



BALL CELEBRATES 50TH ANNIVERSARY

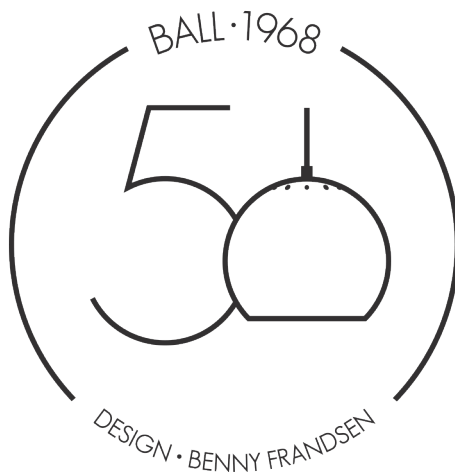
BALL is a genuine Danish design classic created by Benny Frandsen in 1968. In 2018, the BALL lamp celebrates its 50th anniversary, and Frandsen Retail has decided to pay special tribute to the iconic round lamp.

BALL was originally introduced as a pendant lamp and wall-mounted lamp with magnet, and the magnet lamp was particularly successful. In the 1970s, the lamp could be found in most Danish homes, and it has since moved into summer cottages, nurseries and any space where good lighting is needed. To this day, most Danes have a special relationship to the little round lamp.

"Just because BALL is 50 years old and continues to be a bestseller doesn't mean we've stopped developing it," says Benny Frandsen, designer of the BALL series.

Over the years, BALL has evolved in keeping with the trends of the day, and the lamp has been produced in all the popular colours of the past many decades. Since 1968, the BALL family has also regularly been expanded without losing its most well-known design elements. Today, BALL comes in countless colours and models, ranging from table lamps and floor lamps to wall lamps and pendants.

The newest members of the BALL family are BALL USB and BALL Mega Pendant Ø40.



FRANDSEN LIGHTING HAS CREATED AND MARKETING A WIDE RANGE OF DESIGNER LAMPS SINCE 1968.

MANY OF FRANDSEN'S LAMPS HAVE BECOME CONTEMPORARY CLASSICS, AND THE COMPANY MAINTAINS ITS INNOVATIVE APPROACH TO LIGHTING AND INTERIOR DESIGN WITH TWO COLLECTIONS A YEAR.

<http://www.frandsenretail.dk>

FRANDSEN LIGHTING IS PART OF THE FRANDSEN GROUP, WHICH ALSO COMPRISES FRANDSEN PROJECT, SUPPLIER OF CUSTOMISED LIGHTING TO HOTELS AND OTHER PROJECTS, AND VERPAN, GLOBAL DEALER OF MANY OF VERNER PANTON'S RENOWNED LAMPS AND FURNITURE DESIGNS.

<http://www.frandsengroup.dk>
<http://www.frandsenproject.dk>
<http://www.verpan.com>



BALL 50 ÅRS JUBILÆUM

BALL er en ægte dansk designklassiker designet af Benny Frandsen i 1968. I 2018 har Ball-lampen 50 års jubilæum, og Frandsen Retail fejrer i år den ikoniske runde lampe.

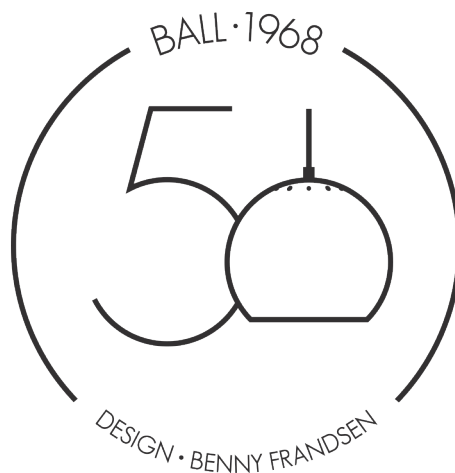
BALL blev oprindeligt introduceret som pendel og vægmonteret lampe med magnet og særligt magnetlampen blev en succes. Lampen blev i 1970'erne en del af de fleste danskers hjem, og har siden da haft sin plads i alt fra sommerhuse til børneværelser, eller et andet sted med behov for et godt lys. Selv den dag i dag har de fleste danskere et særligt forhold til den lille runde lampe.

"Selv om BALL er 50 år gammel og stadig en bestseller, betyder det ikke, at vi holder op med at udvikle på den" siger Benny Frandsen, designeren af BALL.

BALL har gennem årene fulgt tidens trends, og lampen er derfor blevet produceret i årtiernes populære farver. Siden 1968 er BALL-familien også løbende blevet udvidet, men det genkendelige design er altid det samme. I dag findes BALL derfor i mange forskellige farver og modeller, og omfatter både bordlamper, gulvlamper, væglamper og pendler i utallige farver. De nyeste medlemmer af BALL-familien er BALL USB og BALL Mega Pendel Ø40.

DESIGN: BENNY FRANDSEN

FOR YDERLIGERE INFORMATION VENLIGST KONTAKT LONE KUDSK, MARKETING ANSVARLIG,



FRANDSEN RETAIL HAR SKABT OG MARKEDSFØRT ET BREDT SORTIMENT AF DESIGNLAMPER SIDEN 1968.

MANGE AF FRANDSENS LAMPER ER BLEVET NUTIDIGE KLASSIKERE, OG FIRMAET FORTSÆTTER SIN INNOVATIVE TILGANG TIL LYS OG INDRETNING MED TO ÅRLIGE KOLLEKTIONER.

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FRANDSEN RETAIL ER EN DEL AF FRANDSEN GROUP, DER OGSÅ OMFATTER FRANDSEN PROJECT, DER UDVIKLER SKRÆDDERSYET LYS TIL HOTELLER OG ANDRE PROJEKTER, OG VERPAN, DER SÆLGER MANGE AF VERNER PANTONS BERØMTE LAMPER OG MØBLER TIL HELE VERDEN.

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