

FIFTY-FIFTY WALL

DESIGN BY SAM WELLER



HAY

- FIFTY-FIFTY WALL -

FIFTY-FIFTY WALL

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.

This largest and latest addition to the Fifty-Fifty family, the wall-mounted lamp uses most of the same components as the rest of the family, with configurable aluminium components and robust steel wall brackets and counter weight. The extruded cantilever arm is easy to tilt and pivot, featuring a touch-sensitive dimmer switch for precisely positioning and controlling the integrated LED light source. The Fifty-Fifty Wall lamp is suitable for using in offices, public spaces, and private homes.



SAM WELLER

Sam Weller is a British designer, born in Bath (UK) in 1985. With a background in Industrial Design and Engineering, Sam went on to study at the Royal College of Art in London, graduating in 2012 with a Master of Arts in Design Products. He later joined a small London-based workshop space to begin cultivating his own ideas and developments. To date, he has lived, studied and worked around the world in the UK, US and Asia, and now resides in Copenhagen, Denmark. Sam's design work aims to be timeless and honest, focusing on a pared-back aesthetic that reflects a product's material selection and function. For HAY, he has designed the Fifty-Fifty Table, Floor and Wall Lamp.





- FIFTY-FIFTY WALL -

MATERIALS

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

WALL BRACKET / Machined steel wall bracket and counterweight

CORD / Silicone cable

TOUCH STEP DIMMER

COLOURS



SOFT BLACK

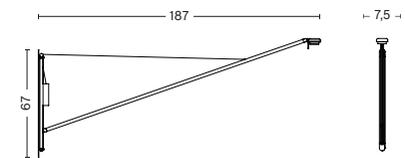


CREAM WHITE

LIGHT SOURCE

INTEGRATED LED, 7,7W 700lm 3100K Cool White

DIMENSIONS



W7,5 X D187 X H67

PRICES

Please see separate Lighting News price sheet



- FIFTY-FIFTY WALL -

Please use below link to download packshots, lifestyle photos and other sales material of Fifty-Fifty Wall

Image Bank

Please use below link for order placement and further information

[HAYb2b.com](https://www.hay.com)

HAY

www.hay.com

