



EMMENTAL

JOHN FLOURIDIS

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DUALITY

Designed by John Flouridis Emmmental table lamp provides direct and diffused light. The prototype's body consist of a missile made of brass. The originality of the object, in terms of purpose and substance, gave primary inspiration for the final design.

Footprints of WWII on Europe's urban surfaces were projected on the lamp's body surface, providing the guidance for the sculpting process.

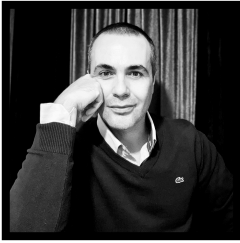
The lamp's personality appears to have become separated into two distinct personalities; a full metal body that embraces the power and positivity of the light itself both literally and metaphorically.







Height 17,7 cm, Diameter 7,7 cm



ABOUT THE DESIGNER

Working across a broad range of media including; sculpture, installation, painting and drawing, John Flouridis' output communicates a sense of frantic creativity. Following his graduation from Goldsmiths College in 2001 with Master of Arts in Design Futures, John Flouridis' has been actively involved in the creative process and undertook a variety of projects for the Private and the Public Sector in London and abroad.

Art Installations for multinational Corporations as Titan Cements Group and the American Private Bank Riggs in London, Brand Upgrade Collateral for British Institutions, Design Prototypes and Research Reports for the European Commission, are only a few of his long experience as a creative professional.

Created through an alternative visual prism, Flouridis work repositions the disciplines of perception and the academic regor. His uncompromising spirit that constantly questions the nature of things is evident through his rebellious - almost caricatured- presentation of the themes that inspire him such as social behaviours,