

## **VITA ACORN**

# **TAKE A WALK THROUGH THE PEACEFUL FORESTS, DIRECTLY FROM YOUR HOME**

Copenhagen, Denmark – December 14, 2016 – How many times have you walked through a peaceful forest, breathed in the fresh crisp air and listened to the sound of the wind playing with the leaves, thinking that this is a memory you want to keep? VITA copenhagen aims to make sure that its customers can keep this picturesque image close to their hearts and into their homes with the newest addition to the VITA Acorn family of lampshades – VITA Acorn white.

Resembling the gentle nut, and with a classy and exclusive look, the VITA Acorn, introduced in a black finish top in 2016, has quickly become one of the most sought-after designs. The VITA Acorn with a white finish top, compliments this family of lampshades, adding an extra touch of variety. The VITA Acorn combines a trendy glass look, raw metallic accents and a soft silicone finish, in a perfect harmony. Adding a unique character to the lamp design, the small VITA Idea exposed filament bulb was designed to put the Acorn lampshade in the best light, by offering a warm and soft light.

“The story behind Acorn is that I wanted to design a small and simple lamp. I was working with different elements but wasn’t happy with the shape at the time. I have always been inspired by nature and suddenly I realised that the elements I was designing to create beautiful lighting matched the shape and

construction of an acorn. The Acorn lamp is not meant as a replica of a real acorn – what I really like is that you must use your imagination to ‘discover’ the likeness (unless you know it). I think it brings some excitement to the design.”, explained Jacob Rudbeck, VITA Acorn’s external designer.

The chic and dashing VITA Acorn would fit perfectly in a small, stylish room, but it can also be used in beautiful clusters in bigger spaces. For creating playful clusters of two or three pendant lamps in a straight line or at different heights, the VITA Cannonball Cluster is the newest accessory from the company. Inspired by the perfectly round shape of a sphere, the VITA Cannonball Cluster is a discreet and organic silicone canopy created for hanging any pendant lights in an elegant way, and serving a double purpose: a loop-in lighting wiring system and a unique way to decorate the pendant cord.



VITA copenhagen ApS

Discover VITA copenhagen – a place where beautiful Danish lighting design meets the Scandinavian feel, high-quality materials and a genuine care for the environment.

The company’s designer lamps are created with a focus on aesthetics, simplicity and functionality.

All of the lamps are packed in compact gift boxes to optimize worldwide logistics and storage costs, thereby reducing the environmental footprint on our planet.

Simple and sincere – the concept for a brighter future. That is VITA copenhagen!

The designer lamps from VITA copenhagen are sold in more than 2,000 stores in over 40 countries worldwide.

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