

# LEE BROOM

LEE BROOM PRESENTS

‘OBSERVATORY’

SALONE DEL MOBILE 2018

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For Milan Design Week, April 2018, critically-acclaimed global design brand Lee Broom will unveil OBSERVATORY in the first of a three-phase launch of new lighting collections for 2018.



Following Lee Broom's milestone 10-year anniversary in 2017, this year's launches see the focus return to lighting, which the brand is renowned for. Revealing seven new lighting products, OBSERVATORY is Lee Broom's most progressive work to date with new stellar-inspired designs playing with proportions of vertical and horizontal space, sculptural, spherical form, and the refraction and reflection of light. Observatory includes four new lighting collections: Eclipse, Orion, Aurora and Tidal.

OBSERVATORY uses new technology within the collection featuring LED lighting systems and bulbs custom-designed and developed in-house by Lee Broom. Displaying new finishes such as polished chrome, and new interpretations of materials used in past collections, OBSERVATORY marks a new direction for Lee Broom.

In a significant departure from the conventional design week model of previewing new designs several months before they go on sale, products from OBSERVATORY will be available to purchase immediately in-store and online, offering customers instant access to the show and the collection for the first time.

## ECLIPSE



Eclipse, which incorporates three of the seven new pieces to be released, is celestial in both its name and inspiration. Mirror-polished stainless steel and acrylic discs interact, dissect and obscure, which both eclipses and reveals its illumination to the viewer at the same time.



Eclipse chandelier



Eclipse Table Light

Available as a single pendant light, chandelier, table lamp, and surface light, Eclipse has a sculptural silhouette with a mobile-like quality that changes at every angle. Using the refractive properties of an etched 10mm solid acrylic core and in-house designed concealed LED technology to create a diffused halo, the design highlights Lee Broom's technical craftsmanship and innovation with his signature mix of classicism and modernity.



Eclipse Surface Light shown as a wall light from different angles

Alongside Eclipse, Lee Broom will also unveil Orion, Aurora and Tidal lighting collections:

## ORION



Orion comprises simple modular tube lights with opposing opaque and solid polished gold spheres which connect and expand horizontally and vertically to create bespoke constellations of light.

## AURORA

A scalable chandelier ranging from a 40cm diameter to a 1.5-metre diameter (16" to 59" diameter), Aurora is a chandelier of infinite adaptations which projects layers of ethereal rings of light created from linear LED light.

## TIDAL

A polished chrome and opaque acrylic table lamp formed from two balancing hemispheres appearing to be pulled apart by an unseen gravitational force.

Lee Broom said: "This new collection has been a fascinating journey for me. I wanted to create a celestial collection of sculptural lighting which is progressive and experimental using the latest LED technology. Lighting is a fundamental part of my ethos as a designer and will always play a leading role in my work."

## THE EXHIBITION

OBSERVATORY will be presented in a Grade II listed building in the heart of the Brera Design District at Via Lovanio, 6 Milano in a 250-square metre gallery style exhibition space from Tuesday 17<sup>th</sup> to Sunday 22<sup>nd</sup> April 2018.

The minimalist presentation designed by Lee Broom allows the new lighting designs to take centre stage, drawing the viewers to observe the culmination of a collection which was two years in the making. Visitors to the show will be able to interact with the designs closer than ever before as they explore the visual illumination experience.



OBSERVATORY will be presented as a trilogy of shows. Debuting in Milan, the exhibition will then travel to New York in May for NYCxDDesign 2018, and to the London Design Festival in September. In addition to the seven products launching in Milan, new lighting designs will be unveiled in New York and London, building the collection into a substantial body of new work for 2018.

#OBSERVATORY

VISIT LEE BROOM DURING SALONE DEL MOBILE:

Via Lovanio, 6 Milano, 20121

Press preview: Tuesday 17th April, 10am – 4pm

Dates: Wednesday 18th April – Saturday 21st April, 10am – 8pm | Sunday 22nd April, 10am - 6pm

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Lee Broom is one of the UK's leading product designers who in 2017 celebrated a decade in design. With his highly original brand of luxury furniture and lighting designs, his work is recognised and retailed across the globe. In the last ten years since he founded the company, Broom has created over 100 furniture, accessory and lighting pieces, all of which are designed, manufactured and retailed under the Lee Broom brand. Broom has also designed products and interiors for other leading global brands including Christian Louboutin and Mulberry alongside designing over 45 commercial retail, restaurant and bar interiors. Most recently Broom has partnered with British heritage brand Wedgwood. Winning over 20 awards to date, including British Designer of the Year and The Queen's Award for Enterprise presented by Her Majesty The Queen in 2015, the past ten years have seen the brand grow at an unprecedented rate. Broom has made design a successful global business with products retailed in over 250 stores in 48 countries around the world alongside his own flagship showrooms in London and New York.

