

Iittala's August received Design Plus Award

The new *August* light by Swedish design duo, **Mats Broberg** and **Johan Ridderstråle**, won the acclaimed Design Plus Award at Ambiente fair in Frankfurt.



A modern version of a traditional oil lamp

Mats Broberg and **Johan Ridderstråle** are fascinated by the role of symbols and archetypes in design. With their August oil lamp, they wanted to combine the nostalgic atmosphere of an old lamp with the latest technology. The shape of the resulting design owes much to classic designs, but strips away the details to reveal an elegant, modern vision. The design incorporates the latest LED technology, making it both easy and safe to use. The soft light it sheds reminds us of the time when electric light was still the preserve of the few in Scandinavia. The name August is also a clear reference to the past:

“We imagined the writer **August Strindberg** writing his plays in the light of a traditional oil lamp. This link with a classic period in literature seemed to fit perfectly with the design. And August of course refers to that time of year when the summer is coming to an end and the evenings are beginning to draw in – a time of year when light can be a great comfort to the soul ... and is essential for crayfish parties!”

Product information:

August, white or grey, 140 x 310 mm

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