PRESS RELEASE
35 Years of Transforming Light into Timeless Works of Art

Brand van Egmond 35th Anniversary: Transforming Light into Timeless Works of Art

For Immediate Release
(NAARDEN, THE NETHERLANDS) — Brand van Egmond celebrates 35 years of redefining the art of lighting, blending creative artistry with masterful craftsmanship. Founded in 1989 by architect-turned-sculptor William Brand, the atelier has grown into a global leader in the creation of evocative lighting. As the sole creator of every collection, William Brand's sculptural approach towards lighting continues to set the atelier apart in the world of lighting.
From illuminating the residences of royal families and the homes of **Madonna and Will.i.am** to the collaboration between **Peter Marino** and Chanel Fine Jewelery Boutique, as well as luxury brands like **Chopard** and **Louis Vuitton**, Brand van Egmond's sculptures are celebrated for their seamless fusion of art and functionality.

"My mission has always been to create without restrictions and craft lighting that resonates across generations," says founder William Brand. *"After 35 years, we remain focused on innovation, craftsmanship and creating lighting sculptures that endure the passage of time."*

A legacy of timeless artistry

At its core, Brand van Egmond embraces an "anti-trend" philosophy, ensuring its sculptures transcend passing fashions. Rooted in William Brand's inspiration from nature, cultures each piece tells a unique and deeply personal story.
The atelier's dedication to exceptional craftsmanship is exemplified in a commissioned installation inspired by the Dutch Old Masters. Initiated while showcasing at TEFAF Maastricht, William Brand was invited to create a 'pièce de résistance' for a private collection. Inspired by the 18th century still lives in the collection, this stunning handblown glass composition echoes the flowers depicted on the paintings, while paying a homage to times gone by.

Heritage

As the atelier celebrates its 35th anniversary, it takes pride in how many of its creations have been passed down through generations, becoming cherished heirlooms. This generational legacy aligns with Brand van Egmond's commitment to creating pieces that not only elevate spaces but also stand the test of time. With a focus on sustainability, each light is meticulously crafted from the finest materials, ensuring both exceptional quality and lasting beauty for future generations.

Iconic collections: stepping stones to inspiration

Collections like **Hollywood, Kelp** and **Delphinium** have over the years become iconic, and are in line with William's creative philosophy. His collections are expressions of his ongoing exploration of the mystifying beauty of nature, the 'Condition Humaine' and our planet's diverse cultures. These works serve as stepping stones to deeper meanings, and the opening of a conversation. For William beauty alone is not enough, he wants to surprise with his work as well.

Brand van Egmond across the globe

Brand van Egmond by now collaborates with galleries, retailers, architects and designers **across 90+ countries**, crafting lighting sculptures for residences, **Royal Palaces, embassies, restaurants, hotels** and **art museums**. Boutiques of **Chopard** and **Louis Vuitton** are regularly lit by the atelier based in The Netherlands. Every object is as evocative as surprising, transforming spaces into extraordinary interiors.

"We are creating the heirlooms of the future- sculptures that honor personal expression and embody lasting beauty," says William Brand.

William Brand

The story of William Brand is one of relentless innovation and artistic evolution. His journey began at the School of Arts, where his sculptural work laid the foundation for a revolutionary approach to lighting design. As founder and creative force behind Brand van Egmond, he has spent over three decades crafting lighting sculptures that challenge expectations and inspire generations. His work, featured in prestigious locations from royal residences to luxury boutiques, reflects his ongoing commitment to innovation and artistic excellence. His unique approach combines architectural precision with sculptural artistry, creating lighting masterpieces that transcend mere functionality to become timeless works of art.

Would you like to learn more?
William is open to discuss his sources of inspiration, his love for heritage and plans for the future in an interview in his Atelier in Naarden, digitally or at next year's Salone in Milan with you.

For more information about Brand van Egmond's anniversary and to explore their customisable and bespoke designs, visit brandvanegmond.com.

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BRAND VAN EGMOND PRESS SUITE: IMAGES, INTERVIEWS & ATELIER VISITS

This press release is part of our press kit, which includes high-resolution images. The pictures provided on this page are already included. For further information or to request additional images, please contact press@brandvanegmond.com or reach out to Mirela Curiman for any inquiries.

We warmly invite you to reconnect with us—William is also open to exclusive discussions about his creative journey, offering a personalized video tour of the Naarden atelier. You are also welcome to visit our atelier in person and can book an appointment for a truly immersive experience.



William Brand: Where it all began – crafting his first artworks with passion and vision.



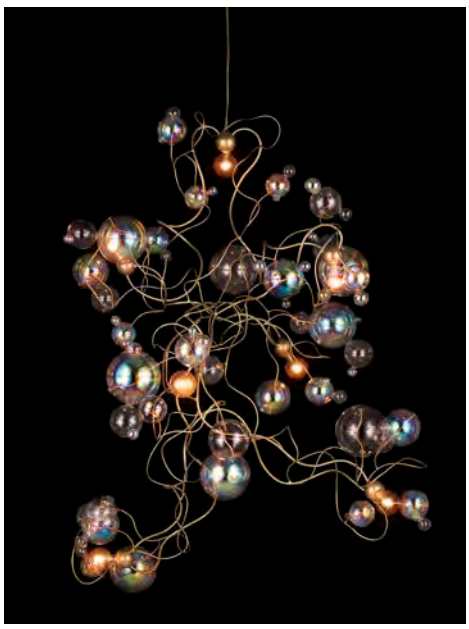
The Hollywood Icicles chandelier:
A stunning fusion of glamour and craftsmanship



William Brand designed a breathtaking chandelier and six bespoke lighting sculptures for the Fontenay Hotel's atrium in Hamburg.



William Brand's tribute to Orpheus, this sculpture cradles a malachite stone, blending myth with exquisite craftsmanship.



William Brand's Bubbles Swirl Collection captures the fluid elegance of bubbles, sculpted into stunning, timeless lighting pieces.



At TEFAF 2024, William Brand unveils the Orpheus Collection, where rock crystal and myth converge in a masterpiece.