



FIFTY-FIFTY

DESIGN BY SAM WELLER

HAY

FIFTY-FIFTY

Named Fifty-Fifty after the lamp's counterweight system that creates equilibrium between the two parts, it is clear to see how Sam Weller's references to physics and engineering influence the design. Based on the idea of stripping a multi-purpose task light to its fundamental elements, Fifty-Fifty balances refined, pared-back aesthetics with optimal functionality.

Configurable aluminium components minimise the overall complexity of the design and manufacturing process, creating a feature of the joints and mechanisms, that is consistent throughout the entire series. The single cantilever arm is easy to tilt and pivot with one hand, featuring a touch-sensitive dimmer switch for precisely positioning and controlling the light source. The collection comprises table and floor lamps with weighted bases in large and small sizes.



Floor Lamp, Ash grey



Table Lamp, Ash grey



Table Lamp, Ash grey



Floor Lamp, Ash Grey



Floor Lamp, Black



Table Lamp Mini, Ash grey



Table Lamp Mini, Black



Mini, Soft black

- FIFTY-FIFTY -

MATERIALS

LAMP BODY / Extruded aluminium arms with die cast aluminium joints and head

LAMP BASE / Die cast aluminium with internal sand cast iron counter weight
Powder coated steel base plate with foam pad protector

FLOOR LAMP BASE / Extruded aluminium tube with die cast aluminium inserts
Machined steel plate base plate with foam pad protector

CORD / Silicone cable

TOUCH STEP DIMMER

COLOURS



SOFT BLACK



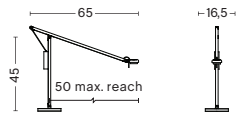
ASH GREY

LIGHTSOURCE

Integrated LED

- FIFTY-FIFTY -

DIMENSIONS



MINI

W16,5 x D65 x H45 cm

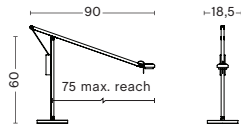
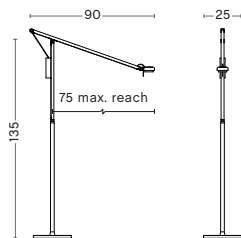


TABLE LAMP

W18,5 x D90 x H60 cm



FLOOR LAMP

W25 x D90 x H135 cm



Floor Lamp, Ash grey



Floor Lamp, Soft black

- FIFTY-FIFTY -

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Floor Lamp, Ash grey