shop's PR team:
j.knowles@zetteler.co.uk or on +44 (0)20 3735 5855

Notes for editors

About The Conran Shop

Founded by Sir Terence Conran in 1974, The Conran Shop has established itself as one of the leading lifestyle retailers in the world, offering an eclectic, hand-selected collection of gifts, furniture, lighting and personal accessories from some of the world's most respected designers and emerging talents. With its unique heritage, dedication to providing an unbeatable shopping experience and its carefully curated products, including vintage and modern designs, expert interior advice and personal services, The Conran Shop is the go-to destination for any type of gift or interiors inspiration. The Conran Shop currently has 10 stores across the world; three in London, one in Paris and six in Japan.
conranshop.com

Instagram: @theconranshopofficial

Facebook: TheConranShop

Twitter: @TheConranShop

Pinterest: TheConranShop
