

## ONE LAMP. INFINITE EXPRESSIONS.

Google and AI have stormed into our lives and homes. Never before has the book been more essential. THE FRIBE FORM® BOOK LIGHT is a multifunctional fixture. A circular design concept that celebrates humanity's most important sources of enlightenment: The Lamp & The Book.

Interior design magazines feature built-in bookshelves. On social media, we dream of libraries. Books are a sought-after decor accessory that creates warmth and comfort. Yet, modern homes with open floor plans and panoramic windows often lack space for "bookshelf walls." Tons of books are discarded every day!

"The lamp is outstanding, with a finish that rivals Svenskt Tenn quality. It's rare for a debut designer to achieve such a high level of craftsmanship."

<u>Frida Ramstedt, Trendenser.se</u>, Scandinavia's leading interior design blogger, lecturer and author of best-selling interior design handbooks

**Exclusive and Flexible.** "I aim to ease people's consciences by giving beautiful, valuable, and significant items new life and function. When brought into the light, books create functional aesthetics filled with history, stories, memories, traditions, and culture. A home without light and books – what is that?" says Heléne Friberg, designer, and founder of the Swedish brand Fribe Form®.

**A Lamp for Life.** Fribe Form considers the entire product life cycle during the design phase to ensure zero waste. The vision for the brand's signature product is to light a Book Light for every newborn child, serving as a beacon throughout life. The design is timeless, the brass recycled, and the craftsmanship exclusively Swedish.

**You Only Pay Once.** The quality and timeless design of the lamp blend seamlessly into modern and classic interiors, public spaces, and corporate environments. Its uniqueness lies in the endless possibilities for renewal and personal expression. The Book Light is affordable to own and precious to inherit – because you are part of the design!

**Bespoke Design.** In public spaces, the Book Light can make a statement that enhances brand identity, highlights current events, welcomes visitors, and creates an atmosphere. The fixture itself can also be customised in various ways.

**There is Only One!** THE BOOK LIGHT is for everyone who values timeless original design. The engraved logo guarantees craftsmanship and authenticity. See more at fribeform.com or contact me now!

Great Fribes! Heléne Friberg

