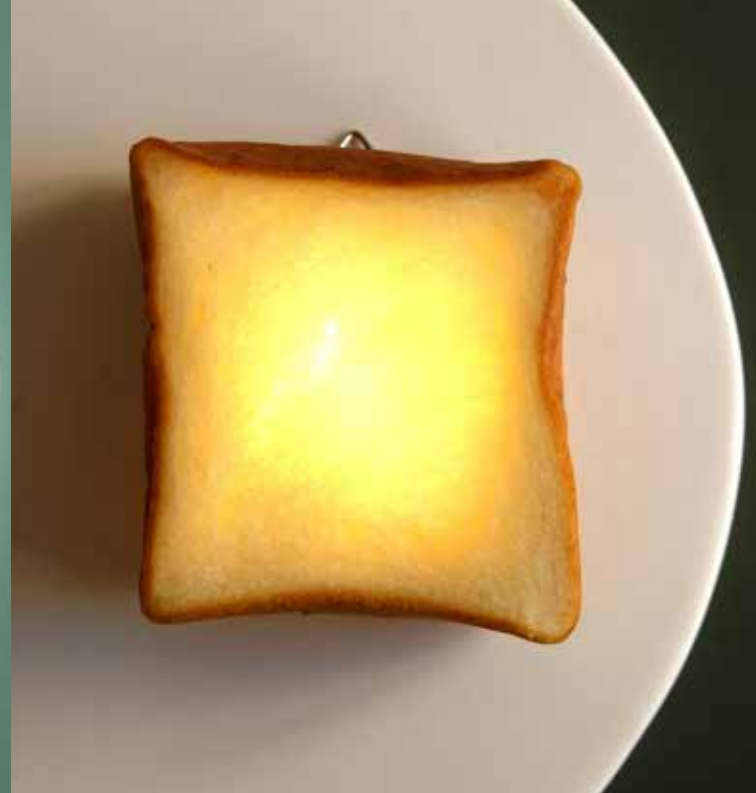
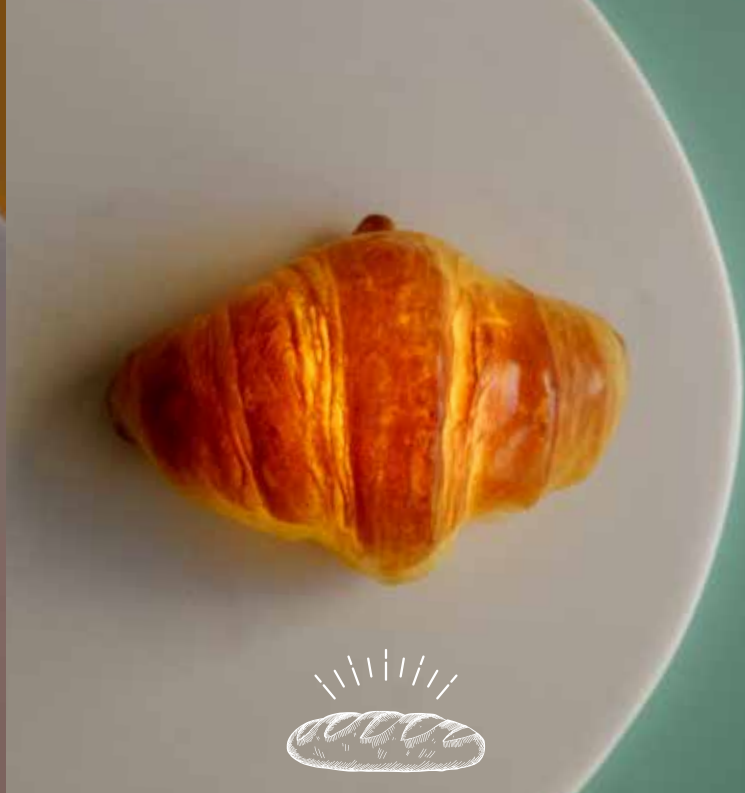
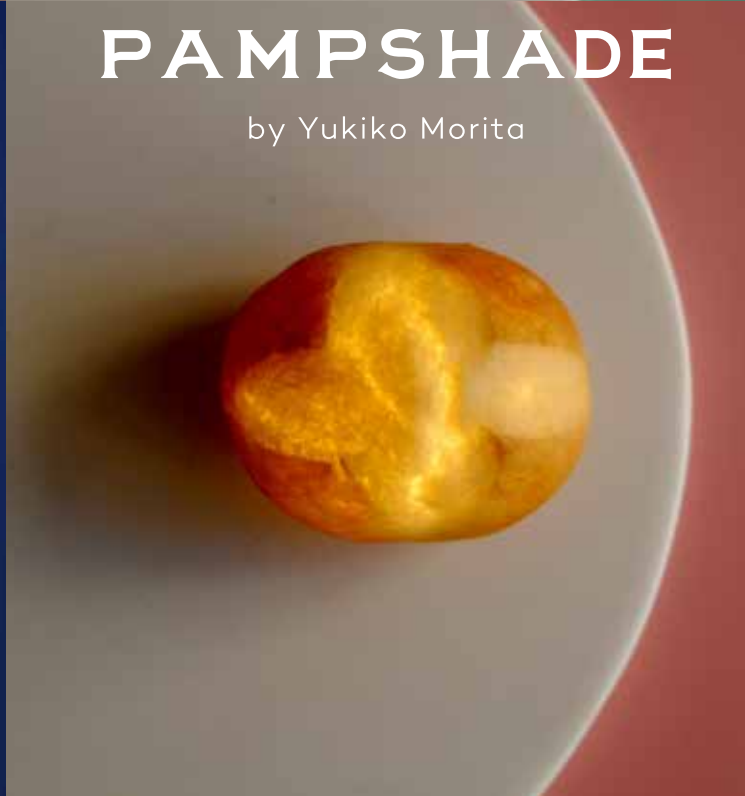


CONCEPT CATALOG
コンセプトカタログ



PAMPSHADE

by Yukiko Morita



STORY



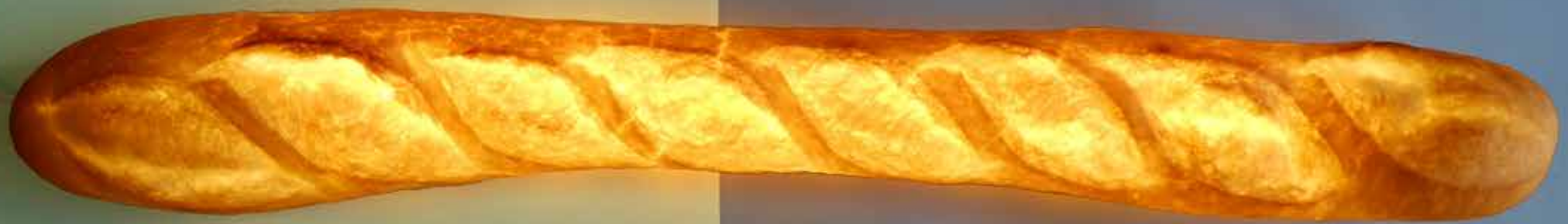
Tasty bread makes you happy. Bread makes people smile.

There is something special about it.

When I worked at a bakery, I gradually fell in love with its beauty and power.

TASTY, TENDERLY, WARMLY...

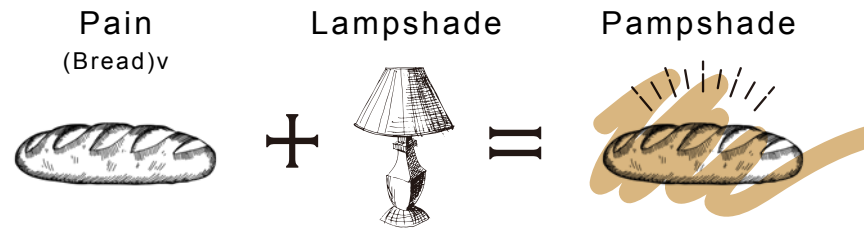
The more you bite, The more you know about bread, The more it's charm increases.



THIS IS A LAMP
MADE FROM GENUINE BREAD

PAMPSHADE

by Yukiko Morita



〈Ingredients〉 Bread flour, Cake flour, Salt, Yeast, LEDs, Batteries, and so on...
(It is durable, because of special treatment and resin coating.)



It's completely new interior lamp which meets such charms of bread and warm light.



We collect bread that has been sold at the bakery
and use a part of it for making our works.

handmade one by one



IN JAPAN



INSIDE OF BREAD

Our motto is "Delivering delicious, fun, and delicious bread."

So we couldn't bear to waste them. So, we used them to create a new product—gourmet rusk!

RUSK is a treasured part of many culinary traditions. It blends textures and flavors, both sweet and savory!



NAKAMI
RUSK

MADE FROM INSIDE OF BREAD LAMP



MEDIA

■ [bon apetit] (US) introduced by John Derian



PHOTO BY ALEX LAU, PROP STYLING BY REBECCA BARTOSHEVSKY

The Lamps That Are Literally(!) Made of Bread

"I saw these Pamphshade Bread Lamps for the first time in Paris, then reencountered them at a trade show in New York City and immediately fell for them. I'm a real fan of anything that is sort of fake or has an optical illusion. I think it's so cool that they're bread, not papier-mâché. They're made by Japanese designer Yukiko Morita, who hollows out fresh loaves and other baked goods, fills them with LED lights and battery packs, and covers them with resin. There's something so funny, whimsical, and neutral about them that would make them fit in anywhere. They'd be really nice in the kitchen, plugged in to look like bread that's been illuminated or in an office for a little bit of humor. It's a no-brainer for gifting because people will appreciate the personality in these and enjoy them much more than getting another scarf (especially when they already have 30)." —John Derian, designer and founder, [John Derian Co., NYC](#)

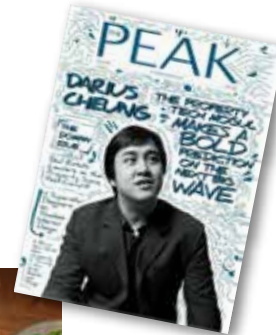
Buy it: Pampshade Bread Lamps, from \$50 at The Webster

■ [The Peak] (Singapore)

CREATIVITY IN A TIME OF COVID-19

Being in a lockdown has never stopped art. Here's proof that human ingenuity and the love for expression are indeed limitless.

TEXT ALVIN LIM

**PAIN AU LAMPSHADE: YUKIKO MORITA**

Bread has considerable heritage and significance in cultures worldwide. Not only is it a staple of nutrition in culture-specific recipes, it also has substantial religious importance. Artist Yukiko Morita's lampshades are a celebration of bread's sociocultural significance as well as its ability to bring comfort and joy.

While working at a bakery, the comforting aroma and distinct artistry of baking bread spurred Morita to start Pampshade. The portmanteau blends pain, the French word for bread, with lampshade. The warm glow of light, much like bread, brings comfort in a time of anxiety. It was only natural for the artist to combine the two in 2006 although she didn't begin selling the lamps until a decade later.

Though she initially hand-moulded every loaf, she now also collects leftover loaves from nearby bakeries to recycle them as Pampshades. A Pampshade production kit is in the works, says Morita, to provide comfort to those confined during the lockdown in Japan.

"Many people around the world are living anxious lives," she says. "I would like to make works that can help with such anxiety as much as possible."



From croissant to batard, Morita's works showcase bakers' dedication to the craft.



(LEFT) The loaves are hollowed out, filled with LED lights and covered with resin. The crumbs are recycled into croutons, rusks and other edible products.

led
h
bs
o
e

120 THE PEAK

■ [Los Angeles Times] (US)



© Copyright 2000

Japanese artist Yakiko Morita created Pampshade to craft lights that look good enough to eat. That's because these LED-illuminated, resin-coated bread and pastry creations are made from actual, once-edible baked goods.

From \$54. [Purchase here](#)

■ [Vogue.com] (US)



and more...

Line up Battery type (AA×1)

Petit



package size : 80 × 80 × 110 mm
waight (not include battery) : about 120g

Coupe



package size : 80 × 130 × 80 mm
waight (not include battery) : about 120g

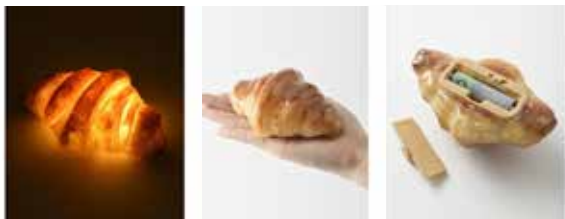
Champignon



package size : 80 × 80 × 110 mm
waight (not include battery) : about 120g

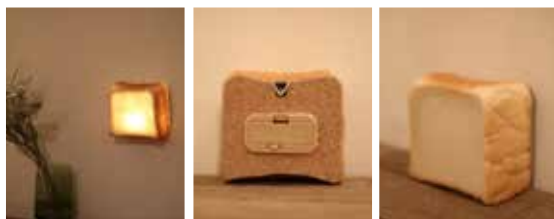
Line up Battery type (AA×1)

Croissant



package size : 80 × 80 × 110 mm
waight (not include battery) : about 120g

Toast



package size : 80 × 130 × 80 mm
waight (not include battery) : about 120g

Line up Socket type

Boule



package size : 180 × 110 × 200 mm
waight (include accessory) : about 550g
AC100~240V, 12V / 3.6W

Batard



package size : 110 × 80 × 430 mm
waight (include accessory) : about 650g
AC100~240V, 12V / 4.8W

Baguette



package size : 90 × 70 × 610 mm
waight (include accessory) : about 630g
AC100~240V, 12V / 6W



Illuminate your life
and
warm your heart.

