

Press Release

## **EARTH-White Lamp – Consumers turn individually chosen places on earth into luminous living room highlights**

**The wide world within your own four walls: Fluid Forms has developed a lampshade which consumers can design by themselves: EARTH-White. At [www.fluid-forms.com](http://www.fluid-forms.com), everybody can turn their favorite place into an original wall- or table lamp.**

**Graz, Austria, 16<sup>th</sup> October 2008** – The creative team of Fluid Forms turns consumers into designers of individual lamps. At [www.fluid-forms.com](http://www.fluid-forms.com) people can choose a specific place, as for example their place of residence or their favorite holiday destination. Within just a few seconds, the landscape is thereon transformed into a 3d-model of a unique, personalized lamp. Fluid Forms' home-made software automatically generates the production data and transmits it to Austrian production facilities. There, the digital draft is converted into a precious designer object.<sup>1</sup>

In the process of manufacture, the latest 3d-printers are used. 'With lasers, we produce layer by layer arbitrary three dimensional geometries' Hannes Walter, CEO, explains the novel procedure. Thus, the EARTH-White Lamp makes the natural contour lines of the landscape visible in polyamide. A brushed aluminium frame spans the unique section of the earth. Equipped with an energy saving ring bulb, the EARTH-White Lamp provides a comfortable atmosphere in the rooms of its designers.

After CASSIUS – a lampshade that is boxed into form by the consumer – EARTH-White is Fluid Forms' second inventive design interface for creating unique and emotionally touching lights. The EARTH-White Lamp makes a perfect personalized gift to remember a special place.

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<sup>1</sup> watch the EARTH-White Lamp growing: <http://www.youtube.com/watch?v=7D3evEzgyI0>

## About Fluid Forms

Fluid Forms was founded in 2005 as an innovative label. On the platform [www.fluid-forms.com](http://www.fluid-forms.com) everybody can design individual and functional design objects – without any special knowledge and additional software installations. With the easy-to-use software of the company, consumers become part of the whole product design in a revolutionary way.

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