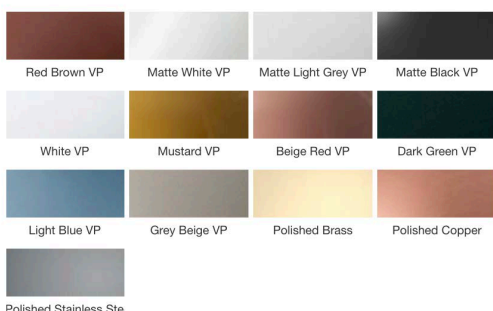


Photometric data file (LDT or IES) available upon request.



# FLOWERPOT PENDANT <sup>VP1</sup>

BY **VERNER PANTON**  
1968

Amongst the prolific works of Verner Pantan, one of Denmark's most playful and provocative talents, the FlowerPot lamp stands out as a cultural emblem that captured the hearts and minds of an entire era. First launched in '68, the FlowerPot lamp became synonymous with the peace and love movement led by a generation in search of a more open, progressive mindset. Add to that a fascination with the future prompted by the race to outer space and you have the ideal framework for a visionary designer like Pantan, who was relentless in his own quest to challenge the status quo.

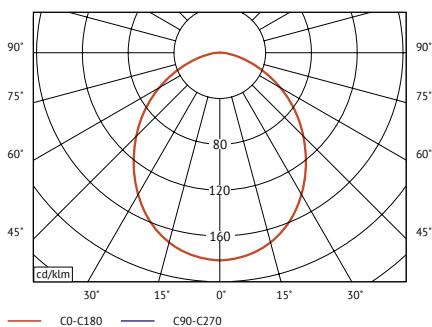
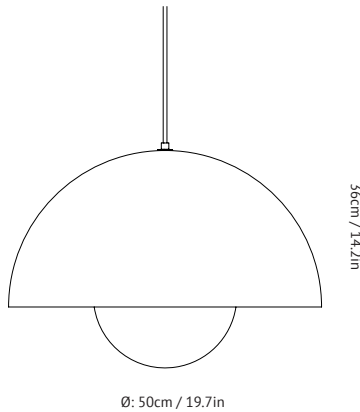
Captivated by fluid forms and a vast spectrum of vivid colours, Pantan designed this lamp to be more than a source of illumination. He went on to create entire interiors filled with furniture, saturated with psychedelic colours and accentuated with lamps appearing in repeated patterns as decorative details. From futuristic furniture fairs to exhibition spaces to museums of contemporary design, galleries and private collections, the FlowerPots continue to signify a singular formula for beauty and simplicity.

"Without a doubt, Pantan is one of the most daring designers of the 20th century," says &tradition Brand Manager Martin Kornbek Hansen. "What makes the FlowerPot lamp so iconic is that while it's reminiscent of the past, its global appeal truly transcends time. By introducing a new colour scheme, we catapult the lamp into a contemporary landscape, appealing to new audiences who see design as an imperative that adds an extra dimension to their lives."

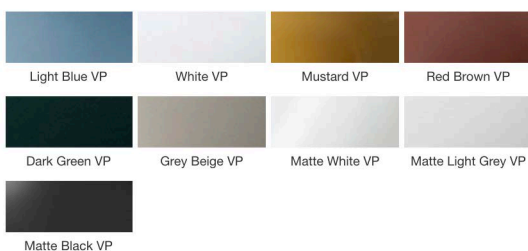
Pantan himself summed it up when he said "The main purpose of my work is to provoke people into using their imagination and to make their surroundings more exciting." We couldn't agree more.

<b>Product type</b>	Pendant.
<b>Production Process</b>	The two shades are made from deep drawn metal.
<b>Environment</b>	Indoor.
<b>Dimensions ( cm / in )</b>	Ø: 23cm/9.1in, H: 16cm/6.3in.
<b>Weight ( kg )</b>	0.95 kg.
<b>Materials</b>	Lacquered metal with 3 meter fabric cord.
<b>Colours</b>	Red Brown, Matte White, Matte Light Grey, Matte Black, White, Mustard, Beige Red, Dark Green, Light Blue, Grey Beige, Polished Brass, Polished Copper, Polished Stainless Steel
<b>Voltage (V)</b>	220-240V - 50Hz.
<b>Light Source &amp; Energi efficiency class</b>	E27 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>Canopy</b>	Included.
<b>Cord lenght / diameter ( cm / in )</b>	300cm/118.1in.
<b>Cleaning Instructions</b>	Clean with soft dry cloth. Always switch off the electricity supply before cleaning.
<b>Package Dimensions (cm / in)</b>	H: 15.0cm/5.9in x W: 24.5cm/9.6in x D: 25.0cm/9.8in.

**&tradition®**



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



# FLOWERPOT PENDANT VP2

BY VERNER PANTON  
1971

Amongst the prolific works of Verner Pantan, one of Denmark's most playful and provocative talents, the FlowerPot lamp stands out as a cultural emblem that captured the hearts and minds of an entire era. First launched in '68, the FlowerPot lamp became synonymous with the peace and love movement led by a generation in search of a more open, progressive mindset. Add to that a fascination with the future prompted by the race to outer space and you have the ideal framework for a visionary designer like Pantan, who was relentless in his own quest to challenge the status quo.

Captivated by fluid forms and a vast spectrum of vivid colours, Pantan designed this lamp to be more than a source of illumination. He went on to create entire interiors filled with furniture, saturated with psychedelic colours and accentuated with lamps appearing in repeated patterns as decorative details. From futuristic furniture fairs to exhibition spaces to museums of contemporary design, galleries and private collections, the FlowerPots continue to signify a singular formula for beauty and simplicity.

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Pantan himself summed it up when he said "The main purpose of my work is to provoke people into using their imagination and to make their surroundings more exciting." We couldn't agree more.

Product type	Pendant.
Production Process	The two shades are made from CNC spun aluminium.
Environment	Indoor.
Dimensions ( cm / in )	Ø: 50cm/19.7in, H: 36cm/14.2in.
Weight ( kg )	3.40 kg.
Materials	Lacquered aluminium with 3 meter fabric cord.
Colours	Light blue, white, mustard, red brown, dark green, grey beige, matte white, matte light grey, matte black
Voltage (V)	220-240V - 50Hz.
Light source & Energi efficiency class	E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.
Certifications	CE, IP20, Class II.
Canopy	Included.
Cord lenght / diameter ( cm / in )	300cm/118.1in.
Cleaning Instructions	Clean with soft dry cloth. Always switch off the electric ity supply before cleaning.
Package Dimensions ( cm / in )	H31.0cm/12.2in x W61.0cm/24in x D54.0cm/21.3in.

&tradition®

*Debuted in 1968, Flowerpot's playful design remains enduringly popular*



## Flowerpot<sup>VP7</sup> by Verner Panton

**Product category**  
Pendant

**Environment**  
Indoor

**Materials**  
Lacquered metal with 3 meter fabric cord.

**Colours / Finishes**  
Dark green, Mustard, Beige red, Grey beige, Red Brown, Light Blue, White, Matt white, Matt black, Matt light grey, Polished copper, Polished brass, Polished stainless steel.

**Dimensions (cm/in)**  
Ø: 37cm / 14.6in, H: 27cm / 10.6in

**Cord length (cm/in)**  
400cm / 157.5in

**Design year**  
1968

**Press info**  
For image downloads go to  
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For further requests, please contact  
[press@andtradition.com](mailto:press@andtradition.com)

[andtradition.com](https://andtradition.com)

The Flowerpot, a vividly coloured lamp with a rounded pendant that hangs from the semi-domed upper shade, embodies the experimental attitude that Danish designer Verner Panton took to home items.

As a disciple of Arne Jacobsen and Poul Henningsen, Panton always sought to prioritize the functionalism of furniture design. But he proved far less conventional when it came to his use of new materials and colour, working with psychologists to better understand the role that colour played in shaping the psychology of an environment. “Most people spend their lives living in dreary, grey-beige conformity, mortally afraid of using colours,” he once said – an observation that went on to define his approach to interiors.

The Flowerpot endures as an iconic example of his legacy. Created in 1968, it quickly became a visual symbol of the freewheeling Flower Power movement and the peace and love ideology that its followers espoused. Perhaps this was because it melded the precision of Danish design to an attitude of individualism, remaining practical while still playful; functional yet fun.

“As one of the greats of Danish design, Verner Panton revolutionized the way in which we think about interior design,” &Tradition founder and CEO Martin Kornbek Hansen says. “More than fifty years after it was created, the Flowerpot continues to lend its unconventional credentials to homes around the world.”

A beloved part of &Tradition's collection since 2010, the Flowerpot is now available in a new mid-sized option designed to fit perfectly over a dining table. Two additional colours – red-brown and light blue – have also been added to the range.



Established in 2010, &Tradition is a Danish design company that marries tradition with innovation. Our unique portfolio of furniture and lighting spans designs from the 1930s to the present day and includes interior objects by internationally acclaimed designers.