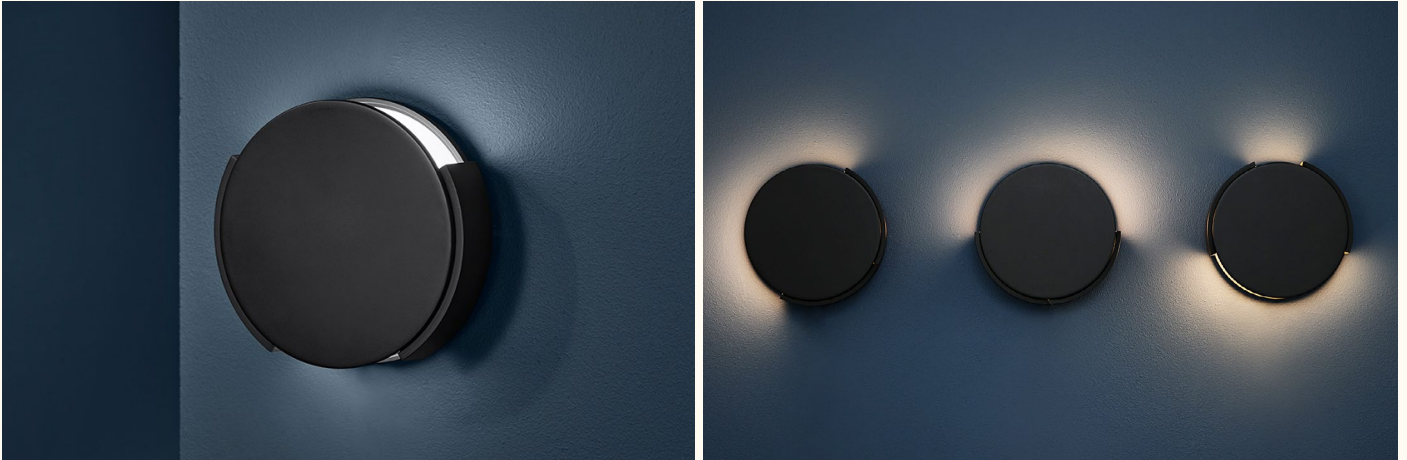


FRANDSEN

P R E S S R E L E A S E

Introducing Rotate



Introducing Rotate designed by Thomas Albertsen. Inspired by the dynamic interplay of light and shadow, this luminaire boasts a simple yet innovative design. Its adjustable light output allows for the creation of ethereal, sculptural effects, inviting playful interaction with the light itself.

Inspired by working with the possibilities of light to create patterns, Albertsen's design emerged from the idea of having rotation points to create contrasting yet complementary lighting effects.

The form of Rotate is geared exclusively towards crafting a unique luminous effect. As a result, the form of the luminaire itself is reduced and simple. The light appears to flow naturally, like sunlight streaming through a window or rays filtering down from the sky.

Unlike traditional lamps, Rotate takes full advantage of the wall as a canvas, allowing light to be sculpted

ABOUT THE DESIGNER

In 2022, the Danish design world witnessed the birth of a true sensation with Thomas Albertsen, whose Grasp portable lamp claimed the runner-up title on the hit Danish TV show 'Denmark's Next Classic.' Although his reputation as a household name in Denmark was first solidified with Grasp's blend of elegant aesthetics and unparalleled functionality, Albertsen has already enjoyed an illustrious career as a product designer.

Graduating from the prestigious Danish Design Academy in 2007, his creative genius has spanned a wide spectrum, from crafting imaginative children's furniture to illuminating interiors with his distinctive lighting designs. Albertsen's hallmark is his unwavering commitment to infusing simplicity with an unforgettable yet playful character. The result is a portfolio of designs that not only captivates but also redefines the pure essence of living - a combination which is sure to widen the popularity of this home grown talent in the years to come.

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