



PRESS RELEASE

Reverse Table Lamp
by Aleksandar Lazic

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MENU presents Reverse Lamp, a new lighting solution that underpins the ever-present beauty of natural materials. In his search for simple and clever solutions in any given space, Danish designer Aleksandar Lazic looked to Italian marble tables from the 1970s when creating the Reverse Lamp. Inspired by the play on structure created by geometric constraints, the conical travertine base and curved, bronzed aluminium shade define the lamp's perfectly balanced expression.

The light diffuses evenly across the unworked stone, left raw to allow the light to highlight its natural imperfections, revealing shadows and an intriguing colour play that seems to stem from the base itself. At precisely the point at which the shade and base meet sits a dimmer switch for adjusting the light intensity. Fitted with a dim-to-warm LED light source, the Reverse Lamp casts warm light on a bedside table or subdued light on a cabinet surface, making it an elegant and characterful solution to a multitude of lighting needs.

“By refining every aspect of the design – reworking specific elements, eliminating ‘noise’ and focusing on the very essence of its being – the final, physical product becomes a function that you appreciate in your everyday life.” – Aleksandar Lazic

About the Designer

Aleksandar Lazic has established a multidisciplinary design studio based in Copenhagen. The studio's design philosophy is founded upon a single concept, balance, and the intention to combine aesthetic traditions of the past with contemporary ideas about function and form.

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PRODUCT TYPE
Table lamp

ENVIRONMENT
Indoor

DIMENSIONS
H: 30 cm / 11,8"
Ø: 24 / 10 cm / 9,4" / 3,9"

COLOURS
Beige and bronzed brass.

MATERIALS
Travertine, aluminium, PMMA, adaptor with CE, UL and GB plug.

DIMMER
Yes, on top of shade.
CE certified, tests can be obtained upon request.



Connected Spaces

For more than forty years, MENU has curated strong and lasting relations between designers, manufacturers and customers to create furniture, lighting and interior accessories shaped by purposeful details, high-quality materials and human needs. Designed to withstand the test of time and profiling a modern, understated beauty, pieces are touched by a soft minimalism, pared back to reveal the very essence of each design. By creating interior objects that invite human connection, inspiration and experimentation, we push the boundaries of modern design. We've created The Audo to reflect our philosophy: the hybrid space serves as our creative showroom and headquarters, as well as a residence that connects likeminded individuals through meaningful and creative environments showcased in unconventional ways. Culminating in a concept we call *Connected Spaces*, our designs join the dots between home, work and hospitality to redefine how we use space and, ultimately, how we connect to those around us.



www.menuspace.com

MENU at The Audo



MENU's showroom is located at The Audo, a unique concept that masterfully unites co-working and event facilities, a café, restaurant and retail area, as well as an exclusive residence in a single, community-building universe. MENU's portfolio of furniture, lighting and accessories are presented and experienced here in new and authentic ways. Redefining how we use design, space and, ultimately, how we connect to one another, the creative destination is a hub for powerful ideas, beautiful design and inspiration.

www.theaudo.com