

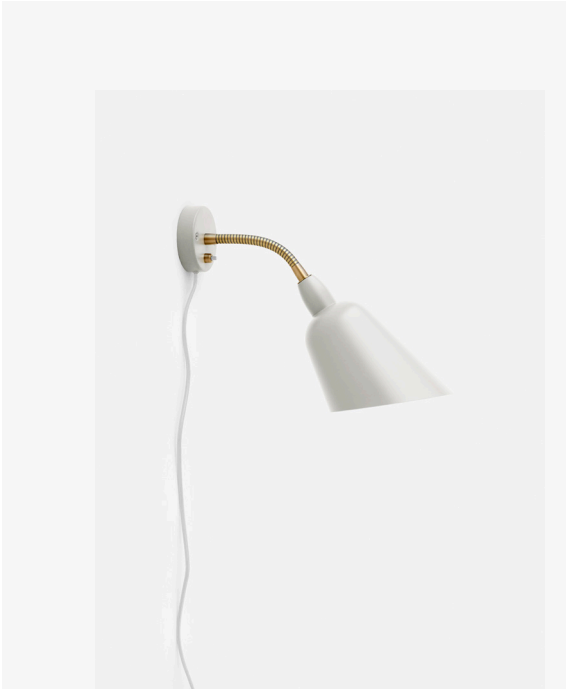


**BELLEVUE** AJ9

BY ARNE JACOBSEN  
2016

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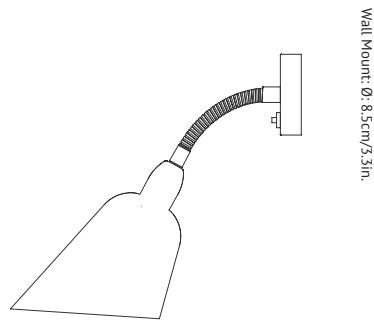
With the Bellevue Lamp, Danish architect and designer Arne Jacobsen embodies the minimalism of the Modernist Movement with the functionalism of Bauhaus. Viewed as the driving force behind Danish Modernism, Jacobsen's preference for graceful lines and simple, organic forms are readily recognisable in the Bellevue Lamp.

The re-launch of this iconic lamp involves a return to the original Bellevue shape in three styles: the floor lamp, desk lamp and wall lamp. To enhance their appeal in a contemporary setting are new colours and a mix of materials: satin polished brass, black with brass, anthracite with brass and versions mixing ivory or grey beige with brass.

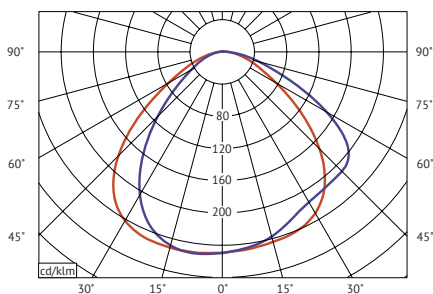
Key to Bellevue is the 45-degree cut shade, enabling the lamp to direct the light without excessive glare. The shape of the shade echoes the design of his beloved Bellevue Petrol Station and continued to appear as a signature design element in Jacobsen's subsequent designs. The slender swan-neck allows the lamp to bend in any direction to optimise its use for a home office, to illuminate a corner or as a reading lamp.

As &tradition Brand Manager Martin Kornbek Hansen sees it, "We are very excited about re-launching the Bellevue Lamps in three versions that remain true to when they were first introduced back in 1929. This time in new colours and material combinations which are more muted and modern."

"This launch reflects our commitment to being authentic in everything we do at &tradition. Exemplified by this classic lamp that epitomises one of the earliest examples of Jacobsen's prolific talent."



D: 28cm/11.in



— C0,0-C180,0 — C90,0-C270,0

Photometric data file (LDT or IES) available upon request.

<b>Product type</b>	Wall lamp
<b>Production Process</b>	The shade is spun into its distinct shape from a single piece of metal.
<b>Environment</b>	Indoor.
<b>Dimensions ( cm / in )</b>	Wall Mount: Ø: 8.5cm/3.3in. Lamp: D: 28cm/11.in, W: 16.5cm/6.5in, H: 30cm/11.8in
<b>Weight ( kg )</b>	1.39 kg
<b>Materials</b>	Satin polished brass with lacquered aluminium and steel, cast iron base, 2 meter fabric cord. On-off switch on wall mount.
<b>Colours</b>	Ivory white & brass, Black & brass, Grey beige & brass
<b>Voltage ( V )</b>	220-240V - 50Hz
<b>Light source &amp; Energy efficiency class</b>	E14 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.
<b>Certifications</b>	CE, IP20, Class II
<b>Cord length ( cm / in )</b>	200cm/78.7in
<b>Cleaning Instructions</b>	Clean with soft dry cloth. Always switch off the electricity supply before cleaning.
<b>Package Dimensions ( cm / in )</b>	H27.0cm/10.6in x W50.0cm/19.7in x D21.0cm/8.3in



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