



Louis Poulsen celebrates 90th anniversary of PH's pioneering three-shade system with launch of copper PH 3½-2½ Floor Lamp

One of the most ground-breaking light designs – PH's three-shade system – is turning 90. To mark the occasion, Louis Poulsen is launching a copper limited edition of the PH 3½-2½ Floor Lamp. As part of the three-shade family – now numbering over 20 lamps – the copper edition also provides beautiful comfortable lighting, as well as a unique opportunity to acquire a collector's item.

Like flying white birds

Designer and innovator Poul Henningsen developed his revolutionary three-shade system in 1926. Electricity was becoming increasingly common in Danish homes in the 1920s, but lamps had not yet been developed to suit the advancing technology. Poul Henningsen's invention of the three-shade system rectified this. The lamps were developed to illuminate the newly built Forum exhibition hall, one of Copenhagen's first functionalist buildings, designed by leading architect Oscar Gundlach-Pedersen. The lamps hung from the ceiling 'like white birds flying through the gigantic hall', as a newspaper wrote in their review of the building.

The three-shade system

Poul Henningsen devoted most of his life to taming electric lighting. He based his three-shade design on the logarithmic spiral, in order to make optimal use of the point light source. He was constantly doing calculations and tests. The shape of the shades was determined by the way they had to shape and reflect the light, and the lamp was designed to be glare-free.

Louis Poulsen put the three-shade lamp into production and spread PH's new mindset – glare-free light to make both homes and people more beautiful.

The 3½-2½ Copper Floor Lamp will be sold for a limited period from 1 October to 31 December 2016.

The lamp comes with two different top shades – one made of mouth-blown opal glass and one made of polished copper. Together with the two lower shades – also made of opal glass – the opal glass top shade provides pleasant, diffuse lighting, while the solid copper top shade provides more downward directed, soft lighting.

For further information, please contact:

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To download images, click here: <http://bit.ly/LPpress>

PH 3½-2½ Copper Floor Lamp facts

- Will be sold exclusively from 1 October to 31 December 2016
- Will not be offered again later in the markets participating in the campaign
- PH's signature is engraved in the copper
- Supplied with two top shades – one of opal glass and one of copper
- Materials: untreated, polished copper and mouth-blown opal glass
- Height: 1300 mm
- Diameter of top shade: 330 mm
- Light source: 100W E27

About Poul Henningsen

Poul Henningsen (1894-1967) was born in Copenhagen, to the famous Danish authoress Agnes Henningsen. He never completed his architecture studies, but studied at Copenhagen Technical College in Frederiksberg from 1911-1914, and then for three years at the Technical University in Copenhagen.

Poul Henningsen originally practised traditional functionalist architecture, but over the years he began to focus primarily on lighting. His lighting designs have also left the greatest mark on posterity and made him world-famous. In addition to being a designer, he began to write and became a journalist and author with radical opinions. He was architect in Tivoli, Copenhagen for a time at the start of World War II. But like so many other creative personalities, he had to flee to Sweden from Denmark during the German occupation, and soon became a vital part of the Danish colony of architects and artists in Stockholm.

His lifelong partnership with Louis Poulsen began back in 1924. PH's pioneering notions in the area of lighting theory – on structure, shadow, glare and colour reproduction, matched to people's need for lighting – are still being practised at Louis Poulsen.

About Louis Poulsen

Louis Poulsen is a Danish manufacturer of light fixtures, founded in 1874. Through close cooperation with designers and architects like Poul Henningsen, Arne Jacobsen, Verner Panton, Vilhelm Lauritzen, Øivind Slaatto, nendo (Oki Sato), Shoichi Uchiyama, Louise Campbell and many others, Louis Poulsen has established itself as one of the key suppliers of architectural lighting on the world market. The company offers a range of light fixtures targeting both the professional and private lighting markets.

There is a story behind every Louis Poulsen product. These are products whose designers focused on light itself and the idea behind the product, and on refinement of an architect's, light designer's or furnishing designer's ideas and visions about light – all in harmony with Louis Poulsen's own lighting philosophy. Louis Poulsen's lighting philosophy focuses on: Function – Comfort – Ambience. The functional objective of the light must always be fulfilled; no component is to be incorporated into the light unless it has a clear, light-related function.