

GUBI

PRESS RELEASE 2022

LIGHTING WITHOUT LIMITS



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GUBI presents Bill Curry's portable Obello Lamp



Pioneer of the first 'total look' lamp, American designer Bill Curry designed the Obello Lamp in 1971 with a single glass form, eliminating the need for a separate base. Using the visual form of a mushroom, he took inspiration from the atomic age, space race, and pop culture that would go on to define 1970s Los Angeles. Sadly, he passed away the same year, and never saw the Obello Lamp go into production – in fact it was at such an early prototype phase that he hadn't even given it a name.

Half a century later, with the endorsement of his family, GUBI has put Curry's innovative design into production for the first time, now as a portable version. Julie Silliman, Curry family member says: *"It is wonderful to see the Obello Lamp finally go into production – and I know Bill would have loved this new portable version. He was such a pioneer in lighting design that it is only fitting for his designs to keep evolving to reflect contemporary uses."*

With a frosted, mouth-blown glass shade, as used for Curry's original lamps, and integrated dimmable-LED light source, the rechargeable lamp can easily

be moved between inside and out. With a complete charge in four and a half hours, providing up to 40 hours of light, Obello will create a cozy atmosphere as the sun starts to set and last well into the night. The Obello Lamp is an iconic space-age design that will make a strong statement, either as a playful centerpiece or a point of curiosity within any outdoor space.

Let the Obello Lamp light up your interior or pick it up and carry it outside to create the sense of an 'outdoor room.' The shade is made from mouth-blown glass – a challenge given its shape – as a nod to old petroleum lanterns, and the portable size makes it easy to carry. This materiality and craftsmanship adds value and tactility, making each lamp unique.

The dimmer switch means it can be turned up as the sun goes down to extend the evening beyond dusk. Its soft glow is created by two LEDs, a brighter bulb one facing upwards, and a dimmer bulb facing downwards into the lamp's stem. The integrated dual-output LED and frosted shade ensure an even light distribution and the same look from all angles.

While the lamp should be stored and charged indoors, it is splash-proof and so will withstand the odd rainshower, as well as sand and soil. If you're happy to be outside – so is the Obello.

From the garden of his bungalow, located directly under the flight path of the Los Angeles International Airport, Curry would watch jets and dream about a daring new future, enabled by modern technology. With a background in aero-tech as an ad man, art director and graphic designer, at a time when America was captivated by the 'atomic age', the space race and pop culture, he was uniquely positioned to capture the zeitgeist of his time. He set up Design Line, his own design practice, in 1962 and conceived playful 'new norms' characterized by bright colors and playful forms reflecting a new era of optimism. The Obello Lamp could be seen as the ultimate resolution of his streamlined approach to design.

"Bill Curry revolutionized lighting design in the 1960s and '70s, but he didn't become the global household name that he could have. GUBI is committed to introducing his work to today's audiences and securing his rightful place in the history of lighting design," says Chief Marketing Officer of GUBI, Marie Kristine Schmidt.

The Obello Lamp is being relaunched as part of GUBI's mission to reintroduce Curry's work to contemporary audiences, securing his place in the design pantheon. Its striking form, flexible functionality and quality craftsmanship make it an ideal addition to the GUBI Collection.

PRODUCT INFORMATION

In stores

Available from mid-March 2022

Recommended retail prices

1,799 DKK
2,499 SEK
2,499 NOK
249 GBP
249 EUR
499 AUD
299 USD

Dimensions & weight

Height:	24 cm / 9.44 inch
Diameter (widest part):	22 cm / 8.66 inch
Diameter (stem):	10 cm / 3.93 inch
Weight:	1 kg / 2.2 lbs

Dimming / charging

Dimmer switch options:

- Off
- Light at 10% (10 lumens/1-candle equivalent)
- Light at 40% (50 lumens)
- Light at 100% (130 lumens)
- Full charge from 0%-100% in 4.5 hrs
- The charge will last different lengths of time depending on the brightness of the lamp:
 - Light at 10% = 40hrs
 - Light at 40% = 12hrs
 - Light at 100% = 5hrs

Materials

- Base: Powder-coated steel and ABS plastic
- Shade: Single-piece of mouth-blown frosted glass

Colorway

White

For further information please contact:

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