



# FIFTY-FIFTY

DESIGN BY SAM WELLER

HAY

## FIFTY-FIFTY

Named Fifty-Fifty after the lamp's counterweight system that creates equilibrium between the two parts, it is clear to see how Sam Weller's references to physics and engineering influence the design. Based on the idea of stripping a multi-purpose task light to its fundamental elements, Fifty-Fifty balances refined, pared-back aesthetics with optimal functionality.

Configurable aluminium components minimise the overall complexity of the design and manufacturing process, creating a feature of the joints and mechanisms, that is consistent throughout the entire series. The single cantilever arm is easy to tilt and pivot with one hand, featuring a touch-sensitive dimmer switch for precisely positioning and controlling the light source. The collection comprises table and floor lamps with weighted bases in large and small sizes.



Floor Lamp, Ash grey





Table Lamp, Ash grey



Table Lamp, Ash grey



Floor Lamp, Ash Grey



Floor Lamp, Black





Table Lamp Mini, Ash grey



Table Lamp Mini, Black



Mini, Soft black

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#### MATERIALS

LAMP BODY / Extruded aluminium arms with die cast aluminium joints and head

LAMP BASE / Die cast aluminium with internal sand cast iron counter weight  
Powder coated steel base plate with foam pad protector

FLOOR LAMP BASE / Extruded aluminium tube with die cast aluminium inserts  
Machined steel plate base plate with foam pad protector

CORD / Silicone cable

TOUCH STEP DIMMER

#### COLOURS



SOFT BLACK



ASH GREY

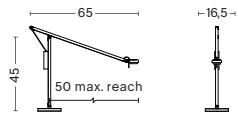
#### LIGHTSOURCE

Integrated LED



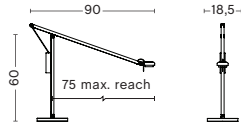
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**DIMENSIONS**



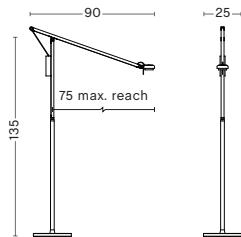
**MINI**

W16,5 x D65 x H45 cm



**TABLE LAMP**

W18,5 x D90 x H60 cm



**FLOOR LAMP**

W25 x D90 x H135 cm



Floor Lamp, Ash grey



Floor Lamp, Soft black