

**BRANDVAN
EGMOND**

PRESS RELEASE ERSA



“Human life is as evanescent as the morning dew
or a flash of lightning”

Samuel Butler

Design by William Brand

Naarden, The Netherlands

Early morning, when the first light of day sends the darkness of the night away, we can see one of nature’s wonders on display: dew drops formed throughout the night.



Just as the change of temperature on a surface creates dew, also new finishes and materials are born under shifting conditions. The iridescence on our glass, leading to the gradual change of colour as the angle of view or illumination changes, radiates a stunning glow.

Ersa, named after the Greek goddess of dew, hints as much to the fresh-faced start of a new day as the thirst for free-spirited renewal.

Both as a single object as well as assembled into a larger composition of multiple objects in, for example, a staircase.



William Brands comments on his work:

With nature offering us limitless sources of inspiration, there is almost no need to look any further than the true wonders that surround all of us daily. While this collection appears simpler in form (although not in actual crafting), to me it radiates desire for life."

William Brand

designer / owner



William was trained as an artist and an architect. He graduated at the Utrecht School of Arts.

As an award-winning furniture designer he for many years designed buildings and interiors for fashion brands, including the headquarters of BRAND VAN EGMOND. His interior designs are always minimalist, in contrast to his lighting designs which have a powerful sculptural presence. He considers his lighting objects the cherry on the cake.

His way of working is quite specific. Immediately after defining the concept he starts working in the workshop like a sculptor; experimenting and crafting while having the object grow in his hands, often with unexpected results. Therefore the journey is just as exciting and important as the destination.

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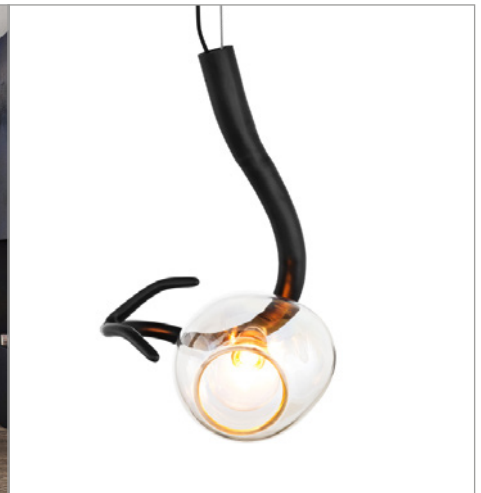
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