

# Aim Pendant Light

Designed by **Erwan & Ronan Bouroullec**



A playful, minimalist design, Erwan and Ronan Bouroullec's Aim Suspension Lamps create a vivacious tangle of wires that seems to develop and grow like branches or climbing plants. Taking their main inspiration from nature, the designers have investigated the simplicity of organic forms to create equally simple and basic objects. By reducing the suspension lamp to its essence - a wire and a light source - the Bouroullec brothers breathe life into a lamp with a striking graphical impact and an original shape. Poetic and cheerful, the Aim lamps adapt to the style of different settings, because they make it possible to direct the light freely and adjust the height of the diffuser by sliding it up and down the suspension wire. Available in black, white and aluminum with single or multiple pendant versions. Height x Length 24 x 21 cm 9½ x 8½ inches

## Details

- The general idea behind the Aim design was to produce a lamp that would offer an infinite variety of adjustments to meet one's lighting needs
- New typology of lamp that naturally positions itself in the space - like a plant would do - thanks to the long cables which facilitate the orientation and the height of the light freely
- Body in varnished aluminum sheet, shade in photo-etched optical polycarbonate
- Internal reflector in photo-etched ABS
- The cable has a useful length of 354 inches (9m) and thus the lamp can be suspended 118 inches (3m) from the ceiling
- LED 2700K 1250LM CRI 82 - 16W

## Measurements

H x Dia  
8.25 x 9.50 in.  
21 x 24.25 cm.  
Aluminum

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