

lucie kaas

PRESS RELEASE AW18

VICE

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Lucie Kaas launches the lamp VICE by Esben Gravlev Rasmussen – a futuristic and modern interpretation of the table lamp.

Taking inspiration from the hypermodern Memphis style, VICE exploits futurism, shapes and neon colors that merge into a combination of materials creating a mix of function, art and design. The Memphis style arose in the 1980's in Italy and is inspired by geometric Art Deco, bold Pop Art and Kitsch as a contrast to the minimalistic design. Instead of following the Memphis approach to design using "cheaper" materials such as plastic, Esben Gravlev Rasmussen focused on channeling the movement's energy while toning down the loudness by using quality materials like marble and Versato MYST acrylic from the Dutch company PyraSied. The acrylic Versato MYST was chosen because it absorbs light and makes it diffuse and not-diffuse at the same time. The LED light source passes through the acrylic lamp shade where you can clearly see the shape of the neon tube glow through. This function adds a sculptural aesthetic where the light source is an active part of the design. The explorative material combinations of marble, an LED light source, acrylic and metal is a bold yet mature detail for the home. The lamp shades come in the colors: Miami green, Misty purple and Flamingo pink.

ESBEN GRAVLEV RASMUSSEN ABOUT THE DESIGN: "When designing the VICE lamp, I have visually been inspired by the Memphis-style and its playful approach to shapes and colors. Just like the time when the Memphis movement was established, there is a need today to shake-up the standard "good taste" and instead embrace colors and shapes and be adventurous."

ABOUT THE DESIGNER: Creative Director, Esben Gravlev Rasmussen, established Lucie Kaas in 2012 by relaunching Scandinavian classic designs. Ever since, the brand has matured and developed into interesting national and international design collaborations, that explore colors, shapes and materials with a new and bold approach to design.

VICE will hit stores in November 2018.

Collection overview



VI01MABB
LED lamp base,
black marble
L 14 x H 8 x D 8 cm

Sugg. retail price
161 EUR



VI01ACFP
Acrylic screen,
flamingo pink
L 27 x H 14 cm

Sugg. retail price
54 EUR

VI01ACMG
Acrylic screen,
miami green
L 27 x H 14 cm

Sugg. retail price
54 EUR



VI01ACMP
Acrylic screen,
misty purple
L 27 x H 14 cm

Sugg. retail price
54 EUR

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