

& Tradition®

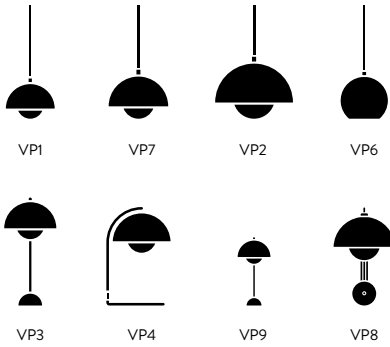


Press Release

Flowerpot & Topan

Verner Panton

February 2023



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FLOWERPOT

Product category
Lighting

Production process
The two shades are made from deep drawn metal

Environment
Indoor
Flowerpot^{VP9} can be taken outdoors, but must be kept and stored indoors. The Chrome-plated and Brass-plated is for indoor use only.

Colours
Pattern, Vermillion Red, Tangy Pink, Dark Plum, Cobalt Blue, Swim Blue, Signal Green, Stone Blue, Grey Beige, Mustard, Chrome-plated, Brass-plated, Matt White, Matt Black, Matt Light Grey

Design year
1968

TOPAN

Product Category
Pendent

Production Process
The shade is spun into shape from a single piece of aluminium

Environment
Indoor

Materials
Lacquered aluminium, 3 meter fabric cord

Colours
Vermillion Red, Grey Beige, Chrome-plated, Matt Black

Dimensions
Ø: 21cm/8.3in
H: 19cm/7.5in

Design year
1959

Danish design house &Tradition collaborates with Pantan family to present updates to the iconic Verner Pantan Flowerpot and Topan lamps.

In close collaboration with the Pantan family, &Tradition welcomes five new, vibrant colours to the Flowerpot range for 2023. Alongside this palette refresh, the Danish design house is also reissuing a Pantan original — a 1970s black and white wave pattern. Topan, the second lamp ever designed by Verner Pantan, hence the name To (two) Pan, will also see three new finishes added to the collection.

The new colours and finishes are intended to bring personality and playfulness into an environment, inspired by Pantan's love of experimentation with shapes, materials and, most importantly, colour.

Flowerpot by Verner Pantan (VP1, VP3, VP7 & VP9)

Verner Pantan's designs originated from the desire to craft pieces that trigger feelings rather than serving solely as functional objects. First designed in 1968, Pantan's Flowerpot lamp is an enduring classic: a playful yet minimal product that remains among the most iconic works of Danish design.

"Choosing colours should not be a gamble. It should be a conscious decision. Colours have a meaning and a function," Pantan once famously remarked, and the new colour additions have been developed with this in mind, creating a more exuberant and vibrant spectrum of choice.

After digging through the family's personal archives, Cobalt Blue, Swim Blue, Vermillion Red, Tangy Pink and Dark Plum were chosen to reflect Verner Pantan's ethos of living with colour.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.

Cobalt Blue and Swim Blue

While Cobalt Blue is an intense and contemporary shade which presents as highly adaptable, it was also an original and a popular choice for Pantone in his early works. Swim Blue, on the other hand, serves a freshness and provides a cool, aquatic nuance to the Flowerpot range.

Tangy Pink and Vermillion Red

Tangy Pink, an exuberant and eye-catching hue, brings a pop of colour to rooms while setting an energetic and optimistic ambience. Vermillion Red holds a bold and compelling presence, mimicking a classic, red lipstick. Both shades were informed by the Pantone archives and, though new to the Flowerpot, were found used in an invitation for Pantone's 60th birthday party in 1986.

Dark Plum

Dark Plum is a chic and sophisticated tone that holds a mock black nuance. A never-before-used shade in the Flowerpot form, this is a deep and powerful tone which can be identified in other Pantone classics like the Ring Lamp, a modular lighting element designed in 1969 for the Visiona installation.

The new Vermillion Red colourway has been added to the Flowerpot^{VP4} and Flowerpot^{VP8} models, Flowerpot^{VP4} is also available with a new Chrome finish, while Flowerpot^{VP8} is also now in vivid Signal Green.

Flowerpot Pattern by Verner Pantone (VP1, VP2 & VP7)

In an exciting reissue of a Verner Pantone original, &Tradition is also reintroducing a black and white wave-pattern finish to the collection. According to the Pantone family's archives, this retro, hypnotic-style pattern was first used in 1970.

When questioned on the use of black and white in his designs, Marianne Pantone, Verner Pantone's wife, recalls: "Verner was very fond of using the contrasting black and white in his designs and spaces. Even our first apartment – with the exception of some red Cone Chairs and other colourful art pieces – was black and white in the early days. He also made several exhibitions only in black and white."

An organic, repeating sequence of waves that was initially envisaged to soften the overall appearance of the largest size pendant, this distinct motif mirrors the immersive experience of Pantone's interior landscape exhibition, Visiona II. The pattern finish is available to choose in all three pendant sizes.



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For price requests please contact
press@andtradition.com

PR Manager Lucy Price
lucy.price@andtradition.com
T: +45 4282 0653

Topan^{VP6} by Verner Panton

The Topan pendant, designed in 1959, precedes the Flowerpot and is another example of Panton's enduringly simple and bold designs. With its spherical silhouette, Topan is intended to be hung low above a table or close to the floor to shield glare from the bulb. A sculptural design that not only provides illumination, Topan also acts as a decorative element either alone or in clusters, and adds targeted atmosphere to any interior.

Alongside the existing Matt Black, version, Topan now comes in the new Vermillion Red colourway, reflective Chrome, and the neutral Grey Beige tone.

While discussing the updates, Carin Panton looks back fondly on her father's enduring legacy and shares her sentiments: "Verner strongly advocated the concept of total layout, meaning the use of the same colour for the walls, floor and ceiling in a room. To fit in, it was essential that the Flowerpot was available in the same colours. Of course, these new colours were chosen with Verner Panton in mind. I'm truly convinced that he would have loved the additions."

Martin Kornbek Hansen, CEO and founder of &Tradition adds, "Verner Panton's pieces are such an important part of Danish design history, and we are truly lucky to be able to offer them to design enthusiasts across the globe. By keeping their original forms unaltered and updating the colours to reflect what is culturally popular, these lamps will forever remain relevant and contemporary."

The addition of the five new colours and one pattern takes the total Flowerpot offering up to an impressive 15 choices, including seven vibrant hues, five neutral tones with three matt finishes (white, grey and black), two metallic finishes (brass and chrome) and one pattern. The Flowerpot's striking form is available in a series which now consists of seven different models, ranging from table lamps to wall lamps and portables to pendants. Topan, on the other hand, is available in its singular signature form – the hanging pendant, and four carefully curated colourways.

&Tradition's vision is to create a more conscious, comfortable and beautiful world. With a passionate approach to masterly design, we preserve icons of the past whilst creating the classics of tomorrow, bringing you a collection infused with enduring qualities that work to connect people and places. Always respectfully. Always made to last.



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