



LIGHTING
+
FURNITURE

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Environmental Awareness, with Style

New "Lulu" Series Integrates Design and Environmental Concerns

"Environmentally conscious – and handsome, too" summarizes a goal of Fire & Water's designs. The company's history of making environmentally friendly products without compromising design is continued with the newest lighting series, Lulu.

Too often, says Fire & Water's designer and founder David Bergman, "green" products don't succeed because they focus only on their environmental aspects and, conversely, "design" products tend to ignore those environmental aspects. The result, all too frequently, is that design and environmental consciousness don't mix.

"In a sense," Bergman continues, "that concept should be reversed to 'handsome – and environmentally conscious, too.' The environmental concerns of a product should be a built in part of the design, rather than the sole purpose. Our designs sell because people respond to them visually first. They must also be environmentally sound, as a matter of course. But a product isn't going to succeed if it is relying on its greenness alone. A product that is 'only' green is good, perhaps, for awareness, but it is not fully addressing the issue."


Fire & Water's newest series, playfully called Lulu, is another step in integrating those concerns. As with the earlier award-winning "*Frankie Goes Fluorescent*" series, the lights employ user friendly and dimmable compact fluorescent bulbs that are interchangeable with standard incandescent bulbs. Says Bergman, "people still have misconceptions about fluorescent lighting. Our designs aim to show that it can be soft, warm and quite beautiful, and even dimmable."

The other part of a fixture's environmental aspect is its materials. Lulu's shades

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are made of a distinctive and recycled content plastic that evokes the '50s moderne style. The shades are composed of two offset semicircles, with a variant available in which the semicircles are tapered. Different patterns with varying recycled content and color will be available.

The bases of the floor and table lamps and the canopy of the pendant are made from Fire & Water's recently introduced *Strata* series concrete tiles. Shown with the *Square Dance* pattern, the other three patterns are available by special order.

Lulu will be introduced at the 2001 International Contemporary Furniture Fair from May 20 - 23 at the Javits Convention Center in New York. Fire & Water will be at booth 928. 

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