

BALADA & CO.

About BALADA & CO.

BALADA & CO. embodies aesthetics that create perfect ambiance through clear, sleek shapes and colors. High-quality innovative materials underscore this young design label's high standards. With passion and great attention to detail, BALADA & CO. creates lamps in collaboration with local businesses and workshops, fostering the very best of design Made in Germany.

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The debut collection is comprised of four floor and table models. Each is customizable with individual colors and innovative materials, such as FENIX NTM® Nanotech Matt Material. In light of their superior feel and sublime design, these stylish lamps are universally applicable in any living and working space - be it a newly built apartment, an older renovated flat, and even a Scandinavian setting. Starting in 2017, the Collection will be expanded to include suspended lamps, thereby bringing BALADA & CO. design language onto the ceiling as well.

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In 2016, BALADA & CO. was selected by a prominent jury appointed by imm cologne to publicly debut its first collection at the trade show as a feature among the "Start-ups" segment Pure Editions. In 2017, the young design company is now showing its new models in Cologne in the segment Pure Studios - including the corresponding ceiling lamps for the first time, BALADA & CO. Vintage Pendants.

The young company was founded in 2015 by Munich native Christian von Petersdorff, who also oversees all design work. His credo: Sleek, clear, and discreet - yet with tremendous attention to detail. The design entrepreneur made the move from consultant to producer, thereby developing from solopreneur to a label for exclusive lamp design in a mere matter of months. After the successful market launch in Germany, Switzerland, and Scandinavia in 2016 and a terrific trade fair appearance at Light + Building 16 in Frankfurt, the brand BALADA & CO. has now been nominated by the Design Council for the German Brand Award 2017.

The Collection // Retro-Charm meets High-Tech Materials

The first lamp collection from the young label features clear, reduced design, harmonious proportions, as well as superb functionality and operation. Retro charm coupled with intelligent materials characterize the debut collection. The four floor and table models, each available with individual colors and lamp shades, all have a four-leg base, easy to assemble via plug connections.

The shades on the suspended models coming in 2017 - as is the case with the standing and table models - come in the Classic and Vintage models in various

sizes, creating a perfect ensemble in concert with the counterparts on the floor.

In the Vintage Collection, the shade's body is comprised of manually contoured square steel around which an elastic matt crepe fabric is stretched. The versatility in materials will also capture fashion trends like houndstooth pattern. Highlight: the fabric can be removed and washed! The striking three-dimensionality and quality of the shades becomes particularly visible when the light is turned on. The material becomes translucent and the square struts comprise an accented light contour.

The Classic shades are created at a local workshop. Like their counterparts on the floor, they receive the characteristic BALADA diffuser made from powder-coated aluminum, which upon request can project its design language onto the ceiling with a clear illuminant through an interplay of light and shadow. The conjunction of high quality chintz fabric with matt or velvety shimmering texture and the gritty powder-coated aluminum diffuser provides for a touch of industrial loft charm of comfortable character.

The use of durable materials, like Finnish Multiplex and the innovative FENIX NTM® Nanotech Matt Material, aluminum, and stainless steel as well as hand-crafted genuine leather and fine textiles in the lamp shades underscore BALADA & CO.'s love for detail and tremendous quality standards. It is especially at second glance that these designs reveal specific details and the supreme quality of the materials implemented, such as soft touch surfaces and a sunken cable groove in the lamp base to transport the cable down-ward in an elegant manner.

The craftsmanship mantra // Quality and durability as highest premises

BALADA & CO. relies on enduring design, placing great emphasis on conscious interaction with people and resources alike. For this young label, enduring design translates into timeless products of character and lasting value. BALADA & CO. places great emphasis on using high-quality materials from Europe. The longevity of these lamps comes from the conscious decision to collaborate with regional suppliers - Made in Germany. The high degree of handcraftsmanship underscores the production concept of regional artisanry, thus creating the customized look and character of these lamps. Each component is lubricated and polished by hand. The lamp shades are trimmed with soutache - indispensable for the classy finish.

About Christian von Petersdorff // Design Entrepreneur and Creative Director
Christian von Petersdorff is the founder and creative visionary behind the young design company BALADA & CO. He is a native of Munich, and has always felt a deeply rooted passion for furniture and interior design. Having worked in the real estate and banking sector following his studies in economics, in 2015 he turned his passion into his profession.

He is self-taught - learning technical drawing from his father, an aerospace engineer - and never loses sight of the manufacture credo: "A high degree of handcraftsmanship coupled with high quality in materials and customized design are essential," says the BALADA & CO. founder. However, it is not just the touch and design that are important for the 38-year-old. He places great emphasis on using innovative new materials of superb craftsmanship and quality. Christian von Petersdorff has produced his first collection prototypes entirely under his own management..

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Presse Kontakt:
abdc – alexandra birkel design communication
Alexandra Birkel // press@balada.de
+49 (0) 176 2034 8453 // +49 (0) 89 18 92 9484



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