

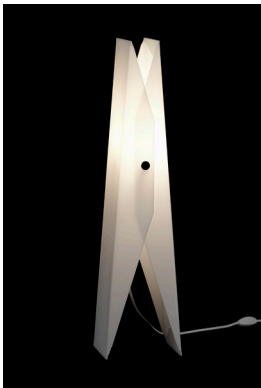
# Pressrelease february 2009

BSweden has established a reputation for fresh new Scandinavian designs. This year, BSweden is designing lighting not only for the longer nights, but also meeting new standards for energy efficiency with bold new designs. Although the focus is on function, the lamps reflect the times we live in.



**Dolly** is like a cosy person spreading light and happiness. The inspiration for the floor lamp came from a rotating globe. Resting within the frame, the sphere can be turned to any desired angle. Dolly has been fitted with a low energy fluorescent light and is equally suitable for domestic and commercial use. Designed by **Louise Hederstrom** who also designed the successful Gladys and Grace.

Small and lively, **Vic** is available in happy colours. With a laser-cut frame and a stretchy fabric, the shade can be folded or pleated to suit your mood. Vic has been kitted out with a fluorescent lamp and the master who created this lamp is the industrial designer **David Taylor**.



**Peg**, which was inspired by the clothes peg, is a Collection of lamps for windows, floors and walls. The shape is both complex and simple. The design-duo **formforyou** has created the Peg Collection with the intention of creating a functional shape of clean lines that pleases and surprises in equal measure. Made in steel and plastic with low energy fluorescent light.

**Fling** – the classic light of the winter – is now also available in a new golden finish.

Images can be found on our website [www.bsweden.com](http://www.bsweden.com) under 'Press'. For any queries, please contact Gunnel Svensson on + 46 (0)76 11 65 101 or +46 (0)474 230 40



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