



LOOSHAUS WALL LAMP

IDENTITY COLLECTION Joana Santos Barbosa, 2016

DIMENSIONS

Height. 56cm|22,05" Width. 14cm|5,51" Depth. 13cm|5,12"

WEIGHT

3,5 Kg

PRODUCT DETAILS (image above)

Lampshade: carrara marble.

Metal: handcrafted structure in polished brass finished with gloss varnish.

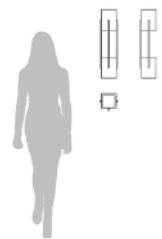
PRODUCT OPTIONS

Lampshade: other marbles under request.

Metal: polished, brushed, oxidized brushed or aged brushed brass/copper/steel.

ELECTRICAL CHARACTERISTICS

| | EUROPE | USA |
|------------|---|-----------------|
| MAINS: | 3 Wires connection - Live ; Neutral ; Earth | |
| VOLTAGE: | 220-240VAC | 110-130VAC |
| FREQUENCY: | 50 to 60Hz | 50 to 60Hz |
| LAMP: | G9 ; 2x25W max. | G9 ; 2x25W max. |





The Looshaus building by Architect Adolf Loos in Vienna marked a turning point in Architecture by its rejection of historicism and the evolution towards Modernism. The building states a series of Loos beliefs on his essay 'Ornament and Crime' (1908) in which he exposes that "The evolution of culture is synonymous with the removal of ornaments from utilitarian objects." and describes how ornamentation can cause objects to go out of style and thus become obsolete.

The radical aesthetic of Loos essay 'Ornament and Crime' implemented on the marble facade of the Looshaus building ground floor columns triggered a reflection about the purism of materials and forms.

The Looshaus wall lamp is austere both in its massive blocks of carved Carrara marble as in the choice of the brass columns that allow the transparency of an illuminated gallery in its interior. It is visually pure and minimal in its hidden functionality. No ornaments are needed to strength its singularity.