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FIRE & WATER™ TO INTRODUCE THE
“FRANKIE GOES FLUORESCENT” SERIES

Environmentally-conscious — and handsome, too

Up-to-the-minute technology, new materials and updated lines inspired Fire & Water’s new series of contemporary energy- and material-efficient lights for the office and home. *Frankie Goes Fluorescent* uses cutting-edge dimmable compact fluorescent bulbs with integral ballasts as the core of this new series of table lamps, pendants and sconces. The result is a geometry of texture, color and light.

Frankie... continues Fire & Water’s development of “warm, friendly alternatives to inefficient incandescent lighting.” This new line, though, marks a departure from Fire & Water’s signature palette of copper and mesh. *Frankie’s* exterior is composed entirely of sustainable and recycled materials. Translucent portions are made of 100% recycled glass while the solid material is a biocomposite of soy flour and recycled paper, sealed with a natural oil rag-applied finish to minimize VOC’s and waste.

The recycled glass diffusers will be available in a white and a pale yellow variegated tint designed to further warm the new fluorescent lamps. Versions are also available in various hues of non-recycled color glass, as well as recycled cobalt blue.

Frankie’s interior, meanwhile, uses the newly available technology of screw-base dimmable compact fluorescent lamps, eliminating the need for bulky and expensive separate ballasts while taking advantage of the long life and energy savings of fluorescent bulbs.

As an architect, Fire & Water designer David Bergman often has the opportunity to create custom designed fixtures for his diverse clientele. Though the *Frankie...* series grew out of one his most recent projects for a house renovation, the evocative designs work in both residential and commercial environments.

The *Frankie Goes Fluorescent* series will include two sconces, a table lamp and a ceiling fixture. The sconces and ceiling fixture are UL listed.

Fire & Water, founded by David Bergman, creates light fixtures, candelabra and furniture as an outgrowth of his architectural practice.

Additional transparencies available on request.

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