



Heracleum

by Bertjan Pot

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PRESS RELEASE

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Heracleum by Bertjan Pot now available in White



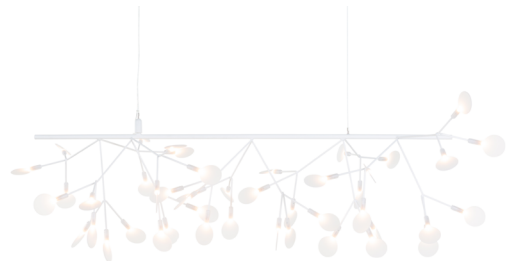
Since its introduction, Heracleum, by Bertjan Pot, is a strong presence in the Moooi Collection. Moooi honours their Moooi Original designs by further improving them. Therefore, the Heracleum family is now also available in White! A timeless design in a timeless colour, perfectly monochrome. The perpetual blossoms of the Heracleum family are ever growing.

A DESIGN WELL-LOVED FROM THE START

Ever since its introduction in 2010 the Heracleum Suspended has been a worldwide favourite. The overwhelming success prompted the development of the Heracleum The Big O and Heracleum Endless—meaning there's no space or interior where the timeless Heracleum family can't blossom.

IT STARTED AS AN EXPERIMENT

Like almost all Bertjan Pot's designs, the Heracleum started out as an experiment. The Dutch designer loves exploring the possibilities of a material. For Heracleum, he experimented with LED lights. He tried lighting many LED lights simultaneously and experimented with bundles of electrical wires shaped into a branch structure. During development, he realised the final design would need too much soldering.



WITH A LITTLE HELP FROM YOUR FRIENDS

Not willing to give up on his idea, Pot contacted Moooi's founder and creative director Marcel Wanders. To keep the design as sleek as possible, Marcel Wanders Studio started researching and came up with ELECTROSANDWICH®: a technique of two layers of isolation and conductivity coated onto the structure. The conductive layer on top supplied the LEDs with power. This technique allowed the design to be even more slender than he initially hoped. His design and ELECTROSANDWICH® proved perfect for each other.



ABOUT BERTJAN POT

Designer Bertjan Pot (1975 - Rotterdam, The Netherlands) is probably best known for his Masks and Random Light (1999). All his designs start out as a

material experiment. The outcome is usually an interior product that shows a fascination for techniques, structures, patterns, and colours. Most experiments start impulsively, driven by curiosity for how things could function or look. From there, Bertjan takes on challenges with manufacturers to explore possibilities and push boundaries where he can. Every challenge brings a new reward.

THE BUTTON

Heracleum is accompanied by Moooi's digital proof of authenticity: The Button. This personal safe-keeper accompanies every Moooi design. The incorporated NFC- technology in The Button makes counterfeiting impossible and acts as proof of authenticity. By introducing The Button in our designs, Moooi makes their support in original design tangible.

ABOUT MOOOI

For twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful – the third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi doesn't tell designers what to do, but listens to what designers want to make, try to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.

INTERVIEW & MORE INFORMATION

Interested to learn more about the Heracleum? Want to do a virtual coffee via Zoom? Or have a burning question about a different topic? Contact Stéphanie de Kanter, global PR at Moooi, via press@moooi.com or call +31 (0)6 11 28 25 05.

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