



PRESS RELEASE

Collector Collection
by Alf Svensson

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Introducing Collector, illuminating heritage designs by Alf Svensson.

Designed in the 1950s by Swedish designer Alf Svensson and originally produced by Bergbom, the Collector series of chandelier-inspired designs is now relaunched to a modern audience. Collector is a series of three lighting designs. Chandelier 5 is a statement-making piece shaped from a solid brass band that holds ten geometric metal shades, each perforated with small holes to allow the light to shine outwards as well as upwards and downwards. Chandelier 3 profiles the same aesthetic albeit smaller, holding six metal shades. The Collector Wall Lamp is a pared-back, wall-mounted version with a single shade. Despite their decadence, the mid-century Collector lights were originally intended as lamps for the people. Today, the three lighting designs have gained new relevance as mid-century modern collector's items – referenced in the series' name. The timeless look of each piece ensure they fit into any modern setting.

About The Designers

Alf Svensson (1929-1992) was an innovator. It was during the 1950s, 60s and 70s that the Swedish designer created some of his most noteworthy pieces. Like many of his Scandinavian peers, Svensson used traditional materials such as teak, rosewood and leather to create furniture in the Scandinavian Modern style – and often together with his contemporary, Yngvar Sandström. A skilled designer despite being little known to the public, he created several iconic mid-century designs for a number of prominent Nordic brands including Fritz Hansen and DUX. His series of mid-century lamps for the Swedish lighting company Bergbom's helped to breathe new life into the company, which benefited greatly from his large international network and meticulous approach to his metier. Today, some of his most prominent lighting designs are available at MENU, under the name Collector – a reference to the enduring relevance and collectability of his works.

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PRODUCT TYPE
Chandelier / Wall lamp

ENVIRONMENT
Indoor

DIMENSIONS

Collector Chandelier 3
H: 25 cm / 9,8"
Ø: 61 cm / 24"

Collector Chandelier 5
H: 26 cm / 10,2"
Ø: 66,5 cm / 26,1"

Collector Wall Lamp
H: 25 cm / 9"
D: 23 cm / 9"
Ø: 10,5 cm / 4,1"

COLOUR
Polished brass, crème

MATERIALS
Brass, steel, aluminium



A Sense of Community

MENU has always been fascinated by the way in which individuals and spaces can be united through great design. In our pursuit to craft furniture, lighting and interior accessories shaped by purposeful details, high-quality materials and human needs, we create strong and lasting relations between designers, manufacturers and customers. The sense of community that results from this union of like-minded individuals fosters a deeper sense of belonging – and products that stand the test of time, inviting human connection, inspiration and experimentation to push the boundaries of modern design. We truly believe that when we work collectively, we achieve more than we do individually: the sum of our work and of our connections is always greater than its parts, and our softly minimal designs and collaborative spirit help to join the dots between the home, the workplace and the service industry, redefining how we use space and, ultimately, how we connect to those around us.



MENU at The Audo



MENU's showroom is located at The Audo, a unique concept that masterfully unites co-working and event facilities, a café, restaurant and retail area, as well as an exclusive residence in a single, community-building universe. The Audo features an inspiring mix of original features and thoughtful new accompaniments from an eclectic mix of premium brands – not least MENU's comprehensive range of furniture, lighting and accessories which are put to their truest test together with a curated selection of products from global brands. Abbreviated from the Latin *Ab Uno Disce Omnes*, meaning *from one, learn all*, The Audo reflects MENU's founding philosophy of collaborative spirit. Redefining how we use design, space and, ultimately, how we connect to one another, this creative destination is a hub for powerful ideas, beautiful design and inspiration.