

FRAMA



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Frama launches the AML Lamp Collection designed by Andreas Martin-Löf

Crafted with timeless materials that will naturally patina and improve with age, the AML Lamp Collection celebrates the pure industrial aesthetic and the poetic charm of a classic light bulb. Known for creating rigorous and refined architecture, Andreas Martin-Löf has designed a series of lamps intending to add personality and practicality to the work desk, bedside, or the living room.

Andreas Martin-Löf

Andreas Martin-Löf is an established architect and designer of the AML Lamp Collection and AML Stool. Based in Stockholm, Sweden, where his award-winning practice Andreas Martin-Löf Arkitekter resides. Celebrated for work with social housing projects and private commissions, his impressive portfolio expands yet another time with this piece. Andreas has an approach driven by a strive for evolution, reinvention and improvement rather than a desire for revolution, invention or coinage for novelty's sake. His works regard past remnants and references whilst accommodating needs in the present. "I am fascinated by people and I value the importance of watching, listening and learning from the skills and expertise of others." *Andreas Martin-Löf.*

The Collection



Clamp Lamp

The Clamp Lamp is a small lighting fixture composed of a folded metal clamp and a molded light holder. It can easily be fixed to a bookshelf, a table, windowsill, or even on a pile of magazines.



Library Lamp

The Library Lamp is composed of a combination of folded metal body and light holder to create a bookend. It can be placed on the shelf or the desk, either as a bookend or as a free-standing fixture.

"I very much like the confident pose of the book support and the way in which the strain relief detail also prevents the lamp from tipping." *Andreas Martin-Löf.*

About Frama

Frama is a multi-disciplinary design brand that creates lifestyle objects that inspire the senses and encourage mindful living. With an emphasis on natural materials, simple geometries, and uncompromising quality, Frama's work connects the imaginative with the practical, resulting in a uniquely warm and honest aesthetic. Since the launch of our first collection in 2011, Frama has embraced an organic and collaborative approach to design; an approach that is equally inspired by the old and the new, by digital technologies and analogue traditions. Frama's naturalistic, hands-on approach to design and production has allowed the brand to create a unified aesthetic across a growing range of product collections, including: furniture, lighting, home objects, fabrics, apothecary, books, and kitchens.

Based in Copenhagen's Nyboder neighbourhood, Frama's headquarters is an ever-evolving studio space housed in the historic St. Pauls Apotek dating back to in 1878. Each year, the Frama Studio Store hosts a full calendar of open events, collaborative gatherings, as well as art and design installations.

The collaboration

Invoked by a meeting of minds, this collaboration initially started simply as a meeting between two individuals. Founder of Frama, Niels Strøyer Christophersen and Andreas Martin-Löf came to know each other through a mutual friend some years ago. The friendship has since evolved to become a creative kinship with several exhibitions resulting from it and now a product as well. The mutual approach, consideration and fascination in respective fields inaugurated the process of creating a product together.

Available in stores and online from July 23rd 2020.

