



FLOWERPOT VP3

by Verner Panton

Materials: Lacquered aluminium with 2 meter clear PVC cord

Dimensions: Ø: 230 x H: 500 mm

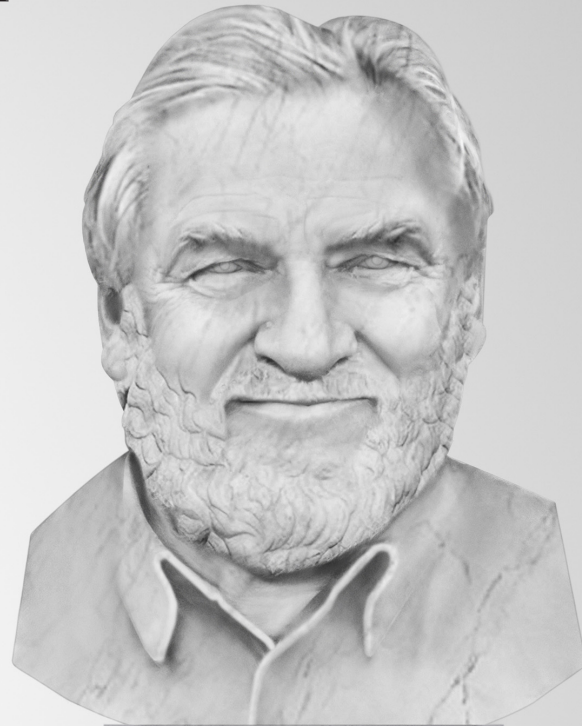
Colours: Black, White, Yellow, Red, Orange, Chrome, Brushed, Turquoise, Purple

Light Source: 1x E27 max. 40 W or 7 W low energy bulb

Design Date: 1969

Story: In 1968 the students' revolts in Paris, Rome and the United States were overthrowing stiff, old values, and initiating the Flower-Power generation of peace, love and harmony. Same year, Stanley Kubrick pictured the future of the year 2001, featuring the Verner Panton Chair, and man was soon to set foot on the moon. In the world of design, a colourful, playful pendant hung in restaurants and exhibitions, and very soon, in everybody's homes. The FlowerPot with its two semi-circular spheres facing each other has long proved its lasting design quality and is just as much a synonym of our time, too.

& In his young days, Panton often set off from Copenhagen in an odd looking converted Volkswagen for a trek across Europe, dropping in on fellow designers to share ideas - and good meals



VERNER PANTON
MCMXXVI

Verner Panton

designed the FlowerPot

Tradition: Verner Panton (1926-1998) once said, “I have never learned so much from somebody as from Arne Jacobsen”. Yet his own fluid, futuristic style couldn't have been further from Jacobsen's, for whom he worked from 1950 to 1952. He graduated as an architect from the Royal Academy of Fine Arts in Copenhagen in 1951, and later he founded his own studio and went in the opposite direction of most of his contemporary Danish designers. Pop aesthetics in furniture and interiors were born. Verner Panton successfully interpreted the 'a-changin' times of the hippie movement and moon landing into visionary colourful interior, lighting and furniture. To him, colour was always more important than form and creating his own theory of light based on Goethe and the Bauhaus painters, he believed, that colour could evoke feelings. The Flowerpot summarized this theory, lightening up in a variety of bright colours.

Innovation: Being a child of his time, the new materials emerging gave Panton the opportunity to create objects never seen before and to revolutionise interior design with his total concepts in saturated hues. This is seen in the headquarters of Der Spiegel in Hamburg or his parent's inn on the island of Fynen where everything down to the aprons of the waitresses was designed in matching colour. He was first on many things from developing the first inflatable furniture to the first chair cast in one piece, the S chair (1960). Where he really moved the way we live was in his light and colour, this also being the title of the 1998 Panton exhibition at Trapholdt museum in Denmark. The exhibition opened as planned on 17 September 1998, reigniting the fame of the enfant terrible of Danish design. However, Verner Panton had died in Copenhagen just 12 days earlier, making it also a tribute to the designer.