

SEEDDESIGN

2019 / 20

INTRICATE SIMPLICITY

SEEDDESIGN creates lighting from a perplexingly straightforward point of view. Minus the superfluous fuss and the expendable features we are reduced down to the bare bones with a most practical of approaches. This is our complicated journey to achieve something so timelessly simple.

SEEDDESIGN

2019 / 20

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SEED LIGHTING DESIGN CO.,LTD.
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**We do not follow trends, we follow people.
We do not create lighting, we create happiness.
We do not light up houses, we light up dreams.**





SEEDDESIGN

SEEDDESIGN has been a pioneer in lighting design since as early as 1991. The name SEED stands for Simplicity, Elegance, Eternity, and Delight. The Simplicity embraces sophistication in not only thought but workmanship as well. Minus the excessive features, or superfluous decorations, our sculptural approach is reduced to a classic and postmodern design iconography. As far as the user is concerned, SEEDDESIGN products always encompass smart features that allow the user to cleverly and very swiftly interact with the lighting. Thanks to the extraordinary craftsmanship paired with solid mechanical engineering, SEEDDESIGN is able to create intriguing yet practical illuminations that cater well to both residential as well as commercial spaces. Every piece is an art piece of its own. Every product is produced under the strictest degree of standards, and every piece is made with the most genuine of passions. SEEDDESIGN aspires to light up the joys in your life, and we desire to challenge your innermost perceptions.

DESIGNERS



Chen, Chao Cheng
陳昭成

ARCHER/ CASTLE/ DOME/ MIST
MOAI/ LALU+/ PLANET



Li, Hui Lun
李慧倫

CARRY/ CONCOM/ NUMEN
LING/ QIN/ ZHE



Dou, Ye Cin
都業勤

FUJI



Wang, Chung Cheng
王崇政

SALUTE



Kuo, Keng Dian
郭庚典

MUMU/ SOL



Chang, Ting Ting
張婷婷

DORA

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APOLLO

The simple yet eye-catching APOLLO aims to make a big impression in space. The huge shade embraces and sheds the light at the same time, while the LED module is integrated behind the metal cap, preventing the light from being visible and causing glare. This collection comes available in pendant and floor lamp variations. The floor lamp is married with wooden tripods along with a touch-dimmer device, allowing users to enjoy flexible modes similar to the idiosyncrasies found in natural light.



CASTLE MUSE

A term derived from Greek mythology, Muses were nine goddesses, that symbolized the greatest of arts and sciences. Today a Muse is defined as a person or object who is the source of inspiration for a creative artist. SEED Design has brought a spark of ingenuity and created our very own MUSE. The MUSE desk lamp serves as the light of your life. It can turn on by a simple flick of a switch. Crafted with a combination of opal glass and concrete, the lamp is stunning even in its simplest state.



FUJI

Impressed by respect and love for FUJI mountain in Japanese culture, our designer poetically characterized the FUJI. To express the mild impression, she utilizes a spherical opal glass to interpret the rising sun. Moreover, concentrated downward illumination meets the needs of work purpose. With a high CRI>90 LED source, the FUJI emits splendid amount of lighting, emulating the great powers of sunlight. With such high capabilities, impressively FUJI can also provide for a soft luminous performance with the diffuser beneath. Complementing the overall design, the delicate shade prevents direct glare, and provides for a smooth touch. With multiple choices of finish color and composition, FUJI is able to customize various lighting solution, showing true concept of modern lighting: perfect adaptability to every space.



LING

LING is a harmonious mingle of minimalism and nostalgia design which is inspired by patterned metal-fence used to be built around balconies and windows in early Taiwan. The copper/ brass glow elegantly connects glass and metal shade. Through inner reflection of embedded LED light source, the adorable lamp impressively creates double ambience in one single fitting.



MUMU

Designer Dian has been mastering the artistry of woodworking for years. He's always had an appreciation towards the organic nature the material exhibits. In the MUMU pendant, he utilizes the coolness of metal married with an LED light source, and counter-balances this with the warmth of the wood on both ends of the pendant. The MUMU is available in two versions: Matt White with Beech and Matt Black with Walnut.



SOL

SOL collection is low-key design with elaborate consideration, consists of pendant, table lamp and even bow lamp type. SOL's ring-like lampshade is finely affixed to a metallic luster balance bar, demonstrating the definition of understated luxury. The adjustable ring tilt allows the pendant to function almost like a planet floating on a track of stars. Invisible LED strip makes the light source impeccable, with a gradual dimming capability, rendering it possible for you to re-create your own personal sunrise and sunset.

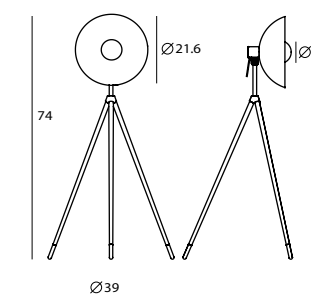
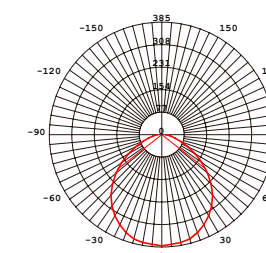
NEW LAUNCHES

APOLLO 阿波羅

By Chen, Chao Cheng, 2017

The simple yet eye-catching APOLLO aims to make a big impression in space. The huge shade embraces and sheds the light at the same time, while the LED module is integrated behind the metal cap, preventing the light from being visible and causing glare. This collection comes available in pendant and floor lamp variations. The floor lamp is married with wooden tripods along with a touch-dimmer device, allowing users to enjoy flexible modes similar to the idiosyncrasies found in natural light.





Apollo Floor
SLD-3655MFTE
LED 17W (2700K, CRI 90, 1360lm)
Shade rotatable
Adaptor driver
Touch dimmer
Black textile wire

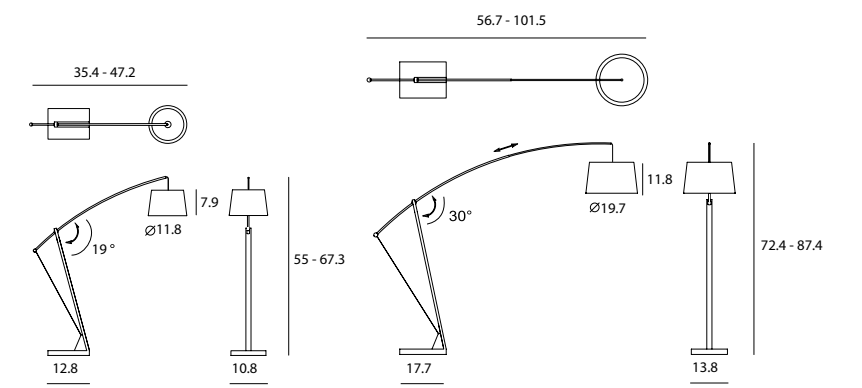
Materials : aluminum, wood
Color : matt black + copper cap + wood tripod

ARCHER 射手座

By Chen, Chao Cheng, 2012



ARCHER is one of the brightest constellations in a summer night. The solid bow arm is constructed with zelkova wood. Beech is a fine grained woods from the Elm family. Its design resonate a combative spirit. The bowstring is conveniently created for easy adjustment in the lamps arm. Its base is solidly constructed with metal. A centaur is always depicted with head, arms, and torso of a human, and body and legs of a horse. He is an elegant and wise archer who can be a reliable guardian.



Archer Floor
SQ-703FR
E26 1 x Max 60W
In-line on/off switch
Black textile cord

Materials : fabric, steel, beech
Color : Beech + matt black
Remark : w/o diffuser

Archer Floor Mega
SQ-603FLR
E26 3 x Max 60W
In-line on/off switch
Black textile cord

Materials : fabric, steel, beech, acrylic (diffuser)
Color : Beech + matt black
Remark : w/ diffuser



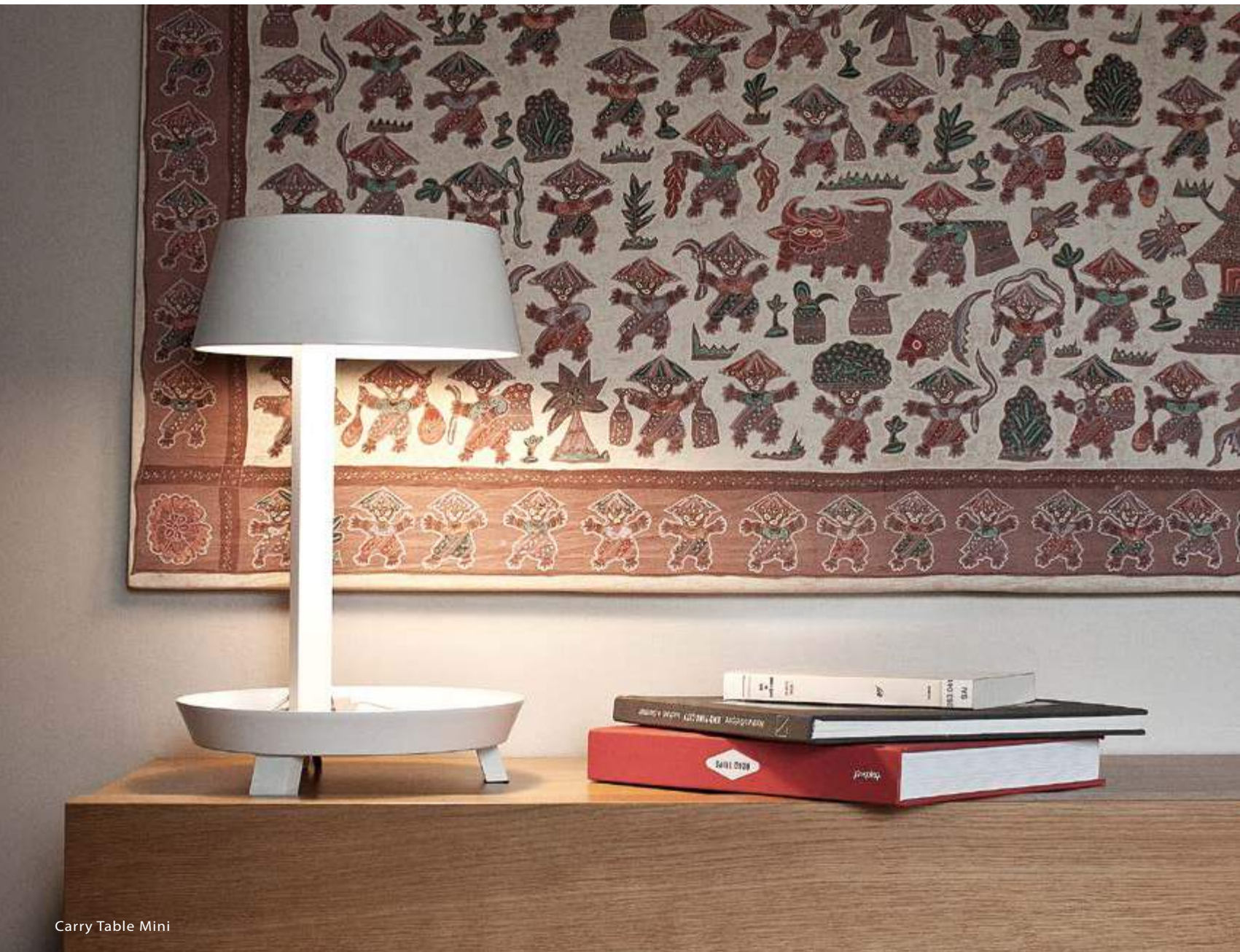
Carry Floor



Carry Table

CARRY marries utility with design. Not only is the CARRY chic enough to spruce up any space it also serves as a great light source, it is strategically designed with a plate to hold daily essentials such as keys and coins. The CARRY helps you achieve meticulous order in a fast paced society, a must-have for any modern lifestyle. The lamp comes equipped with a USB adapter, specially designed for our technology enriched way of life.

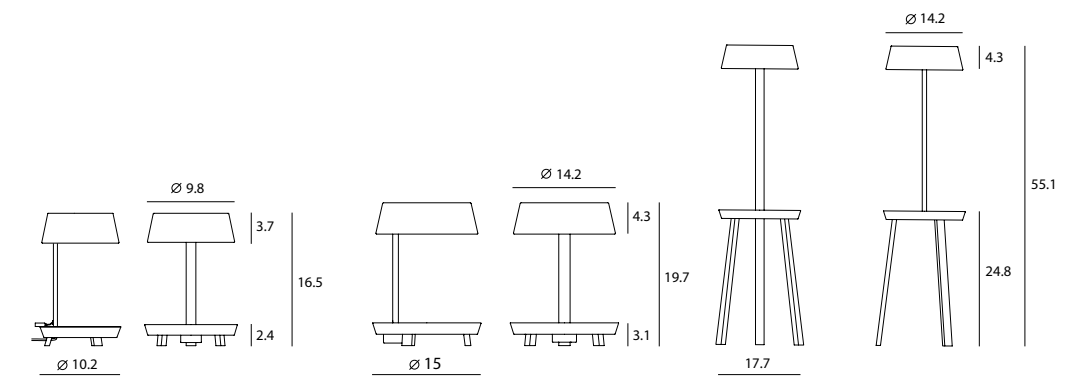




Carry Table Mini



Carry Table Mini



Carry Table Mini
SQ-6353MDU
E26 1 x Max 60W
On/off rocker switch
USB charger

Materials : steel, beech
Color :
matt black + red tray w/ red textile cord
matt white + beech tray w/ black textile cord

Carry Table
SQ-6350MDU
E26 2 x Max 60W
On/off push switch
USB charger

Materials : steel, beech
Color :
matt black + red tray w/ red textile cord
matt white + beech tray w/ black textile cord

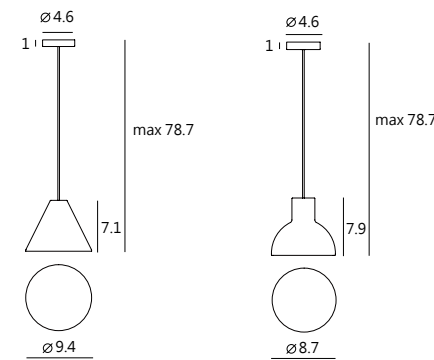
Carry Floor
SQ-6350MFU
E26 2 x Max 60W
On/off push switch
USB charger

Materials : steel, beech
Color :
matt black + red tray w/ red textile cord
matt white + beech tray w/ black textile cord



CASTLE FAMILY

The concrete- made CASTLE lamps has took two years on plenty of studies and trials. In 2008 we were proud to be the pioneer of presenting this much welcomed collections. Ever since its first launch, the CASTLE has been an iconic family among all products. It comes with multiple choices in pendants, and wall lamp for outdoor (IP65).



Castle Pendant Cone
SQ-185CP
E26 1 x Max 77W
Gray textile wire

Materials : concrete, aluminum
Color : concrete
Canopy : chrome

Castle Pendant Bell
SQ-3164CP
E26 1 x Max 77W
Ribbed reflector
Gray textile wire

Materials : concrete, aluminum
Color : concrete
Canopy : chrome

CASTLE Pendant CONE XS / CASTLE Pendant CONE S / CASTLE Pendant BELL XS / CASTLE Pendant BELL S

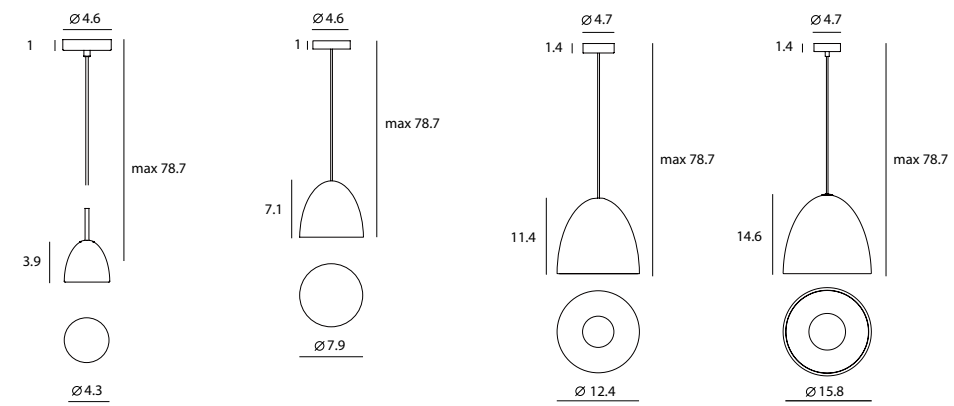


CASTLE Pendant XS



Castle Pendant M

Photo Credit : More-in Interior Design

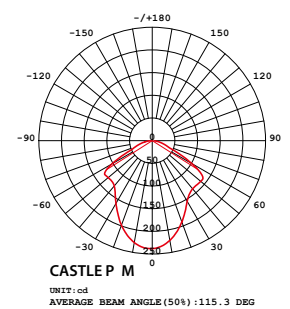


Castle Pendant XS
 SG-623CP
 G9 1 x Max 35W
 Gray textile wire
 Materials : concrete, aluminum
 Color : concrete
 Canopy : chrome

Castle Pendant S
 SQ-7131CP
 E26 1 x Max 100W
 Ribbed reflector
 Gray textile wire
 Materials : concrete, aluminum
 Color : concrete
 Canopy : chrome

Castle Pendant M
 SQ-7132CP
 E26 1 x Max 100W
 Ribbed reflector, bulb cover
 Gray textile wire
 Materials : concrete, steel,
 aluminum
 Color : concrete
 Canopy : chrome

Castle Pendant L
 SQ-7133CP
 E26 1 x Max 77W
 Ribbed reflector, bulb cover
 Gray textile wire
 Materials : concrete, steel,
 aluminum
 Color : concrete
 Canopy : chrome



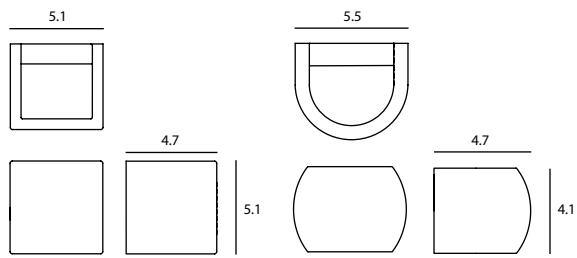


Castle Wall R LED

Photo Credit : More in Interior Design



Castle Wall S LED Outdoor

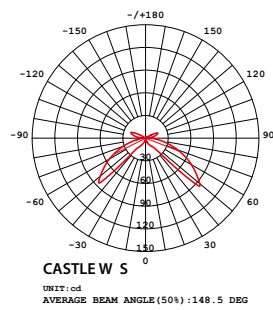


**Castle Wall S
LED OUTDOOR** IP65
SLD-7033CWO
LED 1 x 5W (3000K, CRI 90, 440lm)
built-in non-dimmable driver

Materials : concrete, steel
Shade color : concrete
Canopy : shiny white

**Castle Wall R
LED OUTDOOR** IP65
SLD-7034CWO
LED 1 x 5W (3000K, CRI 90, 440lm)
built-in non-dimmable driver

Materials : concrete, steel
Shade color : concrete
Canopy : shiny white



CASTLE ROCK 浮岩

By Li, Hui Lun, 2016



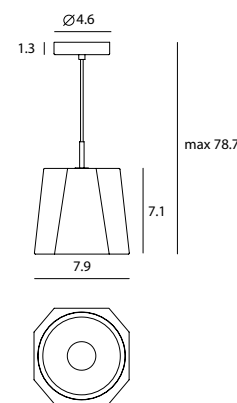
CASTLE SWING 搖曳

By Li, Hui Lun, 2016



Castle Pendant Swing S

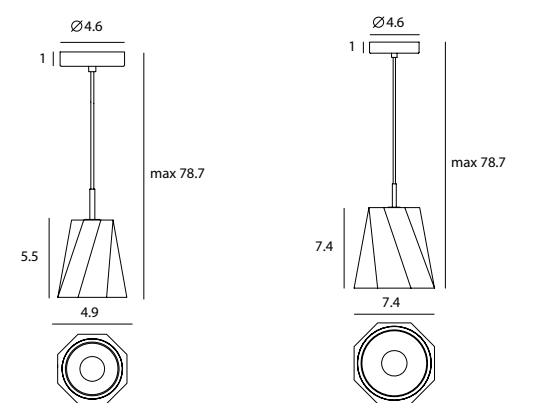
The CASTLE Rock's faceted concrete shade is a geometric representation of what is found in nature. The matt concrete exterior is contrasted by a metallic interior which reflects and amplifies the down-cast light providing a soft illumination.



Castle Pendant Rock
SQ-2321CP
E26 1 x Max 60W
Gray textile wire

Materials : concrete, aluminum
Color : concrete
Canopy : chrome

"One, two, three; one, two, three" Inspired by the movement of a dancing women's dress, the CASTLE Swing- propels a solid concrete shade to move. A simple twist in the shape gives an otherwise heavy material a lightness that evokes a sense of song and dance.

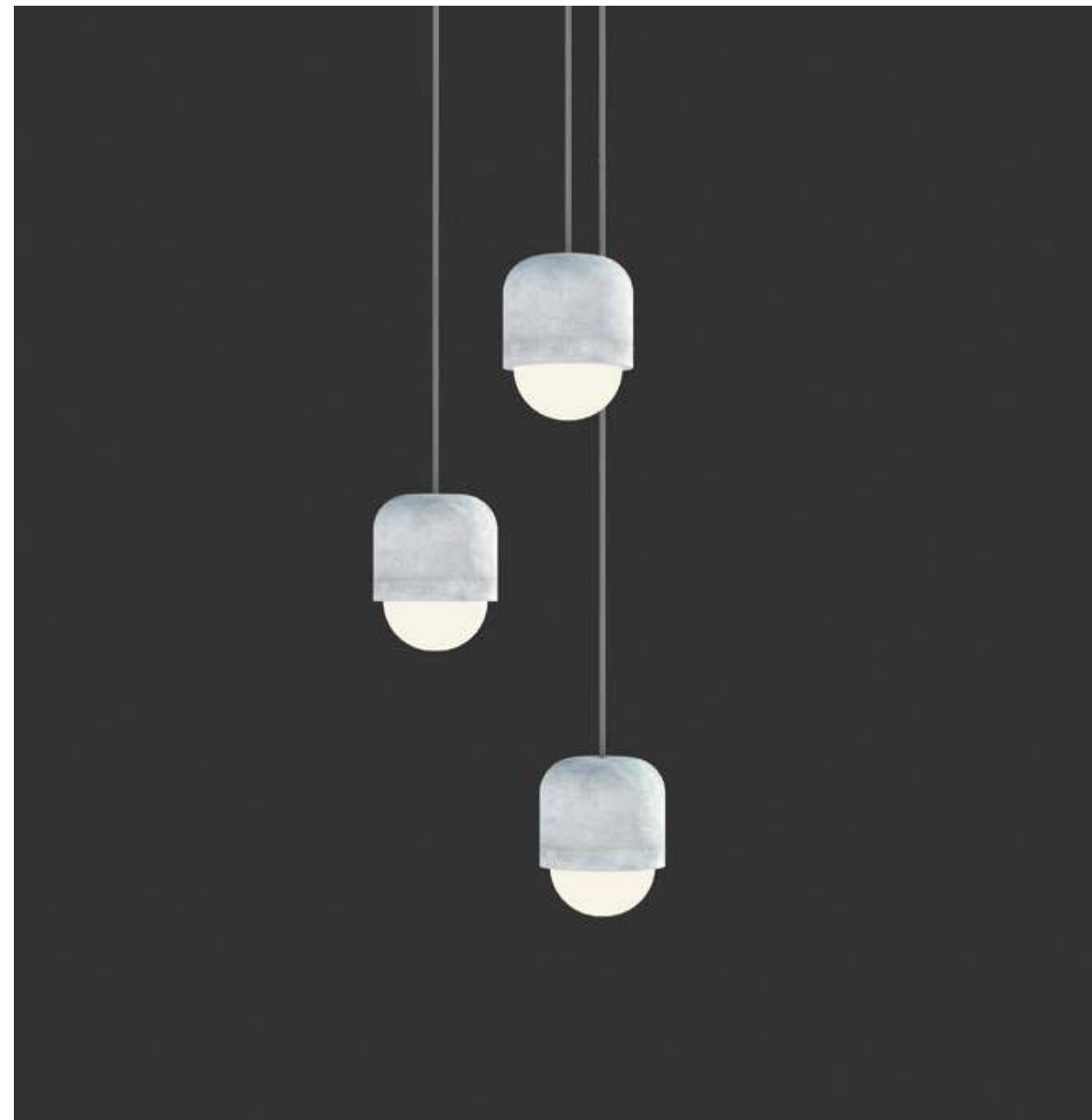


Castle Pendant Swing XS
SQ-1251CP
E12 1 x Max 25W
Gray textile wire

Materials : concrete, aluminum
Color : concrete
Canopy : chrome

Castle Pendant Swing S
SQ-1252CP
E26 1 x Max 60W
Gray textile wire

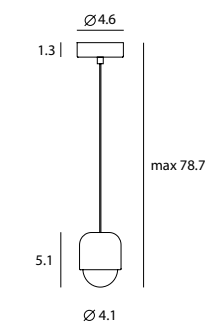
Materials : concrete, aluminum
Color : concrete
Canopy : chrome



CASTLE MUSE 繆思

By Chen, Chao Cheng, 2018

A term derived from Greek mythology, Muses were nine goddesses, that symbolized the greatest of arts and sciences. Today a Muse is defined as a person or object who is the source of inspiration for a creative artist. SEED Design has brought a spark of ingenuity and created our very own MUSE. The MUSE desk lamp serves as the light of your life. It can turn on by a simple flick of a switch. Crafted with a combination of opal glass and concrete, the lamp is stunning even in its simplest state.



Muse Pendant
 SLD-1012P
 LED 1 x 6.5W (3000K, CRI 90, 550lm)
 Built-in dimmable driver
 Gray textile wire

Materials : concrete, Frosted glass
 Color : concrete
 Canopy : chrome

CASTLE MERMAID 花嫁

By Li, Hui Lun, 2016

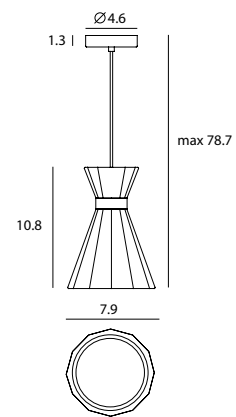
Inspired by evening gowns of the same name, the Mermaid pendants silhouette has captured the flowing movement of fabric in solid concrete. The Mermaid remains strong with an accent of metal defining the shade, while lending a softer and more feminine shape to the Castle series.



concrete +
matt brass ring

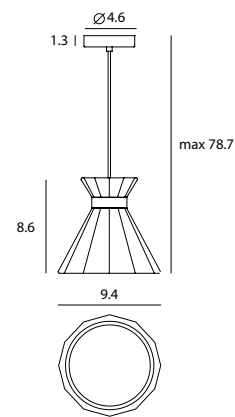


concrete +
satin ring



Mermaid Pendant S
SQ-7121CP
E26 1 x Max 60W
Gray textile wire

Materials : concrete, steel, aluminum
Color : concrete + matt brass ring
concrete + satin ring
Canopy : same as ring color



Mermaid Pendant L
SQ-7122CP
E26 1 x Max 60W
Gray textile wire

Materials : concrete, steel, aluminum
Color : concrete + matt brass ring
concrete + satin ring
Canopy : same as ring color



COMCON 相伴

By Li, Hui Lun, 2009

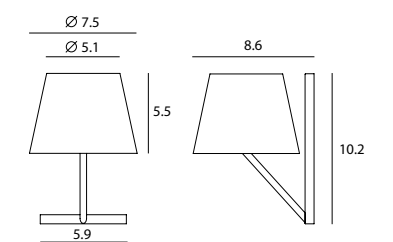
Light and shadow are twins. Together with each other they emit fascinating changes within spaces. The design concept comes from the idea of companionship. It is believed to be the best virtue among families, and we do hope this gift reminds you of treasuring precious moments that taking place at every home.



matt black



matt white

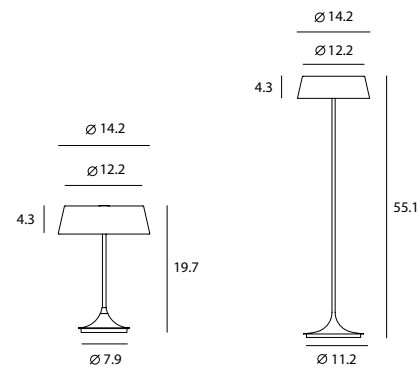


Concom Wall
SQ-513MW
E12 1 x Max 30W

Materials : steel
Color : matt black / matt white
Canopy : same as shade color



CHINA epitomizes an oriental spirit, an elder with infinite wisdom. CHINA features an impressive oil-bronzed finish with brushed copper edge. It intelligently comes with a spinning switch. Turn the base on and you will find a subtle light spinning. It is singing and celebrating the chords of the Eastern spirit.

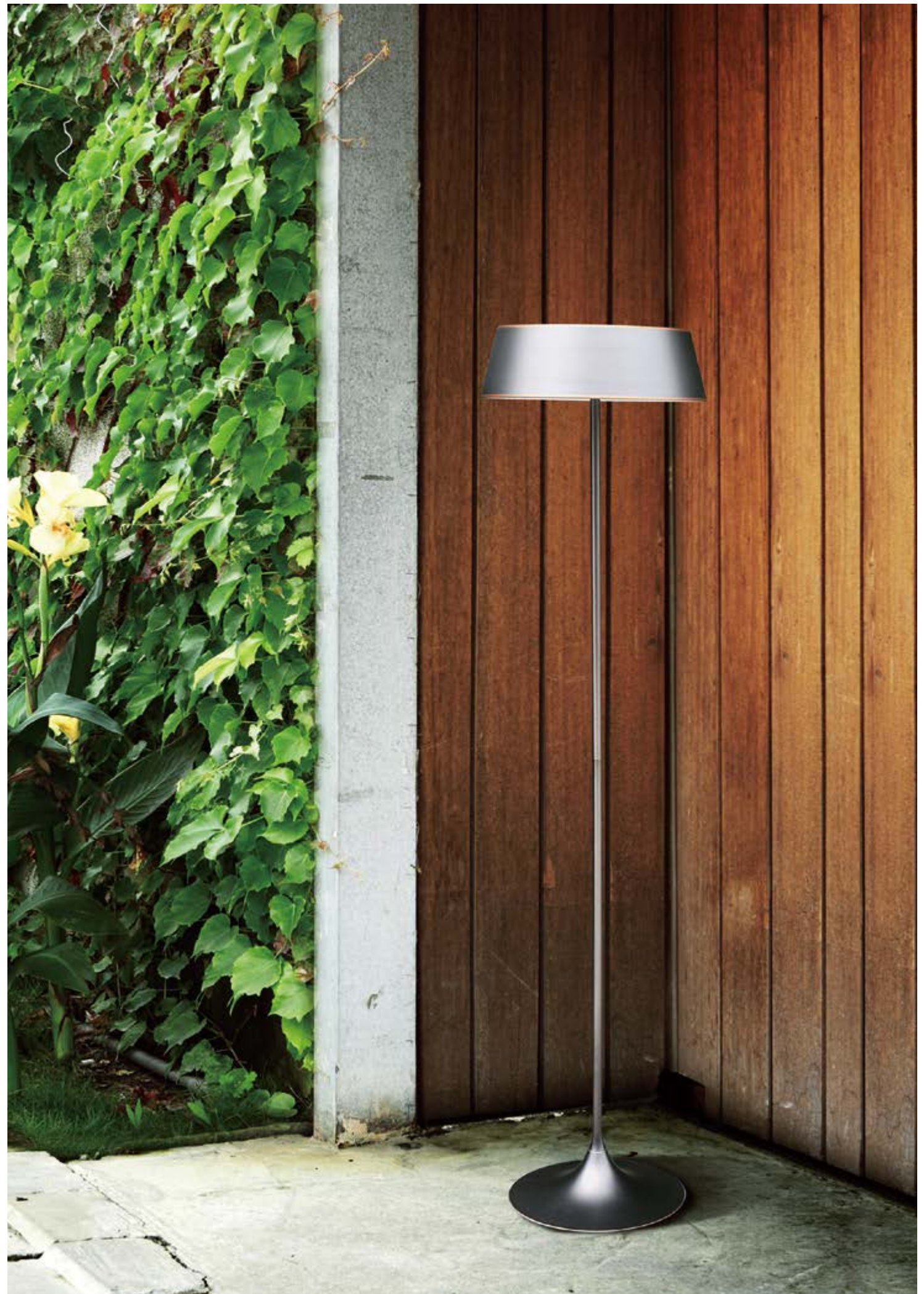


China Table
SQ-6350MDJ-1
E26 2 x Max 60W
Patent DJ on/off switch
Black textile cord

Materials : steel
Color : oil bronze

China Floor
SQ-6350MF-1
E26 2 x Max 60W
In-line on/off switch
Black textile cord

Materials : steel
Color : oil bronze





CHINA LED 閣

By Chen, Chao Cheng, 2017

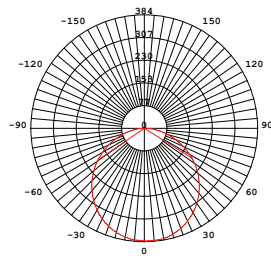
An iconic SEED design, the CHINA LED brings a classic shape into the new millennium. With a patented spinning DJ switch and immaculately crafted metal body the CHINA LED is a harmonious blend of new and old, making it a suitable lighting solution for both modern and traditional spaces.



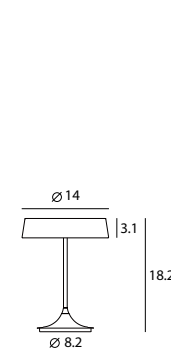
matt black



matt brass shade + matt black

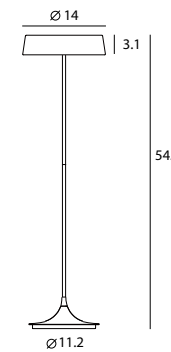


CHINA P
UNIT:cd
AVERAGE BEAM ANGLE(50%):113.9 DE G



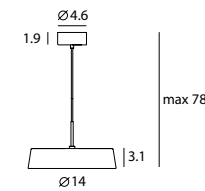
China LED Table
SLD-6354MDJ
LED 1 x 18W (2700K, CRI 90, 1900lm)
Adaptor driver
Patent DJ dimmer
Black textile cord

Materials : steel
Color : matt black /
matt brass shade
+ matt black base & tube



China LED Floor
SLD-6354MFE
LED 1 x 18W (2700K, CRI 90, 1900lm)
Adaptor driver
Foot dimmer
Black textile cord

Materials : steel
Color : matt black /
matt brass shade
+ matt black base & tube



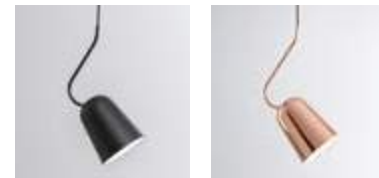
China LED Pendant
SLD-6354MP
LED 1 x 20W (2700K, CRI 90, 1900lm)
Built-in dimmable driver
Black textile wire

Materials : steel
Color : matt black /
matt brass
Canopy : same as shade color

DODO 嘟嘟鳥

By Chen, Chao Cheng, 2013

Drawing back fondest memories to a character in the Alice in the Wonderland fairytale, Dodo the birds' appearance is comical yet beautiful. Inspired by his whimsical body shape, Dodo is undoubtedly the best demonstration of natural simplicity. Equipped with dip switch, the Dodo light can light up anyone's courage and adventurous mind. In addition, its adjustable shade provides ample covering and tilts at whatever angle your heart desires. Time to light a bright world of your own! Meet Dodo.



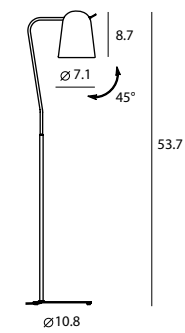
matt black

copper



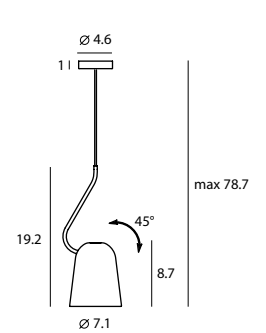
shiny white

chrome



Dodo Floor
SQ-218FR
E26 1 x Max 60W
Shade rotatable
Dip switch
Black textile cord

Materials : steel
Color : matt black



Dodo Pendant
SQ-218PS
E26 1 x Max 60W
Shade rotatable
Black textile wire

Materials : steel
Color : copper / chrome / matt black / shiny white
Canopy : same as shade color



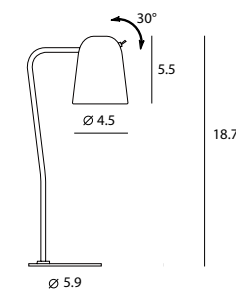
Catering to smaller scaled spaces, the DOBI offers a more petite version of the ever so popular DODO. Besides scaling down in size, the DOBI remains true to much of the original DODO features such as the incorporation of a dip switch, elongated dome shape, and adjustable shade. For those with a tight space to work with, but unwillingness to compromise on style, the DOBI is a must have.



copper +
matt black

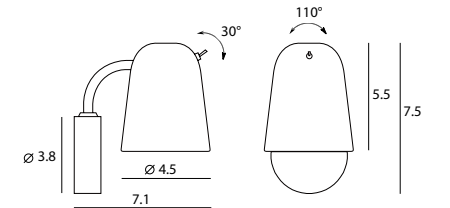


shiny white +
matt brass



Dobi Table
SQ-2181D
E12 1 x Max 30W
Shade rotatable
Dip switch
Black PVC cord

Material: steel
Color: shiny white shade & base + matt brass tube
copper shade + matt black base & tube



Dobi Wall
SQ-2181W
E12 1 x Max 30W
Shade rotatable
Dip switch

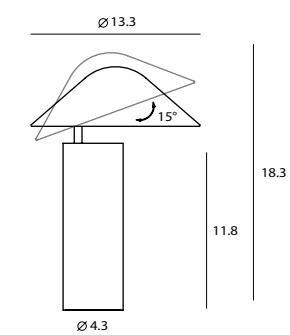
Material: steel
Color: shiny white shade & canopy + matt brass tube
copper shade + matt black tube & canopy



DAMO 達摩

By Chen, Chao Cheng, 2013

A legendary wise man named Bodhidharma spent nine years in quest to uncover the truth to Buddhism. He was so strong-minded that nothing could challenge his determination. In reverence to the legendary sage, we would like to demonstrate his dynamic spirit and unwavering attitude. We hereby unveil DAMO. DAMO not only crafts a sense of serenity it also instills utmost vitality through its brightness, clarifying your innermost thoughts when needed.



Damo Table Simple
 SQ-339MDRS-1
 E26 1 x Max 60W
 Shade rotatable
 On/off push switch
 Black textile cord

Materials : steel
 Color : copper / chrome / matt black / matt white



copper



matt black



chrome



matt white



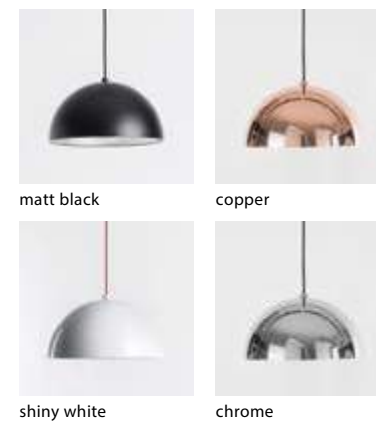
DOME 蒼穹

By Chen, Chao Cheng, 2005

DOME fuses simplistic ideologies with precise craftsmanship. Balanced with a classic silhouette, the DOME features a vast lampshade embedded with a swirling aluminum reflector to soften the illuminance. Apart from that, in order to avoid the uncomfortable experience caused by glare, there is an easy-to-turn cover beneath the bulb. DOME goes well in both residential and commercial areas.

Photo Credit : Newroid Design

Dome Pendant L

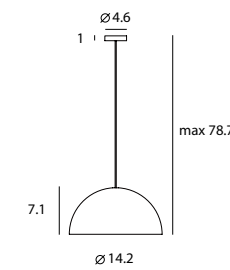


matt black

copper

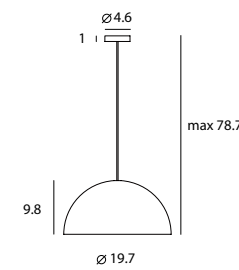
shiny white

chrome



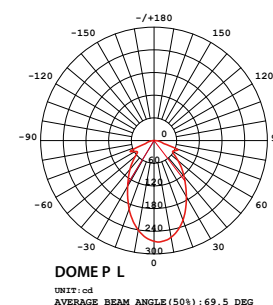
Dome Pendant M
SQ-360MP
E26 1 x Max 77W
Ribbed reflector, bulb cover

Materials : steel, aluminum
Color: copper w/ black textile wire
chrome w/ black textile wire
matt black w/ black textile wire
shiny white w/ red textile wire
Canopy : same as shade color



Dome Pendant L
SQ-3650MP
E26 1 x Max 100W
Ribbed reflector, bulb cover

Materials : steel, aluminum
Color: copper w/ black textile wire
chrome w/ black textile wire
matt black w/ black textile wire
shiny white w/ red textile wire
Canopy : same as shade color



DOME P L
UNIT: cm
AVERAGE BEAM ANGLE (50%): 69.5 DEG



DORA 朵拉

By Chang, Ting Ting, 2015

Our DORA collection is Oh So Chic! Our up-and-coming young designer, Ting, drew the inspiration from her childhood. She wanted to create a collection that was versatile, interactive, and fun. With DORA, end users can really be a child again. Have fun with the collection and hang it individually or in a cluster, in whatever position your heart desires. Combined with cutting edge technology, the DORA is embedded in a CRI 90 LED luminance that gently distributes the light. We conveniently offer three suspension methods: pendant, chandelier, and circular suspension.



Dora Pendant PL5



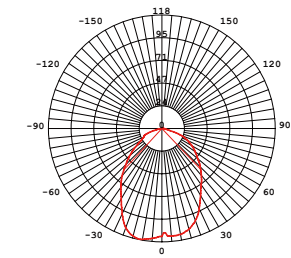
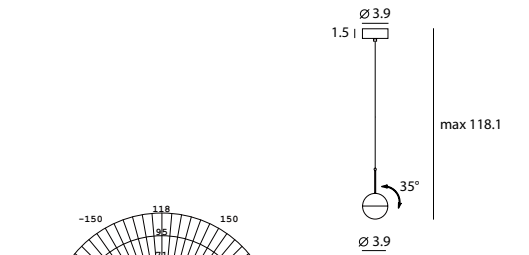
matt black

copper



shiny brass

chrome



DORA P1
UNIT:cd
AVERAGE BEAM ANGLE(50%):86.3 DE G

Dora Pendant
SLD-1010P
LED 1 x 6.5W (3000K, CRI 90, 550lm)
Shade rotatable
Built-in dimmable driver
Black PVC wire

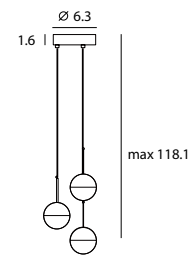
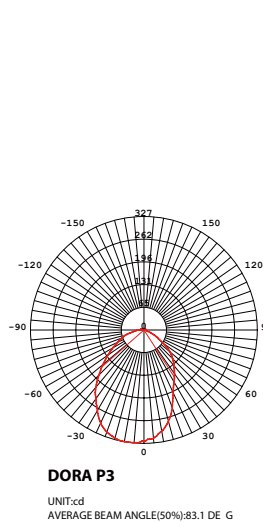
Materials : steel, clear glass
Color : copper / shiny brass /
chrome / matt black
Canopy : matt black



Photo Credit : Fayi Interior Design

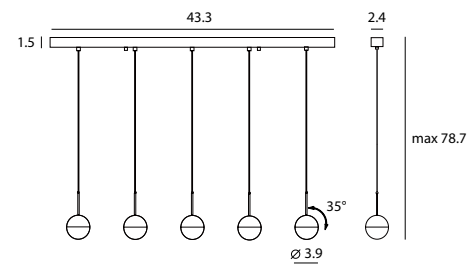
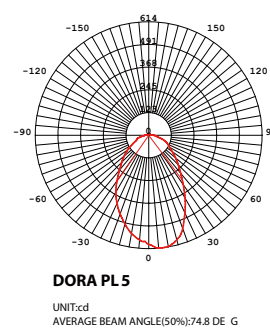


Photo Credit : Uz-Design



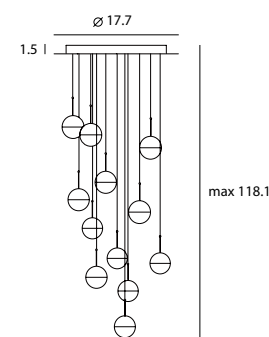
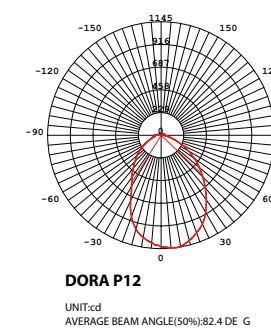
Dora Pendant P3
SLD-1010P3
LED 3 x 6.5W (3000K, CRI 90, 1650lm)
Shade rotatable
Built-in dimmable driver
Black PVC wire

Materials : steel, clear glass
Color : copper / shiny brass / chrome / matt black
Canopy : matt black



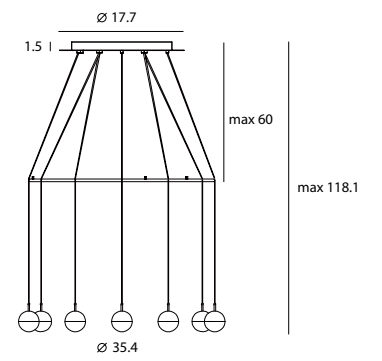
Dora Pendant PL5
SLD-1010PL5
LED 5 x 6.5W (3000K, CRI 90, 2750lm)
Shade rotatable
Built-in dimmable driver
Black PVC wire

Materials : steel, clear glass
Color : copper / shiny brass / chrome / matt black
Canopy : matt black



Dora Pendant P12
SLD-1010P12
LED 12 x 6.5W (3000K, CRI 90, 6600lm)
Built-in dimmable driver
Black PVC wire

Materials : steel, clear glass
Color : copper / shiny brass / chrome / matt black
Canopy : matt black



Dora Pendant PC 12
SLD-1010PC12
LED 12 x 6.5W (3000K, CRI 90, 6600lm)
Built-in dimmable driver
Ring height adjustable
Black PVC wire

Materials : steel, clear glass
Color : copper / shiny brass / chrome / matt black
Canopy : matt black

Bespoke Large Multi-tiered Chandelier



FUJI 富士

By Dou, Ye Cin, 2018

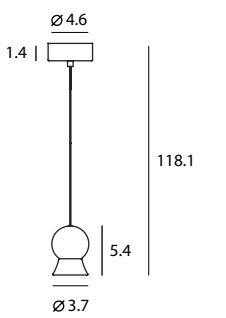
Impressed by respect and love for FUJI mountain in Japanese culture, our designer poetically characterized the FUJI. To express the mild impression, she utilizes a spherical opal glass to interpret the rising sun. Moreover, concentrated downward illumination meets the needs of work purpose. With a high CRI>90 LED source, the FUJI emits splendid amount of lighting, emulating the great powers of sunlight. With such high capabilities, impressively FUJI can also provide for a soft luminous performance with the diffuser beneath. Complementing the overall design, the delicate shade prevents direct glare, and provides for a smooth touch. With multiple choices of finish color and composition, FUJI is able to customize various lighting solution, showing true concept of modern lighting: perfect adaptability to every space.



matt opal + matt black

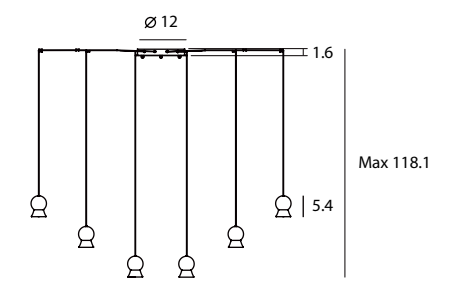


matt opal + matt brass



FUJI Pendant
 SLD-1011P
 LED 1 x 8.5W (3000K, CRI 90, 550lm)
 Built-in dimmable driver
 Black PVC wire

Materials : mouth-blown glass, steel
 Color : matt brass/ matt black
 Canopy : black



FUJI Pendant P12
 SLD-1011PF12
 LED 12 x 7W(3000K, CRI 90, 6600lm)
 Built-in dimmable driver
 Black PVC wire
 With hooks

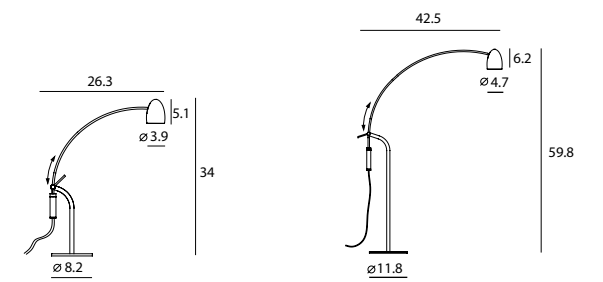
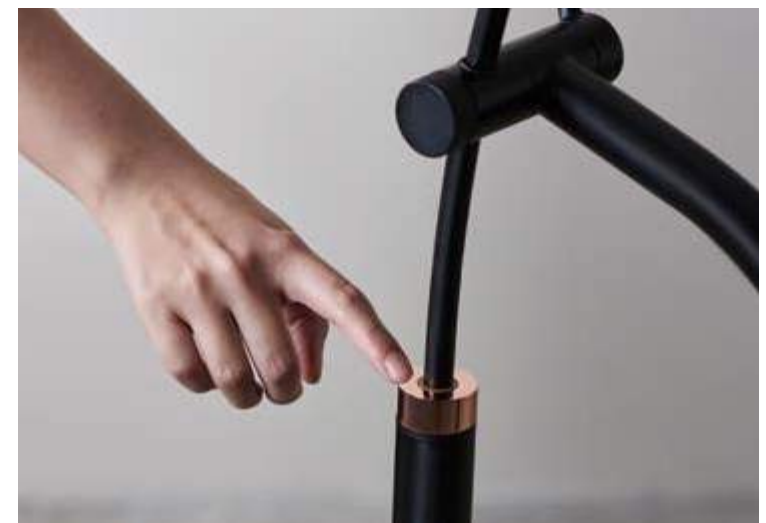
Materials : mouth-blown glass, steel
 Color : matt black
 Canopy : black



HERCULES 海克力士

By Chen, Chao Cheng & Li, Hui Lun, 2017

The HERCULES series was launched as tribute to the strong, courageous character of Greek mythology. Featuring brilliant mechanical structures while maintaining the essential spirit of design, the HERCULES provides a stunning balance between form and function. Users can turn on and dim the LED light via a swirling switch, adjust the rotating shade and create a perfectly placed arc with the simple move of a lever. The HERCULES is strong yet flexible enough to fit your specific lighting needs.



Hercules Table
 SLD-79DTE
 LED 8.6W (3000K, CRI 90, 730lm)
 Shade rotatable
 Arm adjustable
 Touch dimmer switch
 Black textile cord

Material : steel
 Color : copper shade + matt black body

Hercules Floor
 SLD-791FTE
 LED 12W (3000K, CRI 90, 1020lm)
 Shade rotatable
 Arm adjustable
 Touch dimmer switch
 Black textile cord

Material : steel
 Color : copper shade + matt black body



HELIO 日寰

By Chen, Chao Cheng, 2016

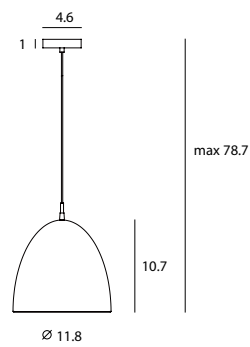
HELIO pendant gently keeps the illuminance flowing through its oval shade. Sleek cone-shaped pendant, HELIO, provides for a very modern yet straight forward aesthetic. A swirling brushed gold interior and a reflector bulb cover are added features to this pendant. The HELIO really is as alluring from the inside as it is from the outside.



matt black +
brushed apricot gold



matt white +
brushed rose gold



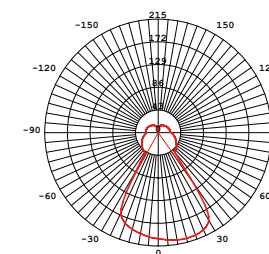
Helio Pendant
SQ-633MP
E26 1 x Max 77W
Ribbed reflector, bulb cover
Black textile wire

Materials : steel
Color : matt white shade + brushed rose gold reflector
matt black shade + brushed apricot gold reflector
Canopy : same as shade color

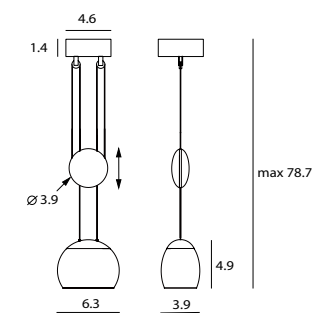
JOJO LED 悠悠

By Chen, Chao Cheng, 2017

With an adjustable height shade inspired by the movement of a Yo-Yo, the JOJO pendant is a traditional shape with modern sensibilities. Lit with an LED bulb, the JOJO casts a gentle, calm illumination through the hand-blown opal shade.



JOJO P
UNIT:cd
AVERAGE BEAM ANGLE(50%)53.0 DE G



Jojo Pendant
SLD-880
LED 9W (2700K, CRI 90, 675lm)
Length adjustable
Built-in dimmable driver
Oval lens
Silver braided wire

Materials : mouth-blown glass, steel
Color : matt opal + copper cap
matt opal + matt brass cap
Canopy : matt white canopy



matt opal +
copper cap



matt opal +
matt brass cap

LAITO 光

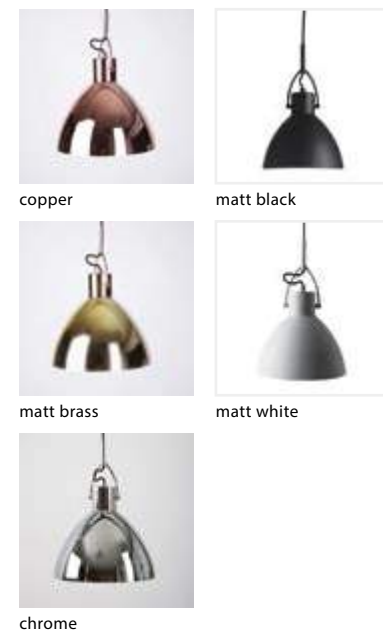
By Chen, Chao Cheng, 2007



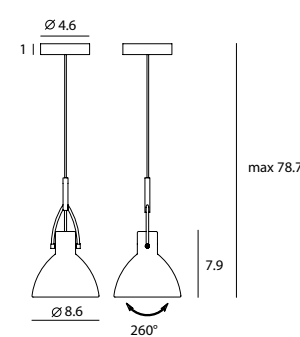
LAITO collection is a tribute to vintage designs. The idea came from "banking lamps" which were largely used in banks back in old days. It has a specialized fishbone-like structure to enhance balance and allow the lampshade to rotate. When you focus on works, LAITO is focusing on you.

LAITO WOOD 沐光

By Chen, Chao Cheng, 2012

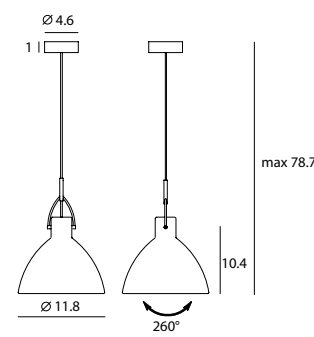


chrome



Laito Pendant M
SQ-8961MP
E26 1 x Max 77W
Shade rotatable
Black textile wire

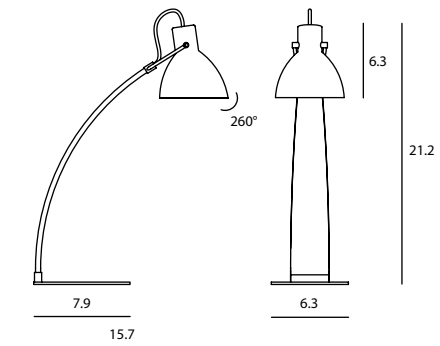
Materials: steel
Color: copper / matt brass / chrome /
matt black / matt white
Canopy: same as shade color



Laito Pendant L
SQ-897MP
E26 1 x Max 77W
Shade rotatable
Black textile wire

Materials: steel
Color: copper / matt brass / chrome /
matt black / matt white
Canopy: same as shade color

LAITO is a recognizable classic. Our modern interpretation incorporates wood elements that embody natural textures and aromas. Electric wires are cleverly concealed in the wooden arch of the lamp, emerging out at the matted metal base. To add a twist of modern, the contrasting cord serves as an interesting element of surprise. LAITO is perfectly sized for small spaces but ready to make a big impact.



Laito Wood Table
SQ-893DWR
E26 1 x Max 60W
Shade rotatable
In-line on/off hand switch

Materials: steel, beech
Color: matt black + red cord
matt gray + orange cord
matt white + turquoise cord



matt black



matt gray



matt white

LAITO MINI 微光

By Chen, Chao Cheng, 2013

The smallest LAITO in the series, the mini wall lamp has inherited the classic streamlined look and flexible functionality of its larger counterparts.

It offers two types to choose. The mini WL version is with an adjustable arm and shade the wall mounted lamp can be perfectly positioned for your task at hand. As with the rest of the LAITO series aesthetic is never compromised by function.



copper



matt black



matt brass



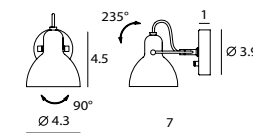
matt white



chrome



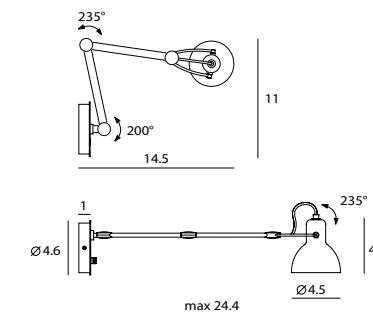
matt black + copper



Laito Mini Wall
SQ-793MWR

E12 1 x Max 30W
Shade rotatable
On/off rotary switch
Black textile wire

Material : steel
Color : copper / matt brass / chrome /
matt black / matt white
Canopy : same as shade color



Laito Mini Wall L
SQ-793MWA

E12 1 x Max 25W
Shade & arm rotatable
On/off rotary switch
Black textile wire

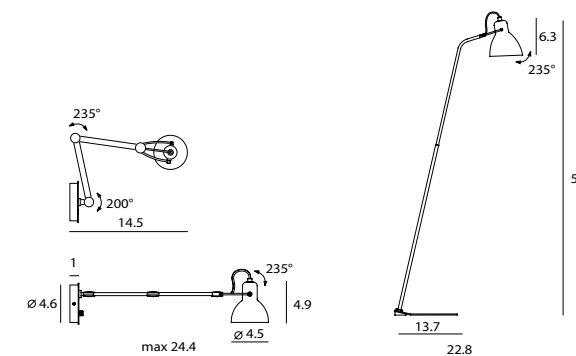
Material : steel
Color : matt black shade + copper arm
Canopy : matt black



LAITO OPAL 玻光

By Chen, Chao Cheng, 2017

In keeping with the LAITO series vintage heritage the LAITO Opal adds softness to the classic, streamlined shape, evoking a subdued glow of years gone by. It can be perfectly positioned for your task at hand. As with the rest of the LAITO series aesthetic is never compromised by function.



Laito Opal Wall L
SQ-793WA
E12 1 x Max 30W
Shade & arm rotatable
On/off rotary switch
Black textile wire

Materials : mouth-blown glass, steel
Color : matt opal shade + matt brass body
Canopy : matt white

Laito Opal Floor
SQ-893FB
E26 1 x Max 46W
Shade rotatable
On/off foot switch
Black textile cord

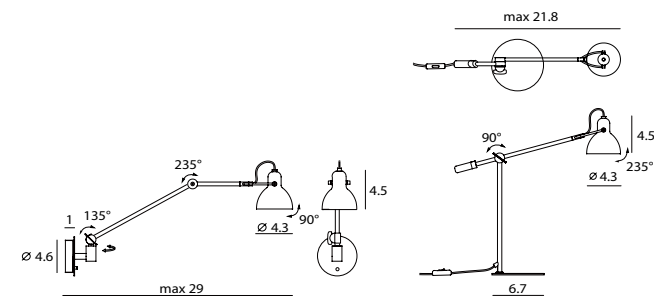
Materials : mouth-blown glass, steel
Color : matt opal shade + matt brass body + matt white base

LAITO GENTLE 紳光

By Chen, Chao Cheng & Wan, Jack, 2017



The LAITO Gentle is inspired by modern gentlemen who is in particular reckoned as properly-dressed, caring for details along with exquisite taste. This is a design of which takes full advantage of the mechanical intelligence and vintage aesthetics. Spinning the rotary switch allows to find the suitable height, together with the lampshade provides a multi-direction adjustment function. It is elegantly matched with refined hues to perform as the best mate every man should keep.



Laito Gentle Wall
SQ-793MWRL
E12 1 x Max 25W
Rotatable shade & arm
On/off rotary switch
Black textile wire

Material : steel
Color : navy blue + copper
Canopy : same as shade color

Laito Gentle Table
SQ-793MDR
E12 1 x Max 25W
Rotatable shade & arm
In-line on/off switch
Black textile cord

Material : steel
Color : navy blue + copper

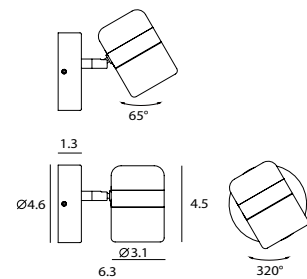




LING 欄

By Li, Hui Lun, 2017

LING is a harmonious mingle of minimalism and nostalgia design which is inspired by patterned metal-fence used to be built around balconies and windows in early Taiwan. The copper/ brass glow elegantly connects glass and metal shade. Through inner reflection of embedded LED light source, the adorable lamp impressively creates double ambience in one single fitting.



Ling Wall
 SLD-80WTE
 LED 7W (3000K, CRI 90, 520lm)
 Touch dimmer switch
 Shade rotatable

Materials : frosted glass, steel
 Color : matt black + copper ring
 matt white + matt brass ring
 Canopy : same as shade color





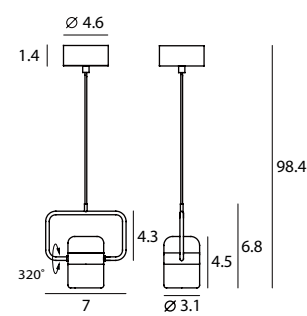
Ling Pendant Horizontal / Ling Pendant Vertical



matt black
+ copper ring



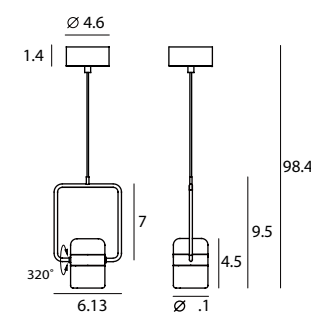
matt white
+ matt brass ring



Ling Pendant H

SLD-80PH
LED 1 x 6W
(3000K, CRI 90, 520lm)
Built-in dimmable driver
Shade rotatable
Black PVC wire

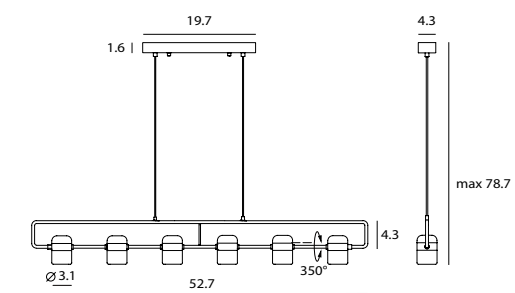
Materials : frosted glass, steel
Color : matt black + copper ring
Canopy : black



Ling Pendant V

SLD-80PV
LED 1 x 6W
(3000K, CRI 90, 520lm)
Built-in dimmable driver
Shade rotatable
Black PVC wire

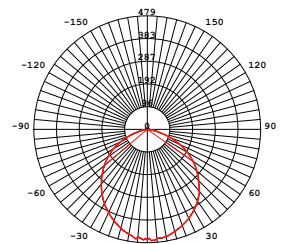
Materials : frosted glass, steel
Color : matt black + copper ring
Canopy : black



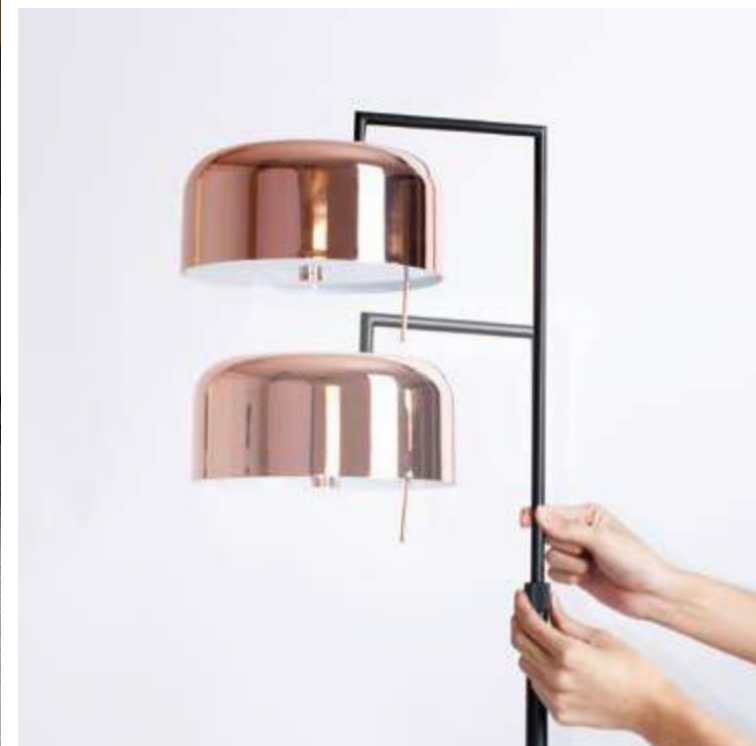
Ling Pendant PL6

SLD-80PF6
LED 6 x 6W (3000K, CRI 90, 3120lm)
Built-in dimmable driver
Shade rotatable
Black textile wire

Materials : frosted glass, steel
Color : matt black + copper ring
Canopy : same as shade color



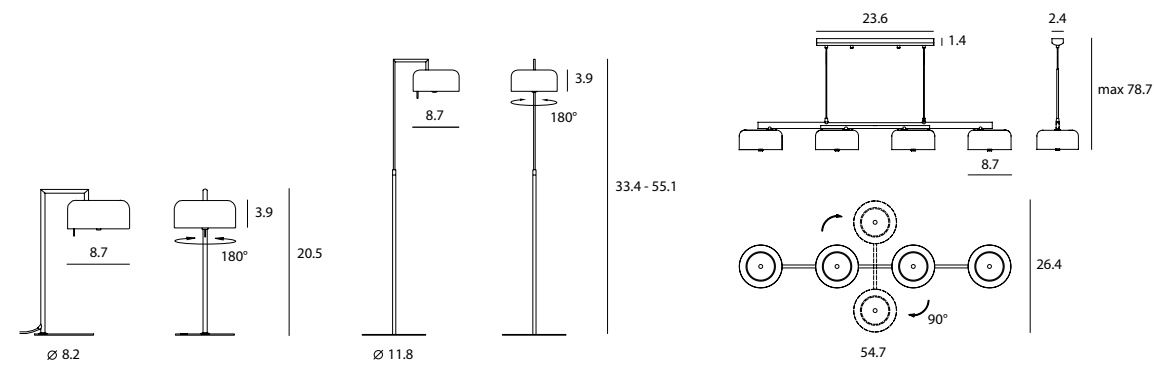
LING PL6
UNIT:cd
AVERAGE BEAM ANGLE(50%):110.6 DE G



LALU+ 拉魯

By Chen, Chao Cheng, 2014

The LALU collection has been beloved and highly regarded for many years. Nonetheless, at SEED we are always thinking the unthinkable, thus we've reinterpreted this charming collection with a contemporary twist. Keeping up with the trends in home furnishing and accessories, we too have to get creative and ensure our pieces are multi-functional. The linear fixture of LALU+ pendant can now be rotated to create cross or straight formations.



Lalu+ Table
 SQ-250MDR
 E26 1 x Max 60W
 Dip switch, shade rotatable
 Black textile cord
 Materials: steel, acrylic diffuser
 Color: copper + matt black
 shiny jolly green + matt brass

Lalu+ Floor
 SQ-250MFR
 E26 1 x Max 60W
 Dip switch, shade rotatable, height adjustable
 Black textile cord
 Materials: steel, acrylic diffuser
 Color: copper + matt black

Lalu+ Pendant
 SQ-250MCTR4
 E26 4 x Max 60W
 Rotatable cross bar
 Black textile wire
 Materials: steel, glass diffuser
 Color: copper + matt black
 Canopy: matt black



copper + matt black



shiny jolly green + matt brass



Mist Pendant M

MIST 嵐

By Chen, Chao Cheng, 2014

Centuries ago, many Chinese poets composed beautiful poems inspired by intriguing mountainous sceneries. When standing on a mountaintop, people seem to be close enough to be able to touch the clouds with their fingertips and feel the mists against their faces. In dedication to those inspiring poems, we've created MIST in hopes to capture that very moment. MIST combines precision craftsmanship with laborious technique, sand-blasting every piece by hand. Turn the light on and MIST will calmly illuminate your surroundings.



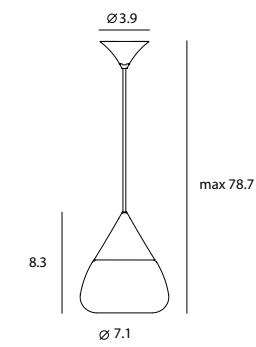
copper



matt brass

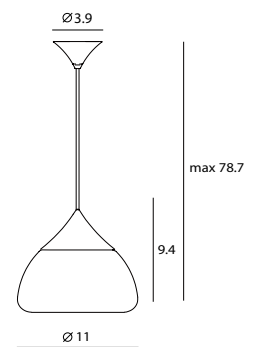


chrome



Mist Pendant M
SQ-8997P
E26 R63 1 x Max 50W
Black textile wire

Materials : sand-blasted glass, steel
Color : sand-blasted glass + copper
 sand-blasted glass + matt brass
 sand-blasted glass + chrome
Canopy : same as shade color



Mist Pendant L
SQ-8997PL
E26 R80 1 x Max 50W
Black textile wire

Materials : mouth-blown glass, steel
Color : sand-blasted glass + copper
 sand-blasted glass + matt brass
 sand-blasted glass + chrome
Canopy : same as shade color



MOAI 摩艾

By Chen, Chao Cheng, 2017

When illuminated the MOAI provides an atmospheric, ambient glow as light moves through the sphere and bounces off the clear glass shade creating a unique egg-shaped reflection. A beautiful silhouette reminiscent of the stone statues of Easter Island, the MOAI is dynamic whether on or off.



Moai Pendant L



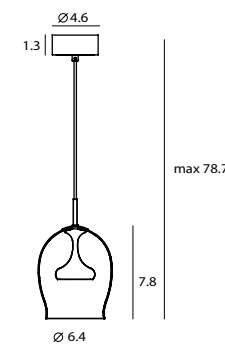
Moai Pendant S



shiny copper

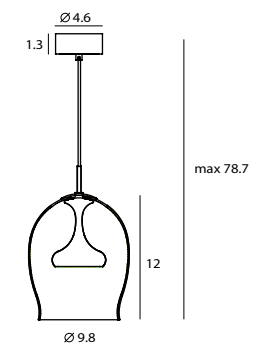


shiny brass



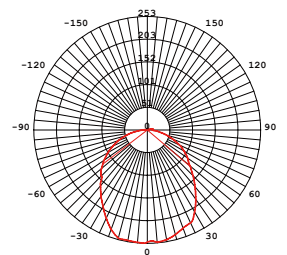
Moai Pendant M
 SLD-201P
 LED 8.5W (3000K, CRI 90, 720lm)
 Black textile wire
 Built-in dimmable driver

Materials : steel, clear glass
 Color : copper / shiny brass
 Canopy : matt black



Moai Pendant L
 SLD-304P
 LED 13W (3000K, CRI 90, 1105lm)
 Black textile wire
 Built-in dimmable driver

Materials : steel, clear glass
 Color : copper / shiny brass
 Canopy : matt black



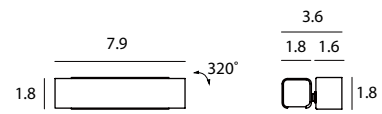
MOAI PL
 UNIT:cd
 AVERAGE BEAM ANGLE(50%):101.9 DE G

MUMU 目木

By Kuo, Keng Dian, 2015



Designer Dian has been mastering the artistry of woodworking for years. He's always had an appreciation towards the organic nature the material exhibits. In the MUMU pendant, he utilizes the coolness of metal married with an LED light source, and counter-balances this with the warmth of the wood on both ends of the pendant. The MUMU is available in two versions: Matt White with Beech and Matt Black with Walnut.



MUMU Wall

SLD-3981W
LED 5.7W (3000K, CRI 90, 400lm)
Shade rotatable
built-in non-dimmable driver

Materials : aluminum, wood
Color : matt black + walnut (wood cap)
/ matt white + beech (wood cap)



Mumu Pendant 120

MUMU | 79



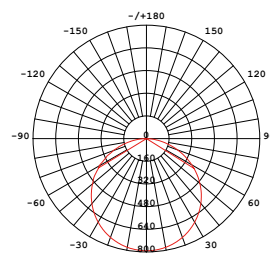
Mumu Pendant 120



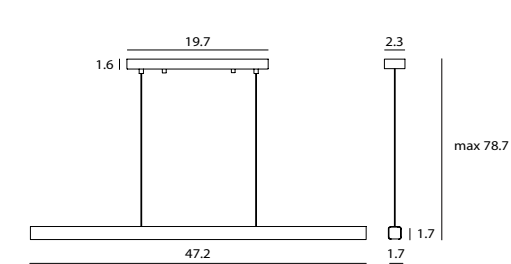
matt black



matt white

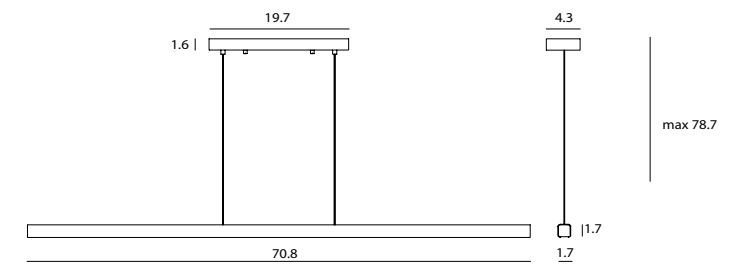


MUMU P
UNIT:cd
AVERAGE BEAM ANGLE(50%):110 DE G



MUMU Pendant
SLD-3981P
LED 32W (3000K, CRI 90, 2150lm)
Built-in dimmable driver
Black PVC wire

Materials : aluminum, wood
Color : matt black + walnut (wood cap)
 matt white + beech (wood cap)
Canopy : same as shade color



MUMU Pendant XL
SLD-3981PL
LED 48W (3000K, CRI 90, 3800lm)
Built-in dimmable driver
Black PVC wire

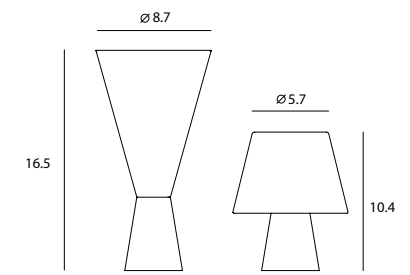
Materials : aluminum, wood
Color : matt black + walnut (wood cap)
 matt white + beech (wood cap)
Canopy : same as shade color

NUMEN 精靈

By Li, Hui Lun, 2008



NUMEN lights differently each time when you give it a new look and shape. With NUMEN, you can let your inner creativity loose and bend the NUMEN to whatever your heart desires. Challenge your wildest imagination! NUMEN is constructed with silicone rubber, which is a safe material that offers countless advantageous properties such as thermal stability, low chemical reaction, and low toxicity. Staying lit for a full 20 minutes after its light source has been turned off, the fluorescent NUMEN literally falls asleep with you.



Numen Table

SQ-420D
E26 1 x Max 60W
In-line on/off hand switch
Clear PVC cord
Flexible lampshade

Materials : silicone rubber
Color : fluorescent green / fluorescent lavender / purple / orange / blue / white



fluorescent green

orange

fluorescent lavender

blue

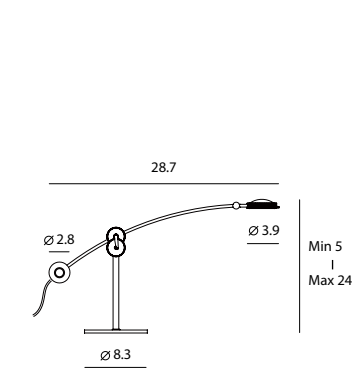
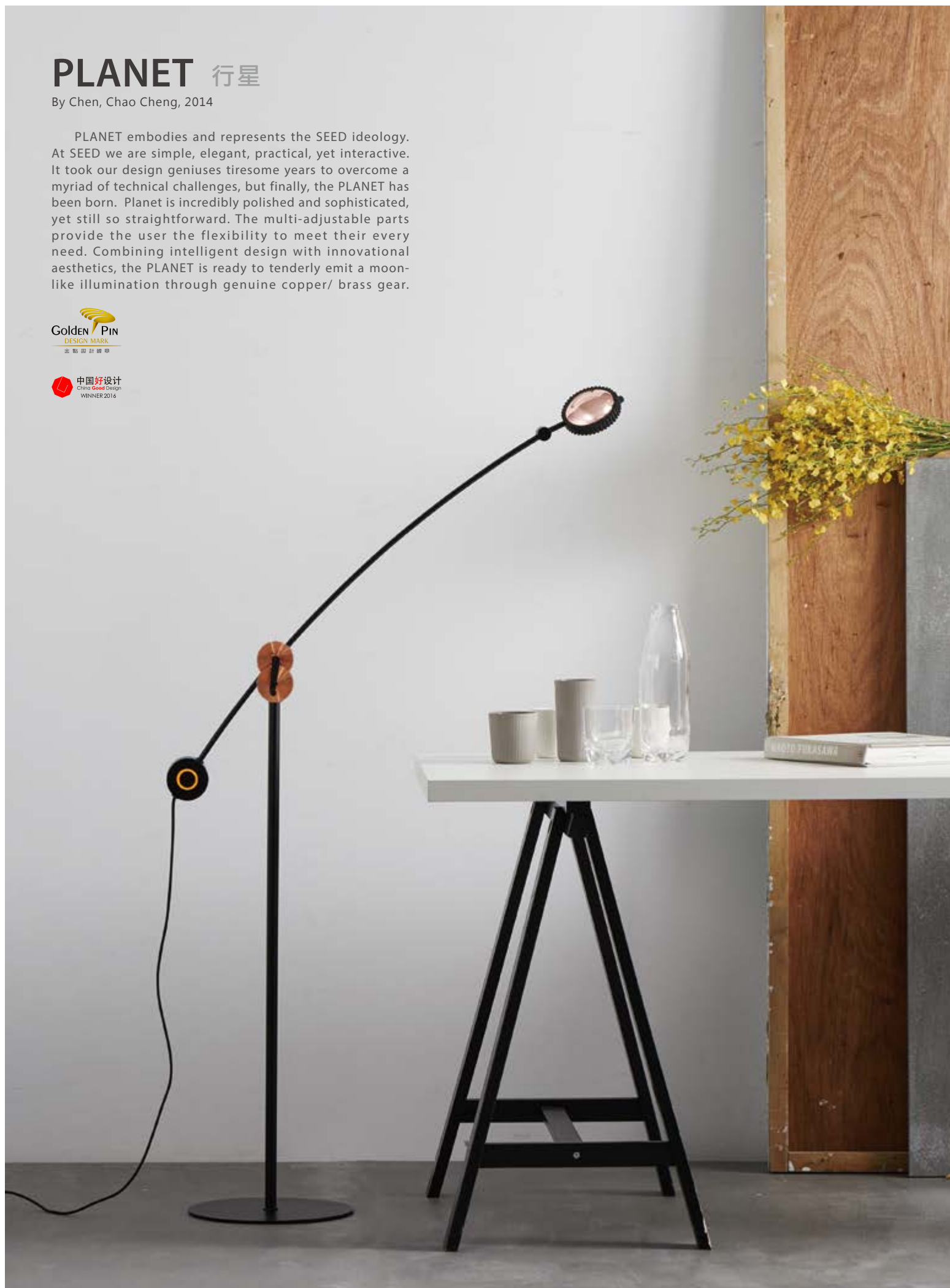
purple

white

PLANET 行星

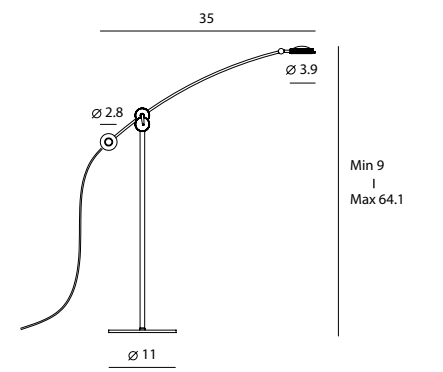
By Chen, Chao Cheng, 2014

PLANET embodies and represents the SEED ideology. At SEED we are simple, elegant, practical, yet interactive. It took our design geniuses tiresome years to overcome a myriad of technical challenges, but finally, the PLANET has been born. Planet is incredibly polished and sophisticated, yet still so straightforward. The multi-adjustable parts provide the user the flexibility to meet their every need. Combining intelligent design with innovational aesthetics, the PLANET is ready to tenderly emit a moon-like illumination through genuine copper/ brass gear.



Planet Table
SLD-100DRTE
LED 1 x 8.6W (3000K, CRI 90, 600lm)
Multi-direction adjustable
Touch dimmer, adaptor driver
Black textile cord

Materials : steel, copper (gear)
Color : matt black + copper



Planet Floor
SLD-100FRTE
LED 1 x 8.6W (3000K, CRI 90, 600lm)
Multi-direction adjustable
Touch dimmer, adaptor driver
Black textile cord

Materials : steel, copper (gear)
Color : matt black + copper

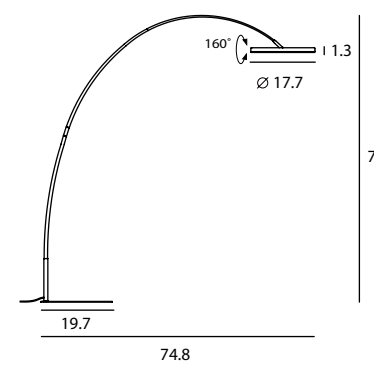


SOL 日

By Kuo, Keng Dian, 2019

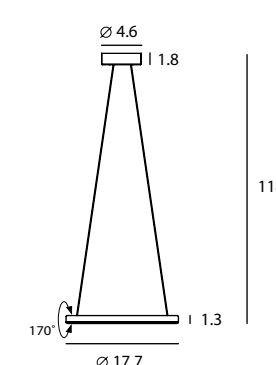
SOL collection is low-key design with elaborate consideration, consists of pendant, table lamp and even bow lamp type. SOL's ring-like lampshade is finely affixed to a metallic luster balance bar, demonstrating the definition of understated luxury. The adjustable ring tilt allows the pendant to function almost like a planet floating on a track of stars. Invisible LED strip makes the light source impeccable, with a gradual dimming capability, rendering it possible for you to re-create your own personal sunrise and sunset.

The SOL bow lamp, an extension of the SOL series. Produced in carbon fiber, SOL bow lamp is undoubtedly a product that is sturdy, every inch resilient in structure and ideally completing the original idea from designer.



SOL Floor
SLD-450FLTE
LED 20W (2700K, CRI 90, 1700lm)
Adaptor driver
Touch dimmer switch
Shade rotatable
Black textile cord

Materials : carbon fiber, steel, PP
Color : matt black + shiny copper + carbon fiber tube



SOL Pendant
SLD-450P
LED 21W (2700K, CRI 90, 1785lm)
Built-in dimmable driver
Shade rotatable
Black PVC wire

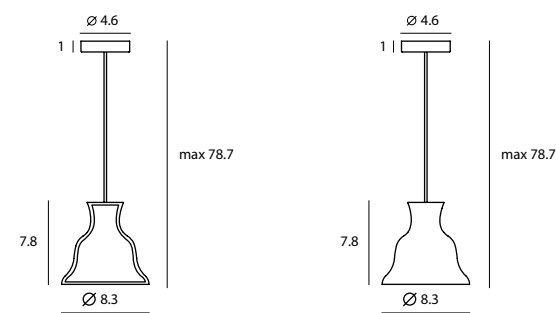
Materials : steel, PP
Color : matt black + shiny copper
Canopy : black



SALUTE 舉杯

By Wang, Chung Cheng, 2013

SALUTE is inspired by the art of drinking wine. Sculpturally interesting, stylishly modern, the SALUTE is creatively shaped like a wine glass. Enjoy a glass of chardonnay and truly savor every flavor your wine has to offer. Sit at a table that is dramatically lit with SALUTE, enjoy the visible feast in front of you. C'est la vie!



Salute Pendant Bell
SQ-B27PR
E26 1 x Max 60W
Black textile wire

Materials : steel, mouth-blown glass
Reflector : copper / chrome
Canopy : matt black

Salute Pendant Bell Clear
SQ-B27P
E26 1 x Max 60W
Black textile wire

Materials : steel, mouth-blown glass
Canopy : matt black

clear glass



suggested bulb :
CFL 23W

suggested bulb :
FILAMENT 40W

suggested bulb :
R20 HALOGEN 40W

reflector



copper

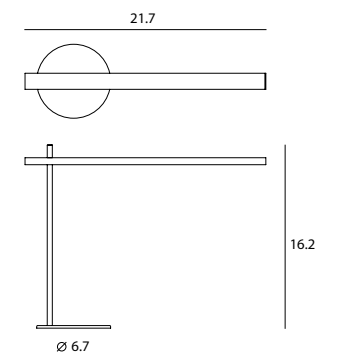
chrome



TICKTOCK 滴答

By Chen, Chao Cheng, 2007

TICKTOCK got the inspiration from the concept of time. Without any hesitation, time is constantly moving forward second by second. Creating sculptural geometry, TICKTOCK is coated with sleek matte black paint, and connected to a power source by a red textile cord. The strategic usage of LED makes this modern lighting environmentally sound as well.



Ticktock Table
SLD-393DP6
LED 6 x 1W (3000K, CRI>80, 540lm)
Push on/off switch

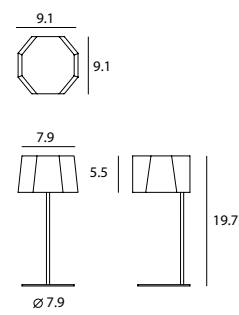
Materials : aluminum, steel
Color : matt black w/ red cord



ZHE 柘

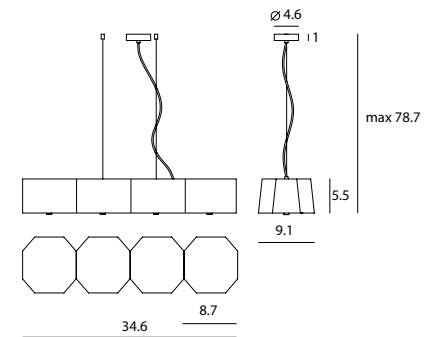
By Li, Hui Lun, 2011

ZHE is inspired by a wood from the Orient that is as hard as rock. The metal lampshade is meticulously and painlessly hand welded to resemble a cluster of rocks together. The wooden stoppers under each frosted diffuser not only introduce the warm elements of wood, but functionally it softens up the overall light source. ZHE exemplifies illumination on a grand scale.



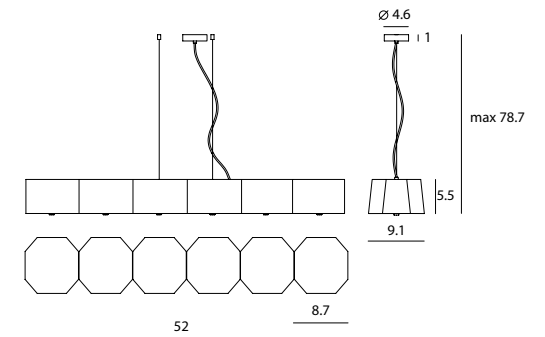
Zhe Table
SQ-2322MD
E26 1 x Max 60W
Red textile cord

Materials : steel
Color : matt black



Zhe Pendant 4
SQ-2322MPL4
E26 4 x Max 100W
Black textile wire

Materials : steel, glass, wood
Color : matt black / matt white
Canopy : same as shade color



Zhe Pendant 6
SQ-2322MPL6
E26 6 x Max 100W
Black textile wire

Materials : steel, glass, wood
Color : matt black / matt white
Canopy : same as shade color















matt black














matt white



PRODUCT SPECIFICATIONS

Collection	Model No.	Type	Rating bulb	(kg)
 APOLLO	SLD-3655MFTE	Floor	LED 17W (2700K, CRI 90, 1360lm)	8.2
 ARCHER	SQ-703FR	Floor	E27 1 x Max 46W	13.2
	SQ-603FLR	Floor	E27 3 x Max 46W	33.5
 CARRY	SQ-6353MDU	Table	E26 1 x Max 60W	2.3
	SQ-6350MDU	Table	E26 2 x Max 60W	4.9
	SQ-6350MFU	Floor	E26 2 x Max 60W	6.8
 CASTLE	SQ-3164CP	Pendant	E26 1 x Max 77W	2.5
	SQ-185CP	Pendant	E26 1 x Max 77W	2.3
	SG-623CP	Pendant	G9 1 x Max 35W	0.7
	SQ-7131CP	Pendant	E26 1 x Max 77W	2.0
	SQ-7132CP	Pendant	E26 1 x Max 77W	6.7
	SQ-7133CP	Pendant	E26 1 x Max 77W	14.1
 CASTLE	SLD-7033CWO	Wall	LED 5W (3000K, CRI 90, 440lm)	1.6
	SLD-7034CWO	Wall	LED 5W (3000K, CRI 90, 440lm)	1.3
 CASTLE ROCK	SQ-2321CP	Pendant	E26 1 x Max 60W	4.3
 CASTLE SWING	SQ-1251CP	Pendant	E12 1 x Max 25W	1.1
	SQ-1252CP	Pendant	E26 1 x Max 60W	2.5
 CASTLE MUSE	SLD-70DC	Pendant	LED 1 x 6.5W (3000K, CRI 90, 550lm)	1.1
 CASTLE MERMAID	SQ-7121CP	Pendant	E26 1 x Max 60W	2.7
	SQ-7122CP	Pendant	E26 1 x Max 60W	3.2
 CHINA	SQ-6350MDJ-1	Table	E26 2 x Max 60W	3.7
	SQ-6350MF-1	Floor	E26 2 x Max 60W	8.8
 CHINA LED	SLD-6354MDJ	Table	LED 18W (2700K, CRI 90, 1900lm)	4.8
	SLD-6354MFE	Floor	LED 18W (2700K, CRI 90, 1900lm)	8.5
	SLD-6354MP	Pendant	LED 20W (2700K, CRI 90, 1900lm)	2.5

Collection	Model No.	Type	Rating bulb	(kg)
 CONCOM	SQ-513MW	Wall	E12 1 x Max 30W	1.4
 DOBI	SQ-2181D	Table	E12 1 x Max 30W	1.3
	SQ-2181W	Wall	E12 1 x Max 30W	0.6
 DODO	SQ-218FR	Floor	E26 1 x Max 60W	3.7
	SQ-218PS	Pendant	E26 1 x Max 60W	1.2
 DAMO	SQ-339MDRS-1	Table	E26 1 x Max 60W	4.3
 DOME	SQ-360MP	Pendant	E26 1 x Max 77W	2.4
	SQ-3650MP	Pendant	E26 1 x Max 100W	4.2
 DORA	SLD-1010P	Pendant	LED 1 x 6.5W (3000K, CRI 90, 550lm)	1.2
	SLD-1010P3	Pendant	LED 3 x 6.5W (3000K, CRI 90, 1650lm)	3.6
	SLD-1010PL5	Pendant	LED 5 x 6.5W (3000K, CRI 90, 2750lm)	6.5
	SLD-1010P12	Pendant	LED 12 x 6.5W (3000K, CRI 90, 6600lm)	19.9
	SLD-1010PC12	Pendant	LED 12 x 6.5W (3000K, CRI 90, 6600lm)	20.8
 FUJI	SLD-1011P	Pendant	LED 1 x 8.5W (3000K, CRI 90, 550lm)	0.7
	SLD-1011PF12	Pendant	LED 12 x 7W (3000K, CRI 90, 6600lm)	8.9
 HERCULES	SLD-79DTE	Table	LED 8.6W (3000K, CRI 90, 730lm)	4.8
	SLD-791FTE	Floor	LED 12W (3000K, CRI 90, 1020lm)	9.1
 HELIO	SQ-633MP	Pendant	E26 1 x Max 77W	0.9
 JOJO LED	SLD-880	Pendant	LED 9W (2700K, CRI 90, 675lm)	1.7
 LAITO	SQ-8961MP	Pendant	E26 1 x Max 77W	0.9
	SQ-897MP	Pendant	E26 1 x Max 77W	1.5

PRODUCT SPECIFICATIONS

Collection	Model No.	Type	Rating bulb	(kg)
 LAITO WOOD	SQ-893DWR	Table	E26 1 x Max 60W	2.1
 LAITO MINI	SQ-793MWR SQ-793MWA	Wall Wall	E12 1 x Max 30W E12 1 x Max 25W	0.5 1.1
 LAITO OPAL	SQ-893FB SQ-793WA	Floor Wall	E26 1 x Max 46W E12 1 x Max 30W	4.6 1.4
 LAITO GENTLE	SQ-793MDR SQ-793MWRL	Table Wall	E12 1 x Max 25W E12 1 x Max 25W	1.8 1.3
 LING	SLD-80WTE SLD-80PH SLD-80PV SLD-80PF6	Wall Pendant Pendant Pendant	LED 7W (3000K, CRI 90, 520lm) LED 6W (3000K, CRI 90, 520lm) LED 6W (3000K, CRI 90, 520lm) LED 6 x 6W (3000K, CRI 90, 3120lm)	1 1.1 1.1 6.8
 LALU+	SQ-250MDR SQ-250MFR SQ-250MCTR4	Table Floor Pendant	E26 1 x Max 60W E26 1 x Max 60W E26 4 x Max 60W	2.8 4.7 4.8
 MIST	SQ-8997P SQ-8997PL	Pendant Pendant	E26, R63 1 x Max 50W E26, R80 1 x Max 50W	1.3 2.6
 MOAI	SLD-201P SLD-304P	Pendant Pendant	LED 8.5W (3000K, CRI 90, 720lm) LED 13W (3000K, CRI 90, 1105lm)	1.3 2.6
 MUMU	SLD-3981W SLD-3981P SLD-3981PL	Wall Pendant Pendant	LED 5.7W (3000K, CRI 90, 400lm) LED 32W (3000K, CRI 90, 2150lm) LED 48W (3000K, CRI 90, 3800lm)	0.8 2.9 4.8
 NUMEN	SQ-420D	Table	E26 1 x Max 60W	1.9
 PLANET	SLD-100DRTE SLD-100FRTE	Table Floor	LED 8.6W (3000K, CRI 90, 600lm) LED 8.6W (3000K, CRI 90, 600lm)	3.6 6.2

Collection	Model No.	Type	Rating bulb	(kg)
 SOL	SLD-450FLTE SLD-450P	Floor Pendant	LED 21W (2700K, CRI 90, 1785lm) LED 20W (2700K, CRI 90, 1700lm)	14.6 1.5
 SALUTE	SQ-827P SQ-827PR	Pendant Pendant	E26 1 x Max 60W E26 1 x Max 60W	0.9 1.4
 TICKTOCK	SLD-393DP6	Table	LED 6 x 1W (3000K, CRI80, 540lm)	1.8
 ZHE	SQ-2322MD SQ-2322MPL4 SQ-2322MPL6	Table Pendant Pendant	E26 1 x Max 60W E26 4 x Max 100W E26 6 x Max 100W	2.8 7.6 10.8



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