

Baccarat FLOS

**Bon Jour
Versailles**

BON JOUR VERSAILLES

PRESENTED BY

BACCARAT
FRANCE

FLOS
ITALY

DESIGNED BY HISTORY

&

PHILIPPE STARCK

April 4, 2017, Milan Design Week Fuori Salone – Baccarat, legendary crystal manufacturer and Flos, legendary lighting manufacturer, reveal their new collaboration with internationally renowned creator Philippe Starck: BON JOUR VERSAILLES, a collection of lamps born from History and Human Intelligence.

The BON JOUR VERSAILLES collection, with two models available in crystal and polymethacrylate (PMMA), solves the paradox between industrial precision and artisanal know-how, between aristocracy and democracy, between science and poetry.

The heir to an earlier “Bon Jour” lamps collaboration between Flos and Starck and to the “Versailles” candle-holder created by Baccarat, the BON JOUR VERSAILLES collection reveals timeless lines with unfailing lightness and empirical modernity that evoke our collective memory of the past, of the present and the future.

“At the Palace of Versailles, the Sun King was bored.

One day he had the vision of a flash of lightning, new and magical, other than his own sunlight illuminating his Hall of Mirrors. He dreamed of it, and even made it his coat of arms.

A few centuries later, Flos and Baccarat made it reality, combining the highest technology to their timeless know-how. And History became modern.” Philippe Starck

The BON JOUR VERSAILLES lamp sits on top of a finely sculpted transparent crystal or polymethacrylate stand whose lines are reminiscent of the Maison Baccarat most iconic pieces. Crowned with a chrome plate, the lamp features a unique and innovative LED Edge Lighting technology developed by Flos. This revolutionary system, coupled with an elegant lampshade in pleated fabric, allows the diffusion of warm and organic light that reveals spaces, thanks to an infinite optical play, and like a reflection of magical transparency, the lamp, bathed in light, seems to come alive from the inside.

Available in two sizes.

Body: crystal or transparent PMMA. Top cover: chrome. Shade: pleated fabric

Light source: Edge Lighting – 2700k – 900lm total – CRI 90 – 13W

Press enquiries:

All pictures and texts can be downloaded at
www.baccarat-worldnews.com

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ABOUT

BACCARAT – Baccarat (Paris, Euronext, BCRA) is a French luxury brand internationally renowned as a leader in high-end and exclusive crystal products. Since its foundation in 1764, the company, whose artisanal manufacture is based in Baccarat in the Lorraine region of Eastern France, has been synonymous with a unique savoir-faire and has come to symbolize an inimitable French Art de Vivre. For over 250 years, the brand has inspired leading designers from across the world. Ranging from iconic lighting to unique tableware and decorative objects, fine jewellery and tailor-made flacons, the brand's products and tradition of excellence are widely distributed around the globe. Explore the world of Baccarat at www.baccarat.com

FLOS – Established in 1962 in Merano, Italy, FLOS is recognised as a world leading manufacturer of innovative lighting solutions in the residential and architectural sectors, featuring high quality products and systems characterised by fine design. The company has a rich catalogue of iconic products by legendary designers including Achille and Pier Giacomo Castiglioni, Philippe Starck, Antonio Citterio, Piero Lissoni, Marcel Wanders, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Ron Gilad, Ronan and Erwan Bouroullec, Michael Anastassiades and many more. The company has grown significantly over more than fifty years in business, demonstrating its ongoing commitment to research and innovation in lighting, combined with an extraordinary ability to identify new creative talents. In November 2014, the entry of the private equity fund Investindustrial into the FLOS' capital marked the start of a further plan of industrial development and international expansion. In February 2017 Flos acquired KKDC France, which entered the Group as Flos Projets, to strengthen the position of Flos in the contract sector and boost the growth of the French market. Flos exports to more than 70 countries worldwide and has single-brand stores in Rome, Milan, Paris, Lyon, New York, Stockholm and Hong Kong. The brand's creations have received numerous international awards and many of them are now featured in the permanent collections of leading international art and design museums.
www.flos.com

STARCK – Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness – and the usefulness of intelligence – have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be “good” before being beautiful. Philippe Starck and his wife Jasmine, mostly live on an airplane or in “middles of nowhere”. www.starck.com / Facebook @StarckOfficial / Instagram @Starck

#BonJourVersailles

#Baccarat

#Flos

#Starck