

**PLEASE WAIT**

Design by SHIGEAKI ASAHARA

# TOKIO

LAMP

PRESS RELEASE SEPTEMBER 2020



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## REDISCOVERING AN ICON – THE TOKIO LAMP

The Tokio Lamp was born in 1980 as one of the last products released by the renowned design company Stilnovo. For decades, the lamp by Japanese designer Shigeaki Asahara seemed forgotten, until Creative Director of PWTBS, Thomas Ibsen, rediscovered the sculptural design in a book and couldn't let go of its potential.

Asaharas design is both classic and elegant with a great sense of functionality and flexibility. The Tokio Lamp features a mailbox-like shade supported by adjustable arms, which allow movement in each direction. The lamp was originally selected for Compasso d'Oro, a prestigious Italian design award. It is also part of the permanent collection of the Brooklyn Museum.



While the re-launched lamp essentially has preserved the original design, Please Wait to be Seated updated key features in collaboration with Asahara – adjusting the size, enabling a dimming function for the LED light, as well as adding a spherical dimmer ball giving a more tactile element to its usage. Imparting both adjustable light intensity and adjustable inclination, the Tokio Lamp serves perfectly well as both a work light and a cosy reading lamp.

*»The strict design and cubistic shape of the Tokio Lamp is truly genius. It is both slender and subtle with references to the past, while being contemporary and almost futuristic. The updated size and functional aspect make it a perfect piano lamp, bedside lamp or desk lamp. It is our take on the classic architect lamp«,* explains Thomas Ibsen about the re-launched Tokio lamp.



SHIGEAKI ASAHARA has been working on product design since the early 80s. His work is focused on balancing the technical features of materials with the aesthetic nature of the design process. The key element of his style is the pragmatic idea that movement, and hence the mechanism itself of the product, would lead to something both beautiful and refined, but also intuitive and accessible.

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Product information TOKIO LAMP

## COLOURS

White  
Ash Grey

## MEASUREMENTS

W: 12 cm  
D: 8,5 cm  
H: 56 cm

## MATERIAL

Base and head: Polycarbonates  
Rods: Painted steel

## DESIGN

Shigeaki Asahara

## LIGHT SOURCE:

Dimmable LED 4,5 watt

## PRICE EXCL. VAT

270 €

## PRICE INCL. DK VAT

2.495 DKK



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[LINK FOR HIGH-RES IMAGES](#)  
[AND PRESS KIT PRESS HERE](#)

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