ANGLEPOISE

# **ANGLEPOISE®**

ABANDON DARKNESS

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### Abandon Darkness.

As a fifth generation family business our lifetime guarantee is less a policy decision and more an extension of our longstanding commitment to service and the firm belief that an Anglepoise is a lifelong companion.

Visually unchanged since its introduction in the 1930s, our Original 1227™ design lamp remains a signature product. It is instantly recognisable as an Anglepoise and our only refinements have been more colours, finishes and applications.

The modernist Type 75™ and Type 80™ ranges, both designed by the legendary Sir Kenneth Grange, pare back the distinctive Anglepoise silhouette to the barest essentials: form, function and balance.

Playing with scale has long been another preoccupation for us; from the diminutive 90 Mini Mini to the three-metre high Giant Lamp. They can tread lightly on your makeshift desk or act as an oversized exclamation mark in any room, but all are unified by our quest to make lights that raise a smile.

Considering our impact on the world has taken on increasing importance over the past year. Our lifetime guarantee is one step towards being better, and next we will gradually change our packaging as we strive to reduce plastics from our supply chain and logistics. It is no mean feat but it is necessary. We are rethinking the way we do business. Better today than we were vesterday, with a heritage to live up to, and a future to illuminate. We hope you join us on this journey.

Simon Terry & John Purnell Joint Managing Directors



# ABANDON DARKNESS

What do you see when you switch on an Anglepoise?

A pool of light, or a lamp Illuminating brilliance?

The book you're reading, the music you're playing,

the design you're creating, or even the cake you're baking.

A design that functions not flirts.

A spring loaded tool that adopts whatever position you command.

A symbol of permanence in a world of obsolescence.

That switches on your imagination, turning darkness into light.

With a reassuring click. On and off.

We're not just a lamp, we're an Anglepoise, made for life.

A life we guarantee.



COLLECTIONS



# TYPE 75™

Designed by our Design Director and esteemed British industrial designer Sir Kenneth Grange, the Type 75 range of lights remains perennially popular. Clean lines, full flowing movement combined with the flawless balance expected from an Anglepoise, has made the Type 75 a modern classic in its own right. No wonder it is the lamp of choice for the design cognoscenti including our partners and fashion collaborators Paul Smith and Margaret Howell.

The Type 75 design has been applied to table and floor lamps, ceiling pendants as well as wall lights. The latest addition to this range is the Type 75 Mini Table, a simple design that lends itself perfectly to the bedside.





# ANGLEPOISE® + Paul Smith

With each Anglepoise + Paul Smith Edition, Paul has added his mastery of colour to Sir Kenneth's inimitable Type 75 lamps. Comprising five Editions, our in house design team partner with Paul Smith's team to create lamps that are classics with a twist and designed to raise a smile.



# ANGLEPOISE® + MARGARET HOWELL

As a fervent fan of mid-century modernism, Margaret Howell's aesthetic brings a colourful, contemporary update to our classic models. This enduring collaboration currently comprises three smart colours: Yellow Ochre, Saxon Blue and Sienna. All three colours are available as desk or floor lamps and wall lights.

Type 75 Shade sizes





Type 75 Wall



Type 75 Lamps



Type 75 Floor Lamps



The Type 75 is available in its standard size with a standard shade.

The collection of silhouettes opposite is a guide to scale and size. For full technical specifications and dimensions please visit anglepoise.com



# TYPE 80™

Sir Kenneth Grange's latest design is the Type 80, a contemporary collection that has been carefully considered to deliver streamlined style and ease of use. As a premium precision-engineered design, it combines high style with durability and is just as well suited to a home as it is to a more commercial environment.

"In the history of domestic lighting there is one truly iconic element and it must surely be the conical shade, so is right that Anglepoise should have such a classic iconic design in their portfolio. Moreover, with every new model that we launch there is an innovation, no matter how modest. With the Type 80 the visual attraction of light spilling onto the shade outer surface aims to make the iconic even more distinguished."

- Sir Kenneth Grange

## TYPE 80™ WALL LIGHTS

The Type 80 wall light range now includes the W2 and W3 lights. With the W2, the arm can be moved up or down and the shade itself can also direct light up, down or to either side.

The W3 adds additional reach and drama and, with three joints, can illuminate a larger space or anywhere that requires a change of lighting at different times of the day. From kitchens and hallways to offices and restaurants, these are wall lights with maximum flexibility and style.

The W1 is available in the full Type 80 colour range (Rose Pink, Pistachio Green, Grey Mist and Matte Black) whilst the new W2 and W3 come in Grey Mist and Matte Black only.

Type 80 W1



Type 80 W2



Type 80 W3











Distinguished by a striking, graphic profile, the Type 80's design is enhanced by an attractive 'halo' light-escape in the shade. This adds an extra dimension in low light environments - a refinement characteristic of Sir Kenneth's designs for the brand.

## SIR KENNETH GRANGE

Design Director of Anglepoise since 2003, Sir Kenneth Grange began his illustrious career as a technical illustrator whilst in National Service. He subsequently made his reputation as an industrial product designer and in association with four partners founded Pentagram, now an international design practice with offices in the USA, Germany and London. Grange's remarkable work spans half a century and his user-centered, often quintessentially British designs have helped shape the parameters of everyday life for so many. Not only have everyday household brands like Kenwood, Parker, Kodak - and of course Anglepoise - received the Kenneth Grange treatment but also the InterCity 125 train, the regional Royal Mail postbox and the TX1 London black taxi.

"He's the classically styled godfather of British modernism, renowned for designing some of the most iconic industrial products of the past 50 years." - Alyn Griffiths and Sam Rogers for Wallpaper.com on Sir Kenneth Grange winning a 2016 London Design Medal.





# ORIGINAL 1227™

Described as 'the lamp with a mind and a body' (Financial Times), one of '12 designs that changed everything' (Wired) and the epitome of 'Cool Britannia' (Elle Decoration), our Original 1227 Desk Lamp, designed by George Carwardine in the 1930s, set the standard by which other task lights are measured and today is considered iconic. The lamp is still in production to this day and remains our most popular, and instantly recognisable, design.



Our latest collaboration (UK only) has seen Anglepoise join forces with the National Trust. Through sales generated from the collection, Anglepoise will contribute money towards restoration works at The Homewood, a modernist villa designed by architect Patrick Gwynne and gifted to the National Trust in 1999.



Original 1227 Shades sizes



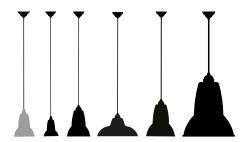
Original 1227 Wall



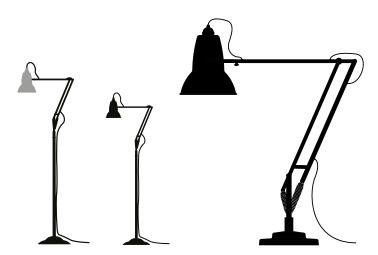
Original 1227 Lamps



Original 1227 Pendants



Original 1227 Floor Lamps



The Original 1227 design remains unchanged but we have played endlessly with scale, adding wall and ceiling lights as well as floor lamps and the much loved Giants. There is an Original 1227 for every place and space: bedsides, makeshift desks, reading nooks, hobby rooms and home offices... you name it.

The collection of silhouettes opposite is a guide to scale and size. For full technical specifications and dimensions please visit anglepoise.com



## GEORGE CARWARDINE

In 1932, when vehicle suspension engineer George Carwardine invented a spring, crank and lever mechanism that could be positioned with the lightest of touch yet would maintain its position once released, a blueprint for the first Anglepoise task lamp was born. The Anglepoise lamp has subsequently achieved iconic status and its engaging, anthropomorphic form is recognised and admired the world over.

In subsequent years the original lamp design has evolved under the careful watch of the founding Terry family without ever losing sight of its primary function and unique, characterful form. From the creation of the classic Original 1227 lamp, and all subsequent Anglepoise collections thereafter, great engineering and honest, authentic design remains at the heart of Anglepoise.



## SPRING LIGHT

"166 Years in the making and 3 years in the doing" is how our Joint MD and Owner Simon Terry describes Spring Light, our new book by author Jonathan Glancey. It shines a light on our design history with pages of treasured intricate illustrations, stunning photography, special memories and over 90 years of design influence. It is the perfect coffee table book for Anglepoise fans and design lovers alike.



Originally commissioned by the Roald Dahl Museum and Story Centre to reference the beloved Anglepoise lamp Dahl used in his writing hut, our Original 1227 Giant Collection is hand built in the UK.

Anglepoise has joined forces with Roald Dahl's Marvellous Children's Charity to support the charity's fundraising efforts and their vital work to provide specialist nurses and support for seriously ill children and young people. The partnership means that the company will donate 15% of the net sale price of its 90 Mini Mini and Original 1227 Giant lamps to the charity when bought from its UK and EU webstores.



Registered Charity No: 1137409



# 90 MINI MINI

Offspring of the ever-popular 1970s Model 90, our 90 Mini Mini lamp has all the versatility and personality of a classic Anglepoise lamp wrapped up in its tiny form. At half the size of a standard desk lamp it fits just about anywhere you can think of: in your home, at your student digs, or right beside you as you work, relax or play.

Compact and cute as it is, 90 Mini Mini is also a serious piece of kit that puts light right where you need it. Put this hyper-flexible little light into any position and you can rest assured it will stay.

Featuring a long-life, dimmable, low-energy LED module integrated into the shade, 90 Mini Mini is our first USB-powered light. Take it wherever you need it. To power on simply plug into a laptop, a portable battery, or into the supplied adapter plug.



# ABOUT US

The blueprint for the first Anglepoise task lamp was born, as with so many of the greatest innovations and creations (See: Steve Jobs and Walt Disney) in the garage workshop of an automotive engineer: one George Carwardine of Bath, England, in the early 1930s.

After initial applications in industry, the design quickly evolved into a domestic staple and has subsequently achieved iconic status. Its balletic engineering and engaging, anthropomorphic form is recognised and admired the world over.

From the outset, the founding Terry family have been careful custodians of the Anglepoise brand and safely seen its passage through ninety years of change, just as an Anglepoise lamp itself is passed from one generation to the next.

As a companion to creativity, the ability to place light exactly where you want it is also without compare. From illuminating the studios of Pablo Picasso and Barbara Hepworth, to our ongoing collaborations with revered British fashion designers Paul Smith and Margaret Howell, an Anglepoise is ever present.

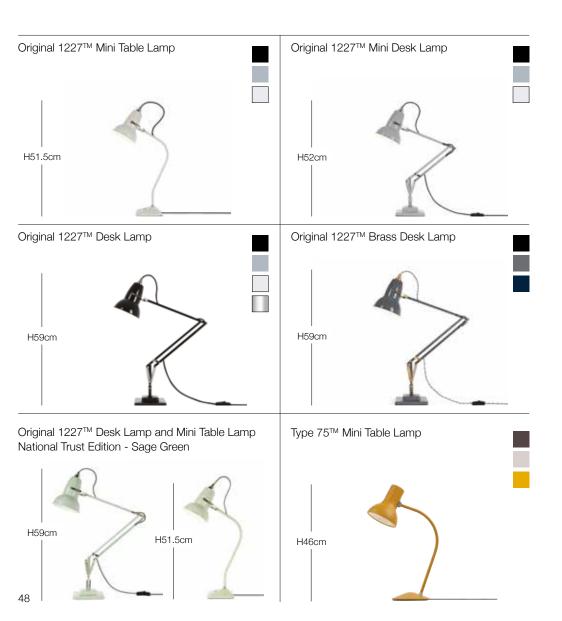
Today, from our home in Portsmouth on the south coast of the UK, we proudly send Anglepoise products to all four corners of the globe – bringing light and longevity to all, while continuing our journey in incomparable design.





Product height represents the lamp position shown. For detailed technical specifications please go to anglepoise.com or email hello@anglepoise.com

Custom colours are available on request for design projects. Minimum order quantities apply. To find out more email contracts@anglepoise.com and we'll be delighted to help.













Type 75<sup>™</sup> Desk Lamp and Mini Desk Lamp



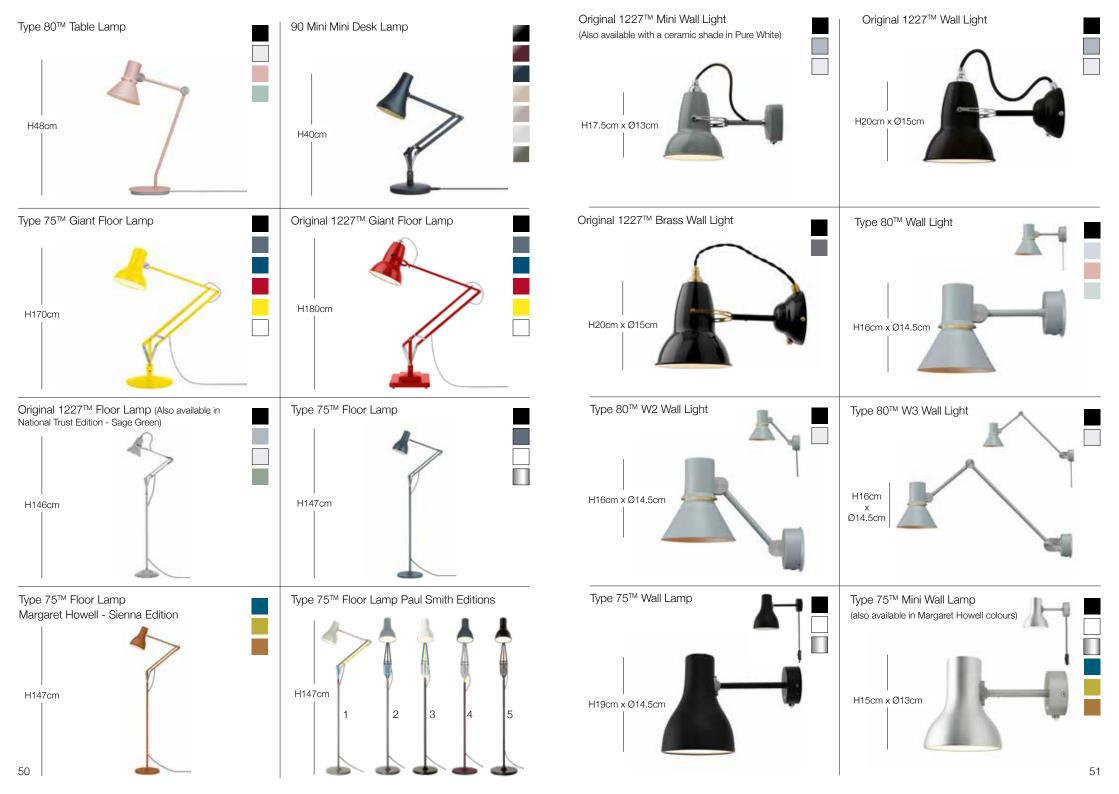
Type 75™ Desk Lamp and Mini Desk Lamp Paul Smith - Edition Four

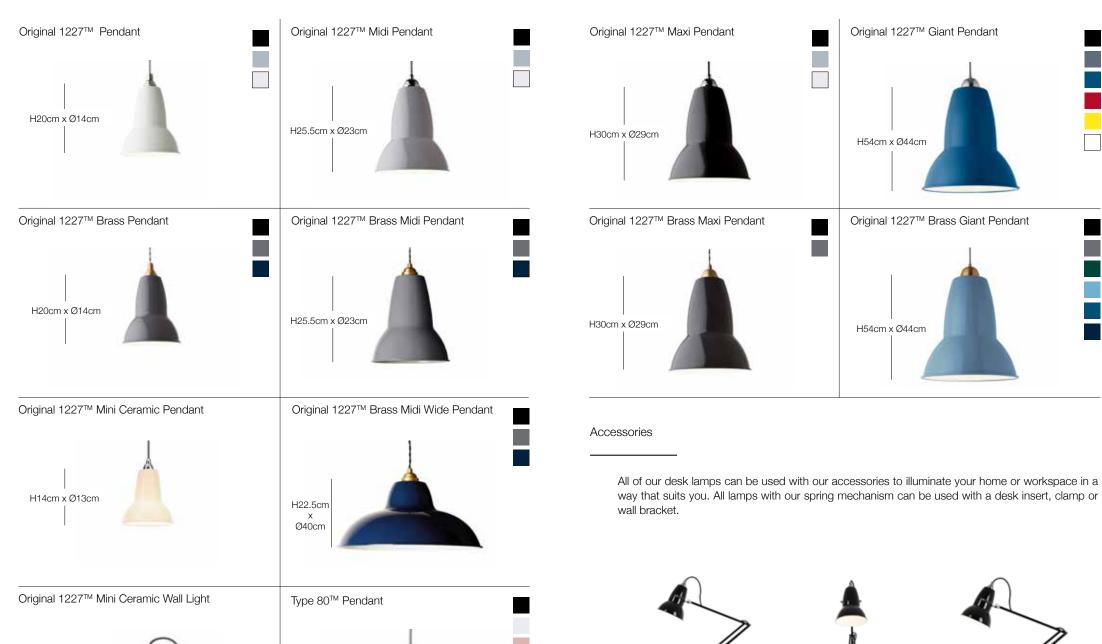
H59cm



Type 75<sup>™</sup> Desk Lamp and Mini Desk Lamp Paul Smith - Edition Five







H20.6cm x Ø14.5cm



H14cm x Ø13cm



## CONTACT US

There are lots of ways to get in touch:

Most regular queries can be answered using the Support button on our website. It's a great starting point if you want to date an old Anglepoise, have a quick repair query or want to work out which spare part you might need. Alternatively send an email to hello@anglepoise.com

Our phone number in the UK is +44 (0) 1227 538038.

#### Contract, project and trade enquiries

Want to stock our lights in your store or install them in a client's home? Just email hello@anglepoise.com to start the conversation.

We can be found on most social media channels - just search using @anglepoise

#### North & South American Enquiries

+1 (888) 519 3225 americas@anglepoise.com



Pnotograpny

Page 2: Photo by Beth Evans, Stylist Sania Pell

Page 4: Photo by Rob Luckins

Pages 8, 22, 30: Photos by Tim Young, Stylist Selina Lake

Page 10: Photo by Matt Sills

Pages 12, 19, 20, 24: Photos by Jake Curtis, Stylist Despina Curtis

Page 33: Photo by Taran Wilkhu, Stylist Michaela Berbecar

Pages 40, 44: Photos by Taran Wilkhu

Page 50 courtesy of Vega House, Japan



Since January 2020 we have offered a lifetime guarantee on all new lights and lamps bought but we do ask that you register your lamp with us. It's really easy to do.

Go to anglepoise.com and click on 'Help & Support.' Here you will find a link to the 'Warranty Registration' form. You will need your 'batch code' which can be found on the carton, inside the shade or under the base, the model number and the date of purchase.

If your lamp was bought before January 2020 and you need some assistance with it, get in touch using the Support button on the website. We want to keep all our lights working and away from landfill so we will do our very best to help.

## DESIGN MANIFESTO

PRINCIPLE 1: IN EVERYTHING WE DO WE FIRST UNDERSTAND WHY Our products look like they do because they solve a human problem, serving a purpose, fit for the task in hand.

PRINCIPLE 2: IT'S BETTER TO DO ONE THING EXCEPTIONALLY WELL Focus brings learnings, experience and knowledge.

#### PRINCIPLE 3: DURABILITY IS A JOY

We build using methods and materials that will last. Our products are guaranteed for life because we feel things should last a lifetime...and even beyond.

### PRINCIPLE 4: WE CREATE PRODUCTS THAT ARE RESPONSIVE AND ENCOURAGE INTERACTION

We choose materials and details that invite the human touch, that are a pleasure to use. We design for elegance, proportion, balance and finger tip responsiveness.

#### PRINCIPLE 5: WE DESIGN TO CREATE A SMILE

The objects that become treasured possessions in our lives, are the ones that somehow we become attached to - that make us smile.

#### PRINCIPLE 6: WE PURSUE OPENNESS

We want everyone we interact with to feel part of us. We pursue feedback to learn, adapt and always improve everything we do. We foster collaborations with like minded partners, for the greater good.

#### PRINCIPLE 7: AUTHENTICITY WITH DELIGHT

We will remain true to our iconic heritage guided by the original principles and ideas that created the Anglepoise. But we will aim to constantly surprise and delight within that authentic vision. After all we do want to make people smile when using our products

#### PRINCIPLE 8: LOVED BEYOND A LIFETIME

In short we are led by the overriding principle of taking The Long View and of growing a company and creating products that are built to last. Even to be loved, for a lifetime and beyond.