

# IJ-Lamp

## PRESS RELEASE

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### **Jacob de Baan shows simple sustainable lamps during Salone del Mobile 2011.**

IJ-Lamp is a simple sustainable lamp that consists of two identical caps held together by a standard light bulb socket. The fixture dimensions are harmonized with the specifications of the latest dimmable energy-efficient LED-lamps. No glue or screws are used, which allows for easy waste separation. The caps are made of a plastic that can be recycled and reused.

Jacob de Baan: "The design of the IJ-Lamps is timeless and will withstand the ravages of time. The light source creates a comfortable diffuse radiation. I made the caps stackable so multiple caps and even fixtures can be efficiently packed in one flat box. This avoids unnecessary environmental damage and high transport costs. The caps are available in high gloss black and high gloss white. Color filters are also available. In no time you may transform a white lamp into a colored lamp! The white and colored shades give a diffuse light effect, the black hood is non-transparent. All different combinations of white, black and colored caps can be made: all-white, all-black, all-colored, white/colored, black/white, etc. As a special edition three lamps are combined in a pendant landscape lamp!"

**Location:** Jacob de Baan will show IJ-Lamp at Tuttobene. From 12–16 April, IJ-Lamps can be seen at 14 Via Maroncelli (close to Stazione Garibaldi).

**Party:** The Tuttobene party will take place on Thursday 14 April at the same location, 18:00-24:00. On Friday 15 April the annual Eigen Huis & Interieur party will take place there as well.

**About Jacob de Baan:** Jacob de Baan is a Dutch creative and communication professional with more than 20 years of experience in design, design management and art direction. He works for clients and independently. The last five years he was art director and manager corporate style at the Van Gogh Museum in Amsterdam. Amongst his clients are Swarovski Optik, Royal Delft and Philips. His work has been exhibited around the world and has been purchased by the Stedelijk Museum Amsterdam.

**Hi-res images are available on:** [www.ij-lamp.nl/press](http://www.ij-lamp.nl/press)

**Note to the editor:** For more information and further press material, please contact:

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