

TO GO TO THE MOON
AND BACK
BEFORE
THE FIRST
STEP
BECAUSE
THEY
SAID
IT
WAS
IMPOSSIBLE
THE BEST
OF FOUR
PEOPLE
SET
THAT
CHALLENGE
WILLING
TO ACCEPT
TO
POSTPONE
ANY
DOWN
AND
THE



Seasonal



W-LAMP. CREATIVITY HAS CARTE BLANCHE.

AS WELL AS RAW, COLORED, COATED, PERFORATED, LAYERED, LAZED AND SO ON AND SO FORTH. BECAUSE WHEN AN IDEA IS GOOD, EXPLOITING ITS FULL POTENTIAL IS A MUST. THE QUESTION IS: WHERE DOES AN IDEA COME FROM? AND ABOVE ALL, WHERE DID W-LAMP'S IDEA COME FROM? SIMPLE: FROM THE ABILITY TO SEE BEYOND WHAT THINGS ARE OR APPEAR TO BE. SO IF A CLIENT ASKS YOU TO DECORATE A BOX FOR GIFTING WINE, WHY STOP AT THE BASIC REQUEST? WE WENT FURTHER AND INVENTED PACKAGING THAT BECOMES LIGHTING, OUR FIRST PROTOTYPE, CONSISTING OF THREE ELEMENTS: A BASE CONTAINING THE POWER CORD, THE BOTTLE OF WINE WITH ITS BOX AND A PAPER SHELL THAT PLAYS WITH LIGHT AND SHADOWS, THUS BECOMING A VEHICLE FOR COMMUNICATION AND DESIGN. AT THAT MOMENT TWO W_LAMPS LITERALLY SAW THE LIGHT: ONE, A PIECE OF FURNITURE, AND THE OTHER A NEW AND DYNAMIC COMPANY THAT BEARS THE SAME NAME AS ITS ICONIC PRODUCT. THE MISSION WAS IMMEDIATELY OBVIOUS: CREATE PRODUCTS OUT OF PAPER THAT YOU WOULD NOT EXPECT TO SEE MADE FROM THIS MATERIAL. THE PURPOSE? MAKE SMALL THINGS THAT MAKE LIFE MORE BEAUTIFUL AND FUN.

TODAY W-LAMP OFFERS A COLLECTION OF LAMPS IN AN EVER EVOLVING ARRAY OF STYLES, BOTH INTERCEPTING CURRENT TASTES AND LAUNCHING NEW TRENDS. WE CURRENTLY WE HAVE DISTRIBUTORS IN GERMANY, AUSTRIA, FRANCE, JAPAN, AUSTRALIA, SPAIN AND THE UNITED STATES, AND WE ARE FINALIZING AGREEMENTS WITH POLAND, SWITZERLAND AND RUSSIA.



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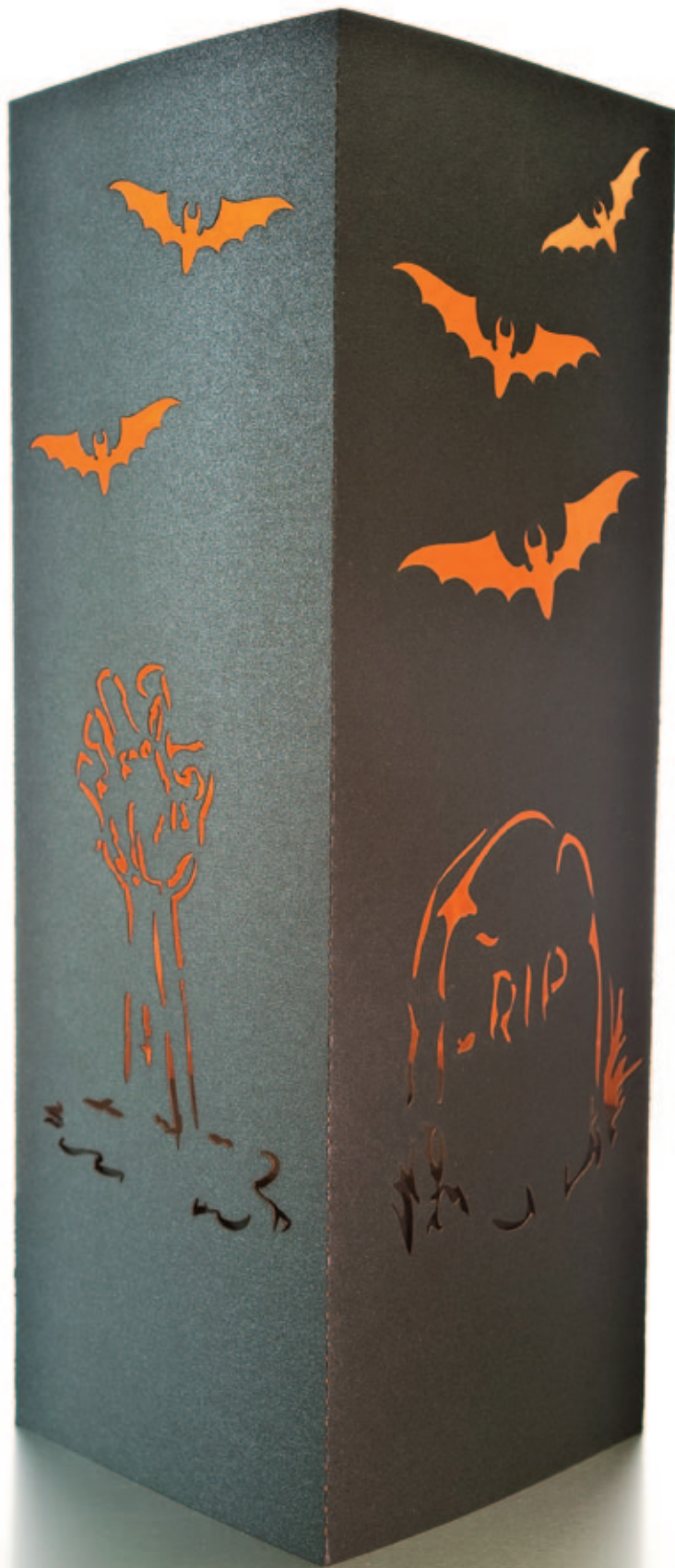
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