

BERT | FRANK

THE VIMA LIGHTING COLLECTION
LAUNCHING AT THE LONDON DESIGN FESTIVAL 2021



British design brand Bert Frank will unveil Vima, their latest luxury lighting collection, in September 2021 to coincide with the London Design Festival. To celebrate the global retail launch, Vima will be presented within the brand's London flagship showroom, which for one week only from 20th-24th September, will be transformed into a dynamic gallery-style display.

The launch of Vima sees the continuation of Bert Frank's pursuit to experiment with design through elevated form, craftsmanship, and materiality.

Taking design cues from the elegant arches, strong lines and bold geometric shapes found in Art Deco architecture, classical undertones are reimagined for modern day, creating a design with an elegant silhouette which exudes visual drama.

At the core of each Bert Frank design is solid machined brass, a signature of the brand. In Vima, we see this lustrous metal in a pill shape, forming the base of the sculptural new design. An opal acid-etched glass shade, appearing to be pinned in place, diffuses a soft, warm light. Framing the luminaire is alabaster quarried from the Aragon region of Spain. The traditional stone features symmetrical, stepped deco detailing.

Handmade in the brand's UK workshop, the Vima collection consists of two pendant lights, a wall light, floor lamp and table lamp. Staying true to Bert Frank's traditional production methods whilst continuing to innovate, Vima reflects the brand's evolving modernity and exploration of light.

The new collection will take centre stage in the Bert Frank flagship showroom, located in Farringdon, which will be completely re-designed for the duration of the London Design Festival 2021. Becoming an exploratory gallery space in which to showcase the new design, displayed as art objet, visitors will be taken on a journey to discover the illuminated beauty and intricate detailing of the luxury lighting range.

Vima will launch exclusively worldwide from 20th September 2021 at Bert Frank.

For further information on Bert Frank, high resolution imagery or product samples, please contact kelly@teasdalepr.com

Bert Frank | London Flagship Showroom: 67 Farringdon Road, London, EC1M 3JB
www.bertfrank.co.uk | +44 (0)207 164 6482 | @bertfrankltd

Notes to Editors

Founded in 2013 by Robbie Llewellyn and Adam Yeats, Bert Frank is an award-winning British luxury lighting brand. Since launching their first design, the Shear Pendant Lamp, their range has expanded to include 26 lighting collections, all of which are designed at their London studio and built at their factory located in the heart of Birmingham's industrial quarter. Running for more than 50 years, historically producing lighting, the factory has a breadth of experience and specialised manufacturing.

A supporter of British design and craftsmanship, Bert Frank are proud to nurture manufacturing and skilled workmanship to ensure a future for the industry. As such, they work with expert artisan producers across the stone, glass and ceramics industry, combining age old manufacturing techniques with cutting-edge technology to explore materiality and drive their design process forward.

Bert Frank's original and contemporary lighting designs are designed to oppose the throwaway culture we live in today. From Art Deco and Bauhaus to the mid-century; the brand take inspiration from classic and industrial architectural styles to create designs that exude a timeless modernity. Every detail of their designs is carefully considered and crafted. Made to the highest standard, there are no short cuts, no compromises in quality, just beautifully engineered products made to last a lifetime.