



LIGHTING
+
FURNITURE

David Bergman Architect

V 212 475 3106
F 212 677 7291
241 Eldridge Street 3R
New York, New York 10002

info@cyberg.com
www.cyberg.com

April 24, 2001
For Immediate Release

Contact: Lori Greenberg
(212) 475 3106

Liberating the Fluorescent

“Parallel Universe” Series Continues Fire & Water’s Development of Environmentally Conscious Decorative Designs

The newest member of the Fire & Water family shows its true colors literally. With an exterior composed of random stripes of recycled color glass frit, the *Parallel Universe* series expands Fire & Water’s line of designs which are “Environmentally conscious – and handsome, too.” The series debuts at the 2001 ICFF.

Seeing the Universe Through Multi-colored Glass

The new designs, which will include a table and floor lamp, two sconces and two pendants, are constructed of a cellular polycarbonate sheet in which some of the cells are filled with small chips (or frit) of recycled color glass. Each light will be hand filled so that no two of them will have the same pattern. Fire & Water’s designer and founder David Bergman was drawn to the “untapped potential” of the cellular polycarbonate sheet. “Though it’s become very popular as an architectural screen material, I felt there was more that could be done with it. And though the material is seen as high tech, I was intrigued by the idea of hand modifying it and ending up with products that felt less rigid and more individual.”

Opaque parts of the lights are made from a new type of corrugated fiber board composed of pure wood pulp (with no additives) which is then given a silvery finish. The corrugated material was chosen for esthetic, environmental and functional reasons – the flexibility of the material allows the polycarbonate shades to be swung open for relamping.

Relamping, however, will not be frequent since the light sources are dedicated

Cont’d over 

dimnable fluorescent bulbs which last about ten times longer than incandescent bulbs. This is a continuation of Fire & Water's promotion of dimming fluorescents -- which started with the *Energia* series and evolved through both of the award winning series, *Frankie Goes Fluorescent* and *Lulu* -- as the new bulb for home and decorative light use. All of the *Parallel Universe* models except the floor lamp use 36 watt T-5 Biax bulbs (which look like elongated compact fluorescents). The floor lamp, in order to provide a continuous line of light throughout its five foot height, uses a T-8 tubular fluorescent.

Parallel Universe, Bergman says, "continues our program to liberate fluorescent bulbs from mundane commercial ceiling fixtures and show how they can be used in ways at least as interesting and as pleasing as incandescent lights."

Fire & Water will be at booth 928 at the ICFE from May 19 - 22, 2001. Slides available upon request.

###