

# BALADA & CO.

## Light + Building 2018 BALADA & CO. presenting two new collections in Frankfurt: the Velvet Collection and a limited Brass Edition

Munich, 15 March 2018. At this year's Light + Building 2018, the young design company BALADA & CO. will be displaying its new VELVET COLLECTION featuring materials from Milan's fabric house Dedar, and will also be presenting its BRASS EDITION selected models from its collection in satin brass for the first time. Following the successful debut in 2016, BALADA & CO. is now participating the world's leading trade show for lighting and building services technology in Frankfurt for the second time.



For Light+Building 2018, BALADA & CO. is transferring the fashionable material velvet to its lampshades. For the first time, the Munich design studio is implementing a selection of materials from the collection Adamo & Eva of Milan fabric house Dedar. The beauty of the shimmering matt texture is particularly captivating on the handmade shades from BALADA & CO. The iridescence from the soft velvet structure unfolds a mystical depth of color along the shade's characteristic form. The VELVET Collection will be available in a compilation of 15 complementary colors that elegantly integrate into exclusive interiors.

“With Dedar, we are excited to have found a partner who shares our high standards in craftsmanship and design, underscoring our lamps' luxurious aesthetics,” says Owner and Creative Director Christian von Petersdorff.

In line with that spirit, selected models from the lamp collection will be presented in satin brass. The characteristic BALADA design's interplay between handcrafted finish and highly-detailed phases and progressions turns every lamp into a unique gem and demonstrates the extreme care the Munich atelier puts into craftsmanship and exclusivity. The brass lamp bases will initially be available as a limited edition and only for selected models from the collection.

Retro charm paired with high-tech materials characterize the look at BALADA & CO. The lamp models have great proportions and unique character, and come in varying sizes featuring custom materials and lampshade combinations. Valuable materials like the innovative FENIX NTM® Nanotech Matt, Finnish laminated wood, polished brass, handcrafted genuine leather, and accents in black matt aluminum and stainless steel meet elegant textiles in lampshade production and makes these lamps high-quality furnishings.

### **About BALADA & CO.**

BALADA & CO. stands for high-quality lamps that create perfect ambiance through clear shapes and colors. This young label bases itself in design sustainability and the mantra to create timeless products of character and lasting value. The implementation of exclusive and innovative materials combined with sophisticated functionality and handling underscore the superb quality standard at BALADA & CO. With great attention to detail and a high degree of handcraftsmanship, the Munich design studio produces its lampshades in collaboration with local businesses to deliver quality Made in Germany.

You'll find BALADA & CO. in Hall 1.1, Stand H16 from 18 - 23 March 2018.

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