



# ANDLIGHT

# 2017 **COLLECTION**

**SPOTLIGHT VOLUMES** 3/11

SLAB SERIES 12/18

BUTTON SERIES 20/27

PIPELINE SERIES 28/36

CANOPIES / NOTES 37/37

ABOUT / CONTACT 38/38



# NEW FOR 2017 SPOTLIGHT VOLUMES

I ORIGINALLY DESIGNED AND PRODUCED THE PROTOTYPES OF THE 'SPOTLIGHT VOLUMES' IN 2010. THEY GENERATED IMMEDIATE INTEREST IN PUBLICATIONS SUCH AS \*WALLPAPER AND WERE SELECTED AS A FINALIST IN THE 'IMM [D3] DESIGN TALENTS' COMPETITION IN KÖLN GERMANY. THEY ARE A DESIGN I HAVE ALWAYS BEEN FOND OF AND GLAD THAT IT IS BEING PRODUCED BY ANDLIGHT.

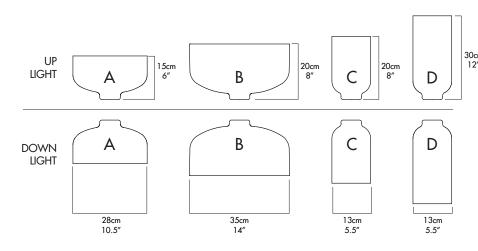
- LUKAS PEET

#### **SPOTLIGHT VOLUMES PENDANT**



SPOTLIGHT VOLUMES - COMBO B/A IN VANILLA





SPOTLIGHT VOLUMES PENDANT - COMBO C/A IN VANILLA

#### **DESCRIPTION**

A Pendant light created by the combination of two of the four possible spun aluminum shades.

A, B, C, D

Each shade contains a LED bulb, providing Up and Down Light.
Suspended by a thin 1 mm aircraft cable with the fixtures electrical cord gently swaging towards the ceiling.

#### MOUNTING TYPE Pendant

#### MATERIALS

Spun Aluminum Shade LED Globe Bulb Aircraft Cable

#### MANUFACTURED Canada

## **DIMENSIONS**Combination Dependant. See above

FACTORY DROP LENGTH

# 2.43 m / 96 " \*custom length available upon request.

#### STANDARD FINISHES - POWDER COAT

OUTSIDE - Textured Matte

Sage/SA Av RAL 7032 RA

Vanilla/VA RAL 9001

INSIDE - Textured Gloss

Butter RAL 1015

## **DECORATIVE FINISHES - ANODIZE**OUTSIDE









Clear

#### ELECTRICAL

2x E26 Medium base Socket

**DOWN LIGHT** - Dim-able Bulb Included 1x G25 6.5W LED Frosted Globe Bulb 820Lm Output

OPTIONAL 1x G40 6.5W Frosted
Globe Bulb 820Lm - Down Shade Only

**UP LIGHT** - Dim-able Bulb Included 1x A15 4.5W LED Bulb 470 Lm

15 000 hrs lifetime 2700K 80 CRI Voltage 1 20V

\*Other colour temperatures available upon

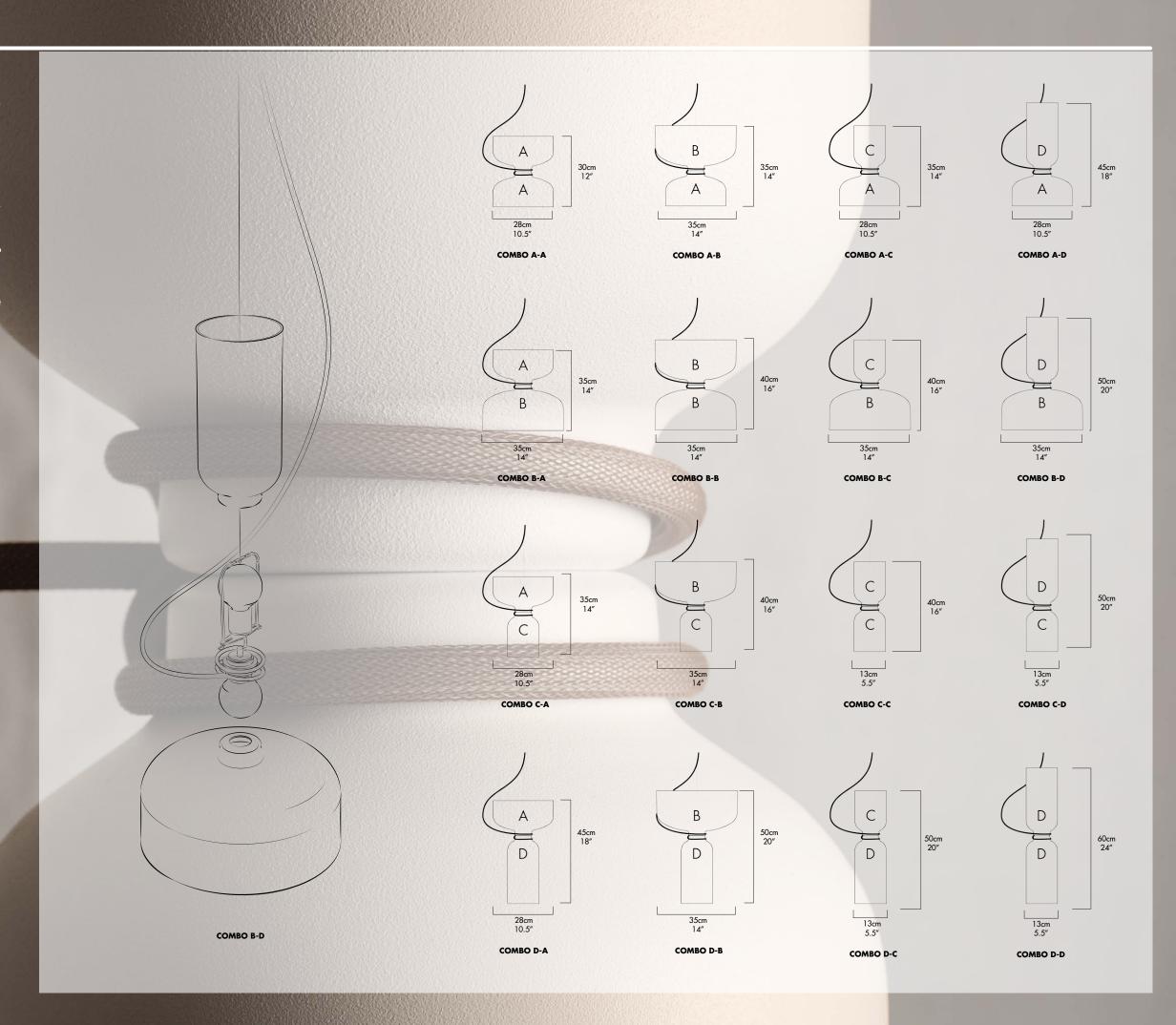




# COMBINATIONS

A Pendant light created by the combination of two of the four possible spun aluminum shades. A, B, C, D.

Each shade contains a LED bulb, providing Up and Down Light. Suspended by a thin1mm aircraft cable with the fixture's electrical cord gently swaging towards the ceiling.



## intelligence

#### **Illuminating Qualities**

**AND**light

Interview Arthur Chmielewski

The burgeoning Vancouver design community rose on the backs of long time retailers Inform and internationally established companies, such as Bensen and Bocci. Among a new breed of creative design entrepreneurs is the group behind decorative lighting company, ANDlight. Their design team is made up of Lukas Peet — former Design Academy of Eindhoven graduate and winner of the 2014 Canada's Emerging Designer Award — and Emily Carr University of Art and Design (ECUAD) Industrial Design Alumni, Caine Heintzman. Combining their forward thinking approach and passion for design with long-time friend Matt Davis, who embodies an entrepreneurial spirit and keen business expertise, has catalyzed a dynamic team with a fresh and unique perspective lacking from the traditional lighting industry. In three short years, they've managed to build an incredible company that focuses on not just innovative designs, but also functional fixtures that challenge existing standards, and all doing so locally. They're growing steadily and have recently opened a new showroom and studio in the Railtown district of Vancouver. I had a chance to visit and speak to the team regarding their design perspective, their stories of operating an independently owned start-up business, as well as take an intimate look at their current and future plans. Their humble spirit and passion is contagious, and it is clear to see that ANDlight is blazing a path for the next generation of product designers

How did the relationship between the three of you come about, and how was ANDlight formed?

**C:** Matt and I had previously known each other through snowboarding. We bumped into each other a number of times while I was in Japan or out in Vancouver and Whistler, and we built a relationship that way and became friends. I was going to school, working in a related business, and we connected again after a few years of not seeing each other. The two of us ended up working together for a bit, and then we met Lukas shortly after, and this idea of doing something altogether kind of popped up.

**M:** We met Lukas, and we all decided that this was a good combination and seemed to make sense, so let's do something. We didn't really know exactly what that was, but we knew the three of us should work together.

L: Our backgrounds are quite similar. We all met in the lighting industry, which was interesting. We became friends and realized we had other similar interests too, and things catalyzed when we all sat down together. I eventually moved to Vancouver for another job, and we started this soon after. What was it? Three or four years ago now? 2013.

What was it like in the early years of the company? Did ANDlight begin through brainstorming as a team, sitting down and trying to create some type of solution to your current frustrations?

M: I think we had a fresh, unique vision of what the industry was missing. Seeing the capabilities and designs from these two guys made it clear that we had some new ideas, that we had something new to offer. We also understood newer technologies a bit better than the traditional lighting companies. So LED technology, how to use them and how they actually work. Lukas and Caine's designs reflect the new technology; they design that way instead of making something decorative and then putting a light bulb in it.

L: Not only was it an interesting time for us when we came together, but it was also an interesting time in the industry, as it was transitioning to LED as well. At that point, we were in a sense on the same level as the industry, starting with a new technology. It wasn't like LED was around for 20 years, and we had to jump in and learn all about it. I think that was an advantage for us, at least to come in with something new and different, rather than what Matt previously said - about just adding a light bulb into something decorative. We feel that LED lighting is currently the direction forward.

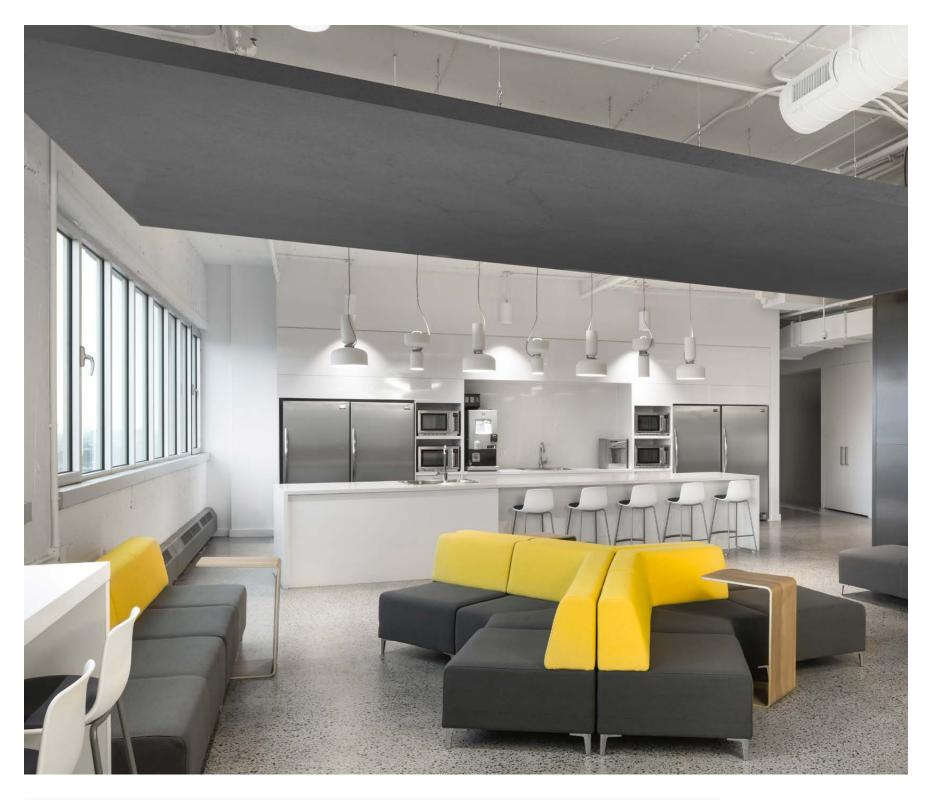
M: LED offers the most opportunities for new and creative designs. But it's also the most energy efficient, so it's definitely going to be all LED in the future. There's no question. It's just better technology to the old incandescent and halogen light.













#### How would you describe ANDlight's design style?

L: LED-based, for sure, and forward-thinking in terms of design and functionality. What we try to focus on is making a light that is aesthetically interesting and actually produces a lot of light, rather than just a decorative sculpture with a light bulb, which is what a lot of the lighting industry is doing. Currently our designs are produced locally, so we have a hands-on approach working closely with our producers, which helps carry the design in the beginning stages. The collection has a few trademark "families" such as Button, Pipeline, and Slab.

Were they something you each had as a product design prior to ANDlight, or did you have a brainstorming session where each of you took a different design avenue and came together in the end?

C: There was a development period where, after we decided to start the company, we would each bring something to the table design wise. I had some ideas, Lukas had some ideas, and we began developing them and then bring those ideas together to critique them. Every idea then also got a lot of feedback from all facets of the company. Matt predominately comes from a sales, business and entrepreneurial background, so he really has a good sense of how the products will sell on the market, whereas Lukas and I have insights into how things can be assembled and produced. So we are all able to put our two cents in to see if a particular product is viable down the line, and that's one way the products move forward. Everything starts as a seed, and all the right factors need to be in place. With a little bit of effort, it then grows and develops into something good.

L: The idea of starting the lighting company came about pretty quick when we finally got together. My designs weren't premeditated at all, but by the time we actually executed, I thought it was interesting how we were developing the three families while also developing what the company was. Everything as a whole was being designed simultaneously refining what we wanted to make and offer and what we wanted to stand for as a company.

Caine and Lukas, you have a different role that you bring to the table. Matt on the business side, you guys on the design side. Do you have different philosophies on how things should be done, and how does that come together cohesively within the group?

M: It's a group of three, so there is rarely a time when we all agree on something. That's been part of our success, because we are constantly challenging and questioning each other. You are basically presenting to a hard-line group. No one here is a yes man, so if you are presenting something that you stand behind, you have to be ready to be questioned about it and you have to be able to validate all your designs and decisions.

L: We all come from similar backgrounds and have similar interests, but we have experiences in different fields that I think help as the core. We all stand for similar ideas. When we have discussions and everyone has their own opinion, I think that shows the passion involved, how we want the best and how much we really care about this.

C: That's also not just regarding the design, but also how the products are sold, where they are going, how they are distributed and everything else involved. Even back to production — deciding on how something is made and where it is made is always a discussion between the three of us.

Matt, how has your experience working in the lighting/retail industry prior to ANDlight help on the business side of things?

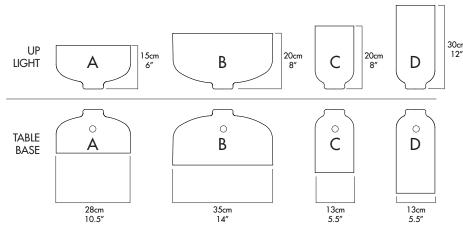
M: I laugh sometimes because when you are a retailer or reseller, you are an ambassador for something. You have to represent that product, show it properly and wave the flag for the brand you are working with. But now the biggest difference between the two is, we are now getting the orders and figuring out, "Who is going to make this for us? Oh, we have to make it!" It's not just buying goods, turning them around and selling them. It's actually getting orders and realizing that there is no one to blame if something doesn't come in on time. That's

#### **SPOTLIGHT VOLUMES TABLE LIGHT**



SPOTLIGHT VOLUMES TABLE - COMBO C/A IN SAGE





SPOTLIGHT VOLUMES TABLE - COMBO C/A IN VANILLA

#### **DESCRIPTION**

A Table Light created by the combination of two of the four possible spun aluminum shades. A, B, C, D

The Top shade contains a LED bulb, providing up light while the bottom shade becomes the base with dimmer knob. The fixtures electrical cord gently swaging down.

#### MOUNTING TYPE Table Light

#### **MATERIALS**

Spun Aluminum Shade LED Globe Bulb Billet Dimmer Knob

#### MANUFACTURED Canada

#### **DIMENSIONS**

Combination Dependant. See above

#### FACTORY CORD LENGTH 2.43 m / 96 "

\*custom length available upon request.

#### STANDARD FINISHES - POWDER COAT

OUTSIDE - Textured Matte

Avocado/AV RAL 7012

Vanilla/VA RAL 9001

INSIDE - Textured Gloss

Butter RAL 1015

**ELECTRICAL** 

1x G25 6.5W LED Frosted Globe Bulb 820Lm Output

UP LIGHT - Dim-able Bulb Included

1x E26 Medium base Socket

1x On/Off Dimmer Switch

OPTIONAL 1x G40 6.5W Frosted Globe Bulb 820Lm - Down Shade Only

15 000 hrs lifetime 2700K 80 CRI Voltage 120V

\*Other colour temperatures available upon request

#### DECORATIVE FINISHES - ANODIZE OUTSIDE







#### INSIDE - Same As Outside

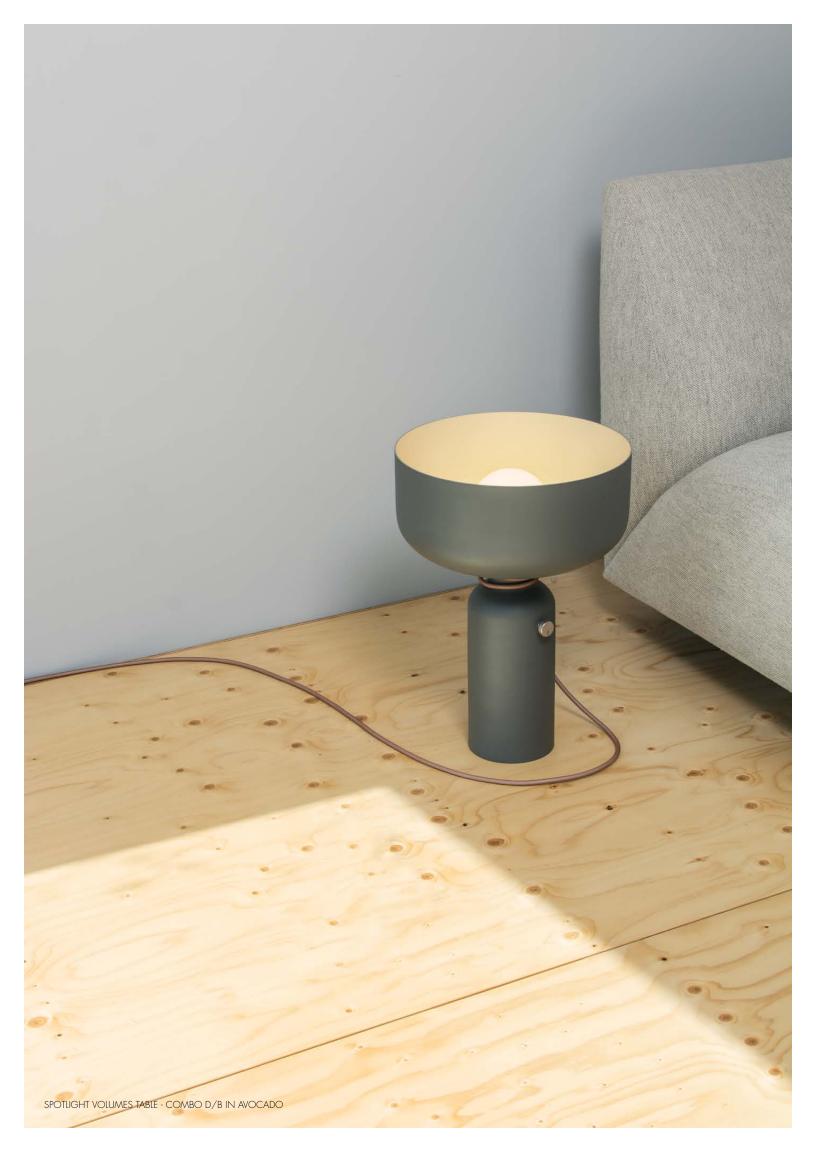






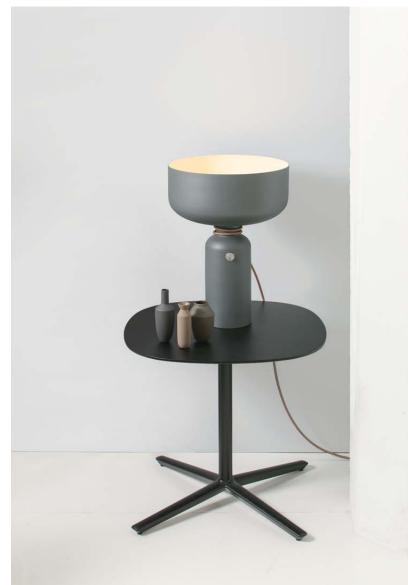








SPOTLIGHT VOLUMES TABLE - COMBO C/A IN VANILLA



been the biggest difference. Other than that, it's pretty closely tied because, seeing the needs of our retailers, I have a good idea of what they are looking for. It's the same thing that they design for, you know? We definitely have a select target market that we are designing our products for.

L: I think Matt's role is huge for sure, because it allows Caine and myself to create. We try to push the limits of what we offer in the industry, but in the end, someone needs to buy it, right? A product is not successful if it's the most respected thing within the design community, but it hasn't sold in the market. It has to be enjoyed by someone and has to be functional as well. So Matt's role is as important as the designer's; his feedback is immensely valuable because he represents the market. He has the background in what customers want, what they need, what they like, what they don't like, what sells and what doesn't sell. Even price points — he can say if it's too expensive as is, to redesign it to be more cost effective or to reach certain targets.

#### So it's always a discussion?

L: It's definitely a huge part of a successful product. All of these elements design, materials, trends, colours, functionality, price point it's the same as any industry.

**M:** That was the first thing we decided and we didn't go too deep into it. It has to actually work, and too many of the decorative elements sold these days don't do anything. They are just props.

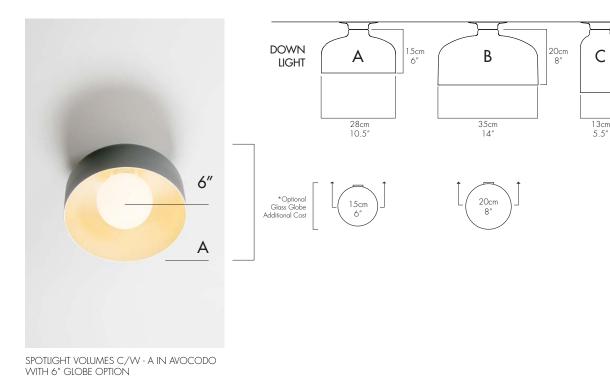
Do you, Lukas and Caine, ever get out of control and Matt has to reel you in a bit?

L: [laughs] Oh yeah, for sure.

Now that your production has gotten its stride and the process has been refined, do you think the line will continue to expand? Or do you think you are at a solid point and focusing on a few products, rather than a large selection?

L: It will expand for sure. We're launching the new Spotlight right now. We don't have a set schedule where we want 'X' products a year or something. Within our offerings there will be some holes to fill, such as table lights and floor lights. All these different type lights — we would like to eventually cover.





#### DESCRIPTION

A ceiling / wall light created by choosing one of the four possible spun aluminium shades. A, B, C, D.

The shade contains a LED bulb, providing direct light. Mounted directly to the ceiling or wall junction box.

### MOUNTING TYPE

Ceiling / Wall

#### DIMENSIONS

Combination Dependant - See Above

#### MATERIALS

Spun Aluminium Shade LED Globe Bulb

#### STANDARD FINISHES - POWDER COAT

Avocado/AV RAL 7012

OUTSIDE - Textured Matte





INSIDE - Textured Gloss



**DECORATIVE FINISHES - ANODIZE**OUTSIDE





INSIDE - Same As Outside





#### ELECTRICAL

1X E26 Medium Base Socket

LIGHT SOURCE - Dim-able Bulb Included 1x G25 6.5W LED Globe Bulb 820Lm

D

\*OPTIONAL 6" Glass Globe with bulb 820Lm - Up 'A' Shade Only

\*OPTIONAL 8" Glass Globe with bulb 820Lm - Up 'B' Shade Only

15 000 hrs lifetime 2700K 80 CRI Voltage 1 20V / 230V

\*Other colour temperatures available upon request



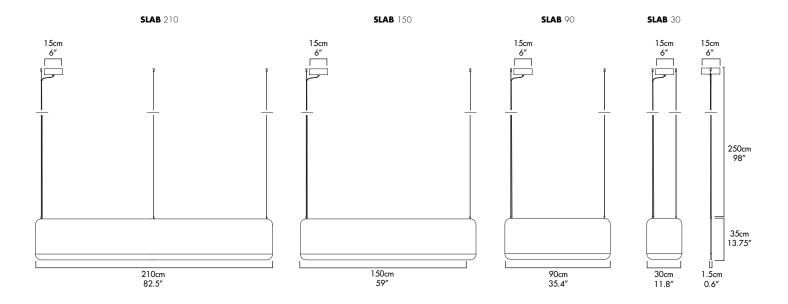




#### **SLAB PENDANT SERIES**



SLAB 90 - MARIGOLD



#### DESCRIPTION

A series of LED pendant lights and wall sconces enveloped with industrial grade felt made from 100% natural Merino wool.

The Starting point of the SLAB light was to create a light fixture that would reduce the acoustic ambient sound in the environment that it is hung in.

Designed to have a large sound absorbing face and contrasted by its minimal 15mm thick edge. The fixture has a noticeable but not overwhelming presence

#### MOUNTING TYPE

Pendant

#### MATERIALS

Acrylic 100% wool felt

MANUFACTURED Canada

#### DIMENSIONS

Listed Above

#### FACTORY DROP LENGTH

243cm / 96"

\*custom length available upon request.

#### FINISHES

White Wool



Marigold



Fern Green



Black Wool

Custom Felt

#### **ELECTRICAL**

Dim-able LED wattage model specific 70 000 hrs lifetime

3000K / 4100K 91 CRI

7 I CINI

120V input 60Hz (\*220V & 277V available upon request).

12V DC

Low Voltage Magnetic Driver Integral 12V power supply included (located in canopy).

\*0-10 Electronic Dimming available upon request

\*Other colour temperatures available upon request



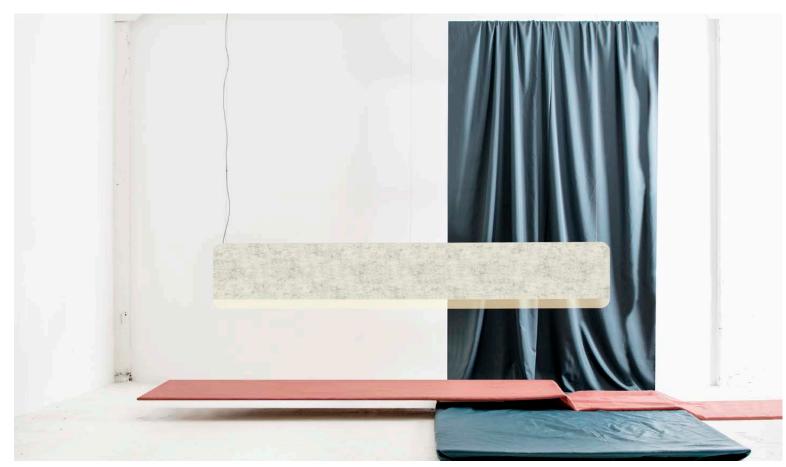






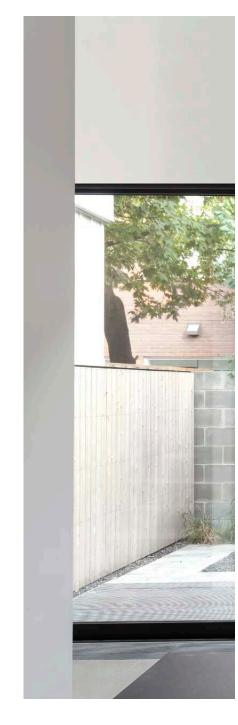
SLAB 30 - BLACK WOOL SLAB 150 - GREY

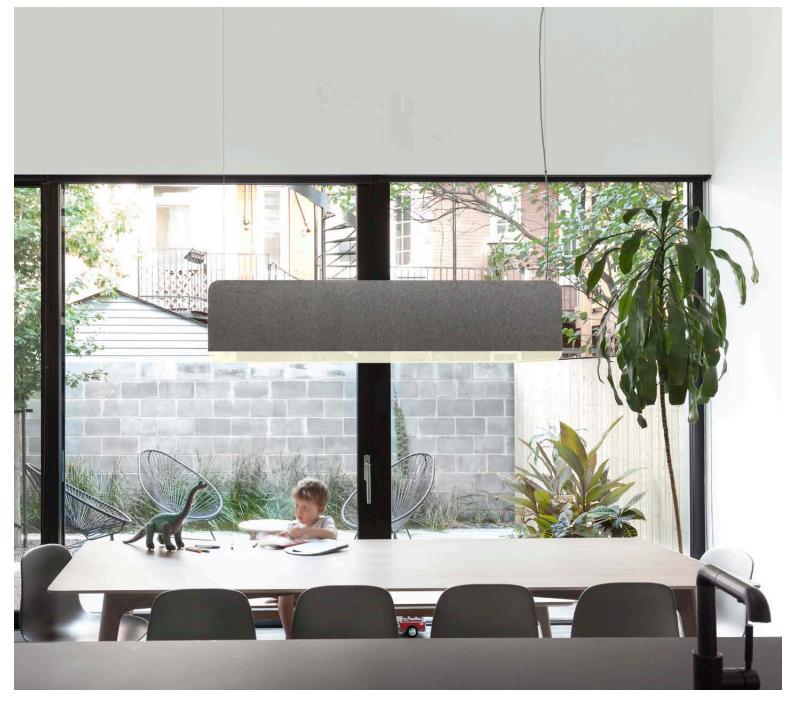




SLAB 90 - MARIGOLD SLAB 210 - WHITE WOOL







M: I think we focus on product families rather than a single design. The families seem to evolve. For example, Caine's design for Pipeline has scaled into something that is totally customizable and adaptable. We're getting drawings from architects for projects where it is snaking around an entire office. It was originally designed to be one piece, so it has grown leaps and bounds into something else. Same with the Slabs; all of the families have kind of matured. They mature, and then we add more products to the family. But we will at least add a new family a year; that is our goal.

Your lights hang in all types of environments, from retail stores and restaurants to offices. Did you always intend for the products to have such a broad range, or have they been adopted in ways that you never thought of originally?

**L:** A bit of both, but at least from my side we definitely tried to incorporate that idea. It's always meant to be a decorative element, but it could be in different settings, for sure.

C: We've been surprised on the different applications with some of the clients who have reached out to us and where they are putting these products. Anywhere from a resident, which is obviously something that we would expect and hope to be in, to restaurants or offices that are expansive and massive projects that we didn't necessarily expect to get so soon.

M: The good thing about selling to a creative clientele, like architects and interior designers, is that

they're going to look at something completely different from how we see it. We've already seen different uses that we didn't think would ever be possible, and it works. It's a really good opportunity to see our products being used in a way that we didn't imagine, which then challenges us to come up with new ideas as well.

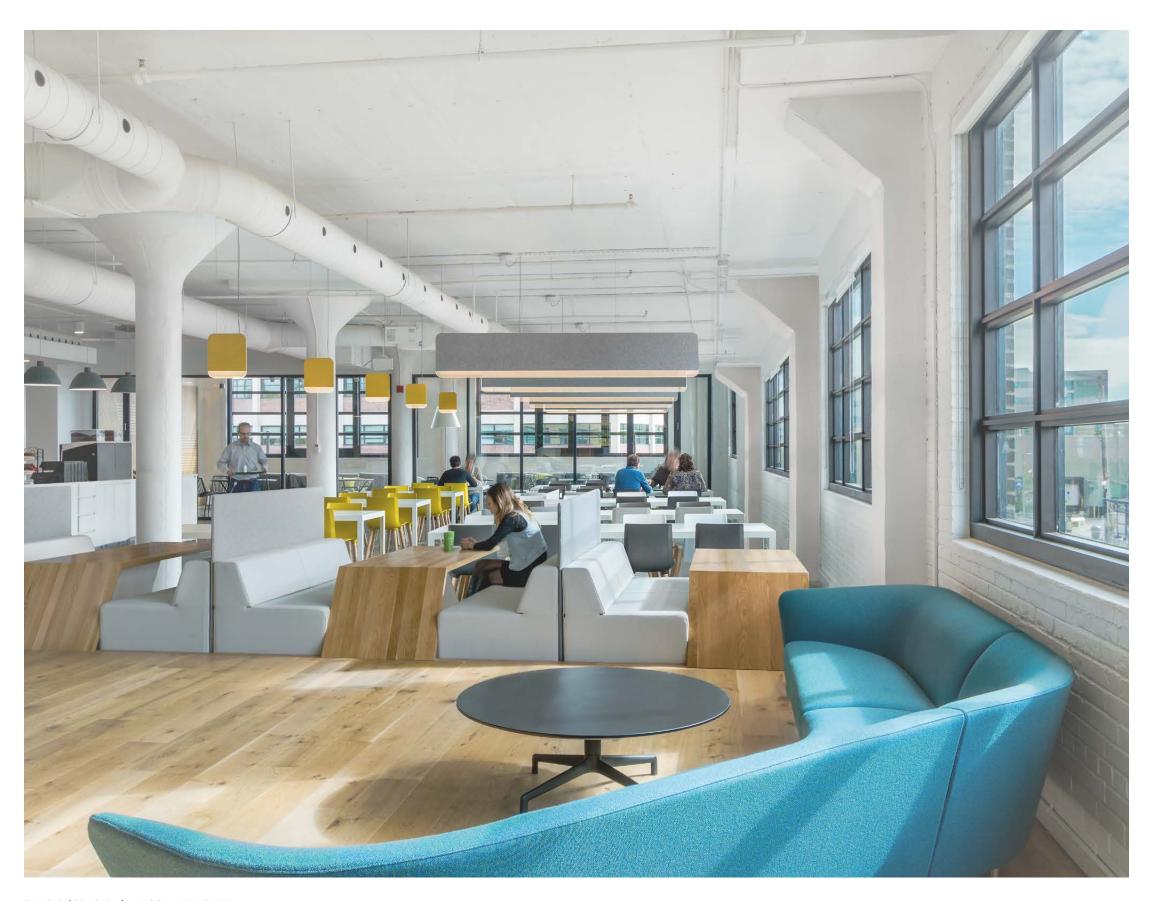
C: It's also an incentive for us to provide tools and simulate something with the designers and architects to use our products. We can encourage them with an idea, even if it's just with a rendering or photo that suggests a way you can use it. Often we've seen what the designers have done and applied it in a way that we wouldn't have expected.

#### Who would you say is your target market?

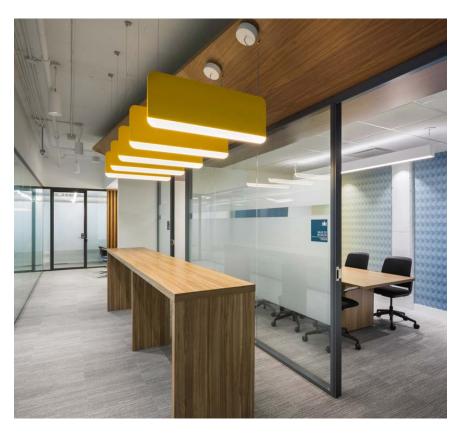
C: Our products have been developed to be suitable for residential and commercial applications; however, we have a strong focus on developing the commercial aspect of the business. The project scale and volume for commercial clients is often larger, which is exciting as we have the opportunity to be involved in unique installations — whether it is a giant cluster of Spotlights in a very busy retail shop or a long succession of Pipelines over a bar in a busy restaurant. Our lights have been used in very public locations such as restaurants, lobbies, hotels and retail stores, which is great for exposure. And sometimes in more private settings like corporate offices or educational institutions, which is also great as it proves that our products can perform with the rigorous functionality demanded of those

SLAB 210 - GREY WOOL

ARCHITECTS : LA SHED PHOTO : MAXIME BROUILLET MONTREAL, QC CANADA







SLAB 210 / 30 - GREY / MARIGOLD MERINO FELT

Interior : Imperatori design Photography : Ray van dusen Montreal, QC Canada

SLAB 90 - MARIGOLD MERINO FELT PHOTOGRAPHY : Stéphane Groleau

**SLAB WALL 20 SLAB PENDANT 20** 

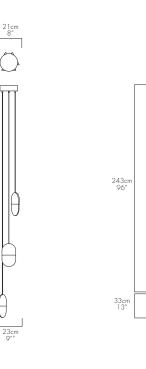


SLAB W 20 - FERN GREEN

# 27.5cm 11" 16.5cm 6.5"

12.7cm 5"  $\bigcirc$ 243cr 96"

SLAB P 20



**SLAB P 20.5** 

**SLAB P 20.3** 

243cn 96"



SLAB P 20.3 - GREY

#### **DESCRIPTION**

A LED wall light covered in industrial grade felt made from 100% natural Merino wool, available in a variety of colours.

The starting point of the slab light was to create a light fixture that would reduce the acoustic ambient sound in the environment that it is hung in. This is achieved with the dense felt.

Designed to have a large sound absorbing face and contrasted by its minimal 15mm thick edge. The fixture has a noticeable but not overwhelming presence.

#### MOUNTING TYPE Wall Sconce

**MANUFACTURED** Canada

#### **DIMENSIONS**

 $16.5 \times 27.5 \times 6 \text{ cm} / 6.5" \times 11" \times 2.3"$ 

SLAB W20

#### **FINISHES**

White Wool

















#### **MATERIALS** Acrylic 100% Merino Wool Felt

#### **ELECTRICAL**

Dim-able 2W LED Panel 70 000 hrs lifetime 3000K / 4100K 91 CRI

120V input 60Hz (\*220V & 277V available upon request).

#### 12V DC

Low Voltage Magnetic Driver Integral 12V power supply included (located in canopy).

\*0-10 Electronic Dimming available upon

\*Other colour temperatures available upon

#### **CERTIFICATIONS**





#### DESCRIPTION

A LED wall light covered in industrial grade felt made from 100% natural Merino wool, available in a variety of colours.

#### MOUNTING TYPE

Pendant

#### **MATERIALS**

Acrylic 100% Merino Wool Felt

#### MANUFACTURED Canada

**DIMENSIONS**  $20 \times 33 \times 1.5 \text{cm} / 8" \times 13" \times 0.6"$ Per Piece

#### FACTORY DROP LENGTH

243cm / 96"

\*Custom Length Available Upon Request.

#### **FINISHES**

White Wool



Fern Green













SLAB 20 - 2W LED Panel SLAB 20.3 - 6W LED Total SLAB 20.5 - 10W LED Total

70 000 Hrs Lifetime 3000K 'WW' / 4100K 'NW'

120V Input 60Hz 12V DC

91 CRI

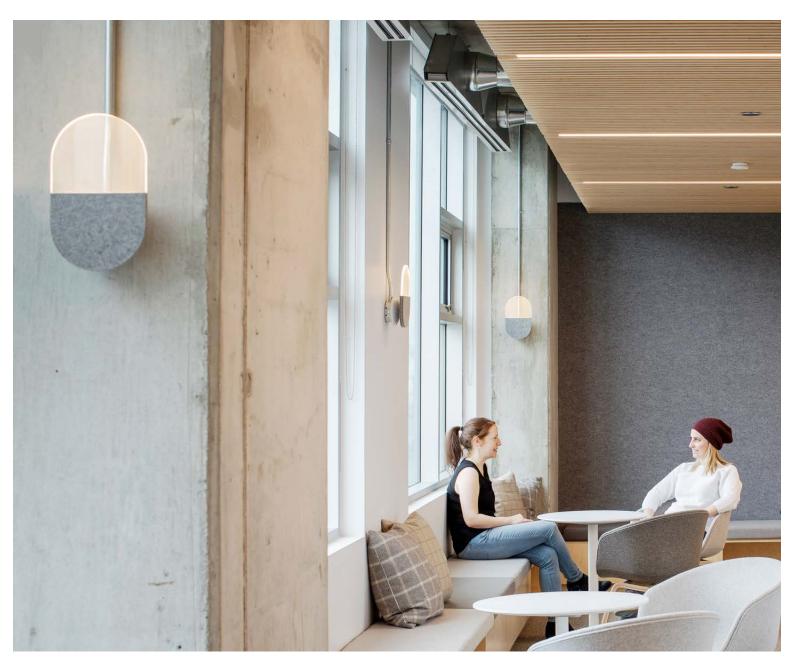
**ELECTRICAL** 

Low Voltage Magnetic Driver Integral 12V Power Supply Included (Located In Canopy)

\*Other Colour Temperatures Available Upon Request









SLAB 150 - GREY WOOL

INTERIOR : EVOKE DESIGN INC. PHOTOGRAPHY : JANIS NICOLAY VANCOUVER, BC CANADA







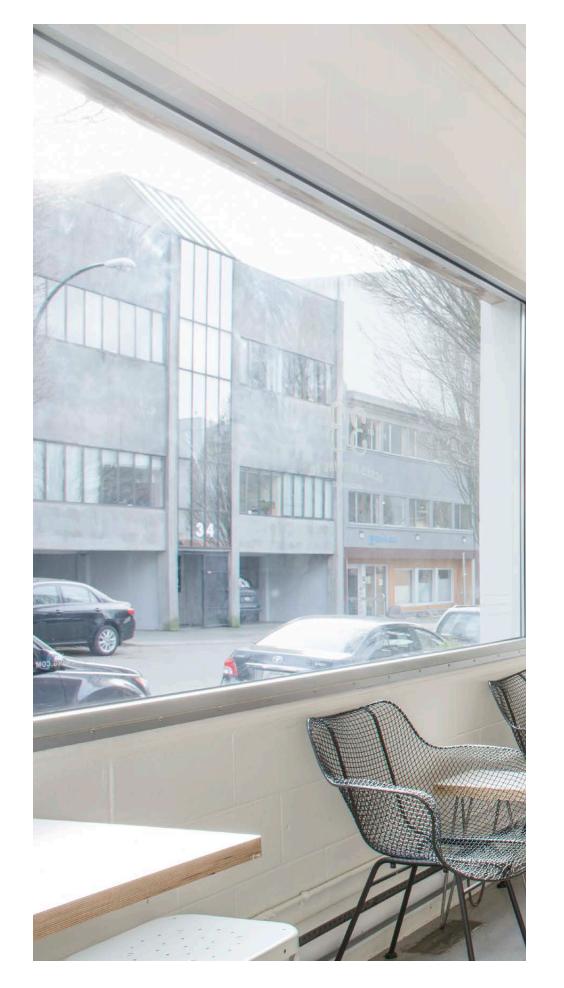




# NEW FINISHES FOR 2017

NEW FOR 2017, THE ADDITION OF 'WHITE', 'BROWN' AND 'BLACK' FELT COLOURS TO THE ALREADY EXISTING 100% MERINO WOOL COLOURS USED IN THE SERIES.







BUTTON 90 - WHITE POWDER COAT

33 ACRES VANCOUVER, BC CANADA

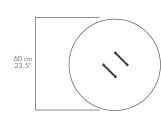
BUTTON 90 C/W - BLACK ANODIZE

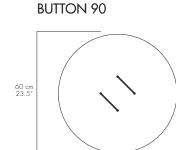


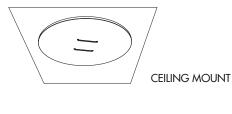
I AM EXCITED TO GROW THE BUTTON FAMILY WITH THE ADDITION AND LAUNCH OF A
CEILING AND WALL MOUNTABLE VERSION
THIS FALL. AVAILIBLE IN BOTH THE GOCM
AND GOCM DIAMETER VERSIONS. ALLOWING
EITHER TO BE MOUNTED DIRECTLY TO THE
CEILING OR WALL

- LUKAS PEET

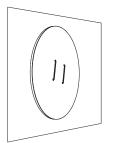
#### BUTTON 60











WALL MOUNT

#### **DESCRIPTION**

Wide surface LED pendant light. Direct surface mounted to either wall or ceiling.

MOUNTING TYPE
Surface - Wall / Ceiling

#### **MATERIALS**

Aluminum body Acrylic LED Panel and Diffuser Brass hardware

MANUFACTURED Canada

#### DIMENSIONS

BUTTON 60 60 Ø x 10 cm / 23.5" Ø x 4 "

BUTTON 90 90 Ø x 10 cm / 35.5" Ø x 4 "

#### **FINISHES**

Black Anodize



Bronze Anodize White Powder Coat

Gold Anodize



120V input 60Hz (\*220V & 277V available upon request).

Dim-able 30W LED Panel (60)

Dim-able 40W LED Panel (90)

#### 12V DC

91 CRI

**ELECTRICAL** 

70 000 hrs lifetime 3000K / 4100K

Low Voltage Magnetic Driver Integral 12V power supply included (located in canopy).

\*0-10 Electronic Dimming available upon request

\*Other colour temperatures available upon



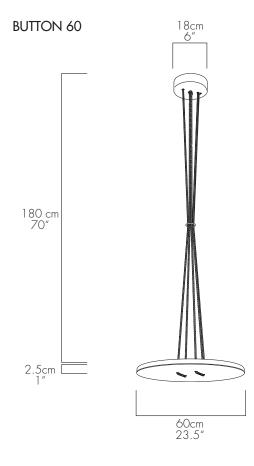


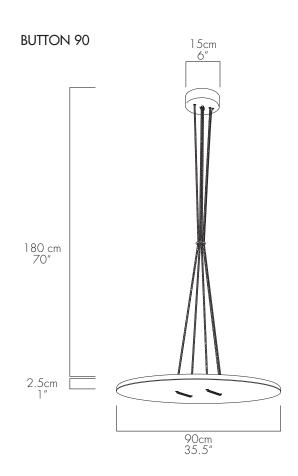
#### **BUTTON PENDANT SERIES**



BUTTON60 WHITE POWDER COAT

BUTTON 90 BLACK ANODIZE





#### **DESCRIPTION**

Wide surface LED pendant light. The fixture allows the user to articulate the illuminated face towards the desired direction.

#### MOUNTING TYPE

Pendant

#### APPLICATION

Down light

#### MATERIALS

Aluminum body Acrylic LED Panel and Diffuser Nylon Rope Brass hardware

#### MANUFACTURED Canada

#### **DIMENSIONS**

BUTTON 60 60 Ø x 2.5 cm / 23.5" Ø x 1 "

BUTTON90 90 Ø x 2.5 cm / 35.5" Ø x 1 "

#### FACTORY DROP LENGTH

180 cm / 70"

\*custom length available upon request.

#### **FINISHES**

Black Anodize

Gold Anodize

Bronze Anodize White



#### **ELECTRICAL**

Dim-able Panel 30W LED/40W LED 70 000 hrs lifetime

3000K / 4100K

91 CRI

120V input 60Hz (\*220V & 277V available upon request).

12V DC

Low Voltage Magnetic Driver Integral 12V power supply included (located in canopy).

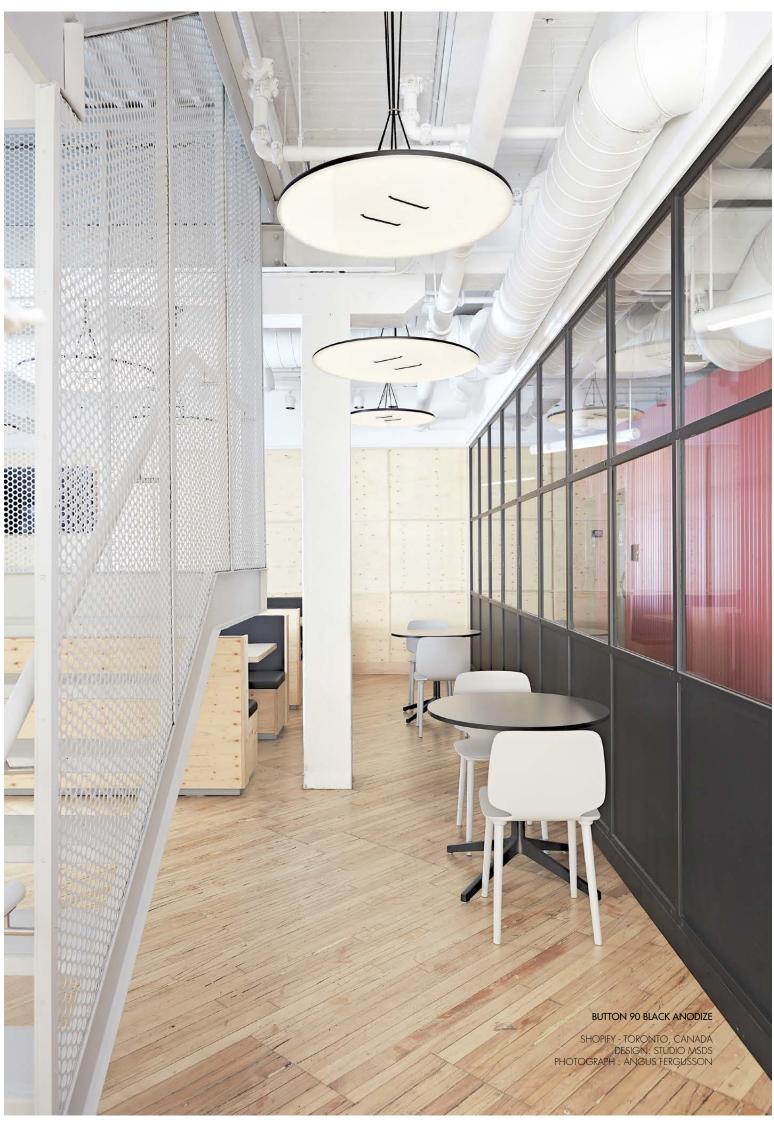
\*0-10 Electronic Dimming available upon request

\*Other colour temperatures available upon request















type of spaces. That said, it is gratifying to know that we have had residential clients who have individually chosen to purchase our lights for their homes. Knowing that and seeing images from those jobs is absolutely rewarding.

Do you take some of that back into the design process and then think, "Can I take this product even further?"

**All:** Yes, for sure.

I'm starting to see your fixtures all over Vancouver and Toronto recently, and it's starting to spread to the United States and internationally as well. Has this come with some challenges?

**L:** Yes, it's always been challenging. I think we're trying to grow but steadily, and we'll cross those bridges when we get there.

M: We started with that goal in mind. Like, when Lukas speaks about local production; we do produce locally, but our target is to sell throughout the world. So one of the first

things was to get UL approval for the US on our product cycle. That's the technical, boring stuff that took time and money, before we even started approaching the US market. So we were kind of already ready. Now we are doing that for Europe and Asia and slowly making sure all of our ducks are in a row before we go there. That will make it a lot easier.

Do you think being in Vancouver and doing things locally has its advantages and disadvantages?

C: Maybe cost wise it is a bit more expensive to operate here, but then our advantage is that we are a stone's throw away from the vendors that manufacture with us. If we need to have a meeting, we can do it the same day, or if we have an issue, we can go discuss it with them right away. It's also a benefit for them to work with us because we're bringing business to their door. If they can see our vision, and the ones that we work with now can, it's a beneficial two-way street that works both ways. If they do good work for us, we want to work with them, and they want to help develop new ideas and techniques, which will allow us to make more exciting things locally, down the road.

BUTTON 60 - BRONZE ANODIZE

HOOFHEARTED BREWERY COLUMBUS OHIO, USA



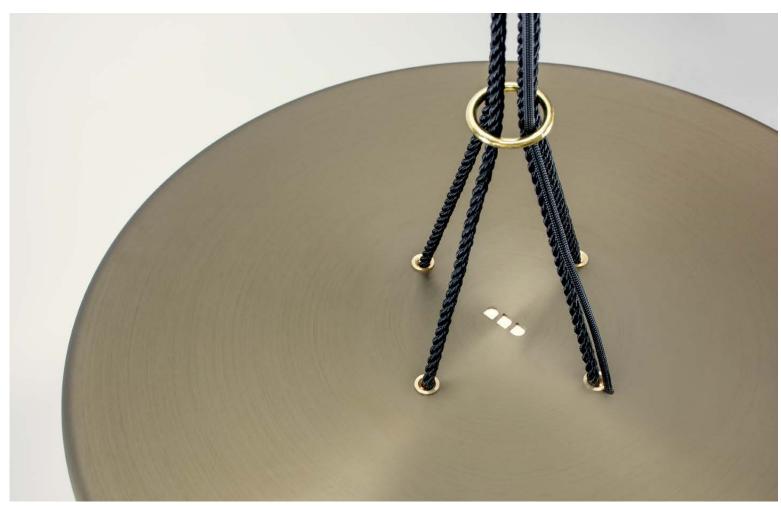




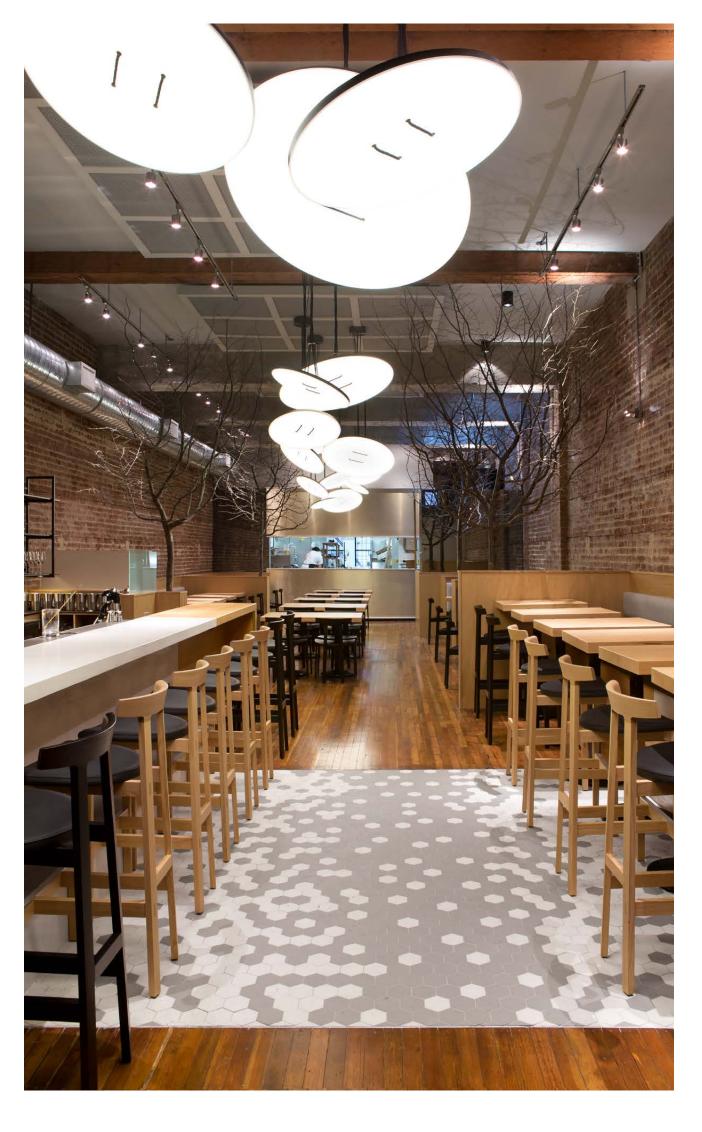


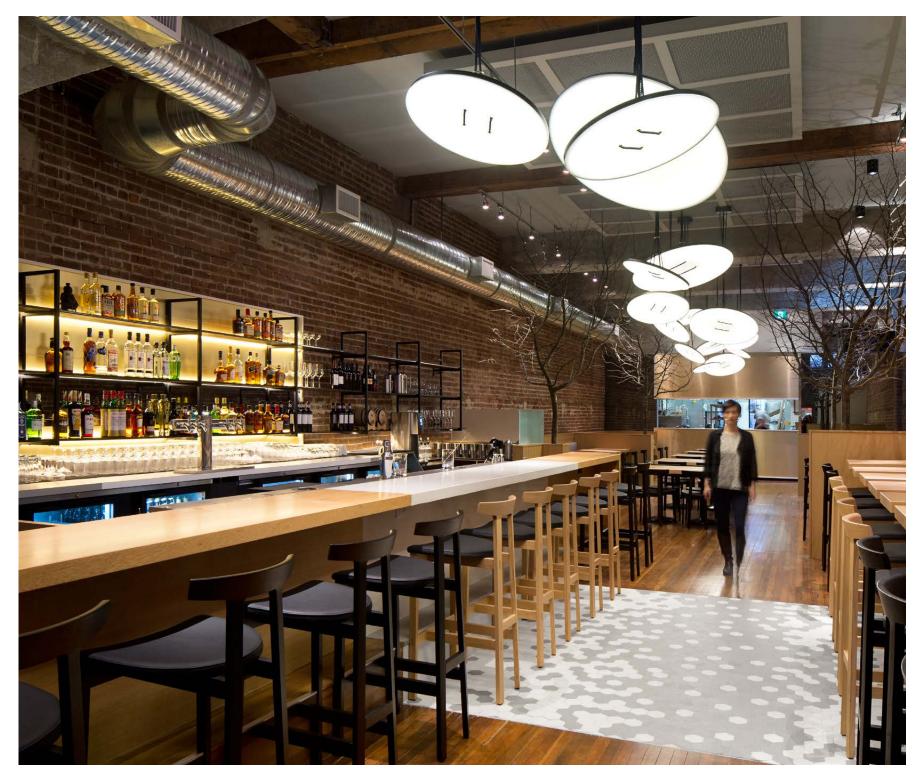


BUTTON 90 - WHITE POWDER COAT



BUTTON 90 - BLACK ANODIZE BUTTON 60 - BRONZE ANODIZE





BUTTON 90/60 - BRONZE ANODIZE

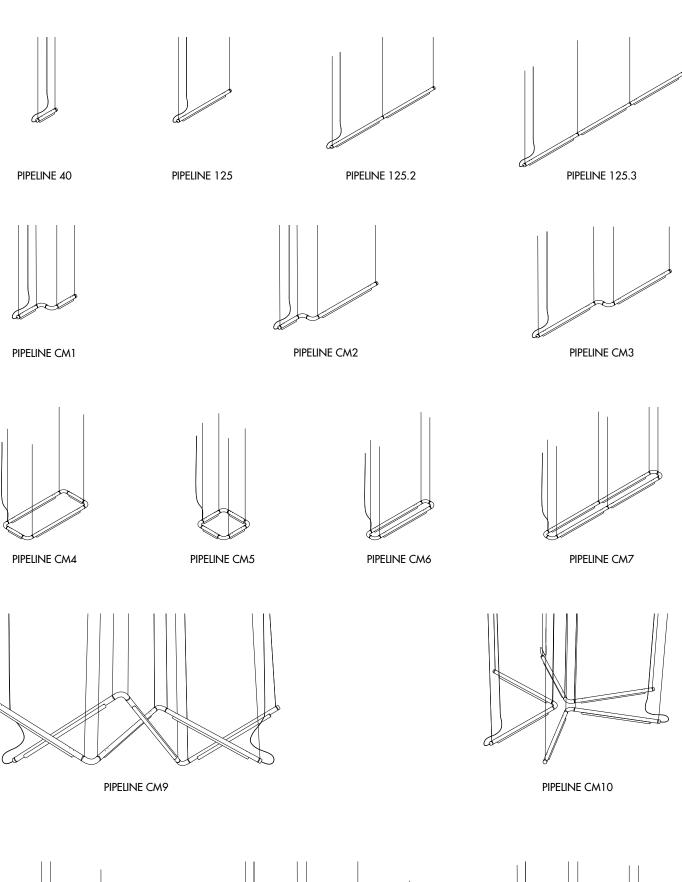
SAI WOO, VANCOUVER, BC CANADA INTERIOR BY : FALKEN REYNOLDS PHOTO : EMA PETER

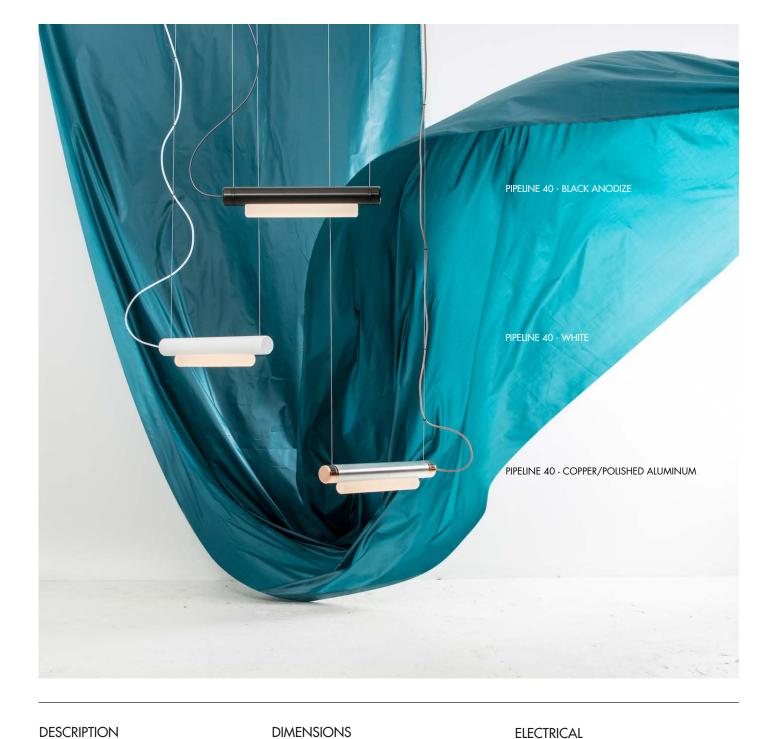
M: Western Canada has been really busy with the oil industry for a long time, but with the recent slowdown, especially with our metal producers, they are now really excited about the opportunity to work with us. That has been an interesting change from the past. They can pretty much do any scale, and they are way more technical than we would ever need.

C: It takes a bit of adapting and adjusting to their understanding of what the final products are. The end user — unlike the resource-based industry — is completely different, so the requirements are a lot different. It also feels like Vancouver is coming of age too, in terms of other companies that are becoming more established here. Before, Vancouver seemed to have a stigma about actually designing or making things here, and it seems like that is sort of dissolving now, which I think is optimistic for the whole area.



#### **PIPELINE PENDANT SERIES**





#### DESCRIPTION

The Pipeline system is a group of modular components which can be arranged and suspended in nearly endless combinations – a great tool for challenging lighting applications and large scale installations.

#### MOUNTING TYPE Pendant

#### MATERIALS

Aluminum body Acrylic diffuser Linear LED Aircraft cable

#### MANUFACTURED Canada

#### \*custom length available upon request.

Model specific

243cm / 96"

White

FACTORY DROP LENGTH



Copper

Black

**FINISHES** 









#### **ELECTRICAL**

Dim-able Linear LED 70 000 hrs lifetime 2700K / 4100K

91 CRI

120V input 60Hz (\*220V & 277V available upon request).

24V DC

Low Voltage Magnetic Driver Integral 24V power supply included (located in canopy).

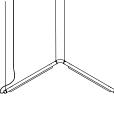
\*0-10 Electronic Dimming available upon

\*Other colour temperatures available upon

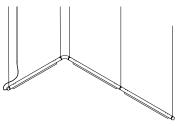
#### **CERTIFICATIONS**

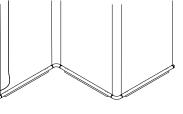






PIPELINE CM11





PIPELINE CM12

PIPELINE CM13

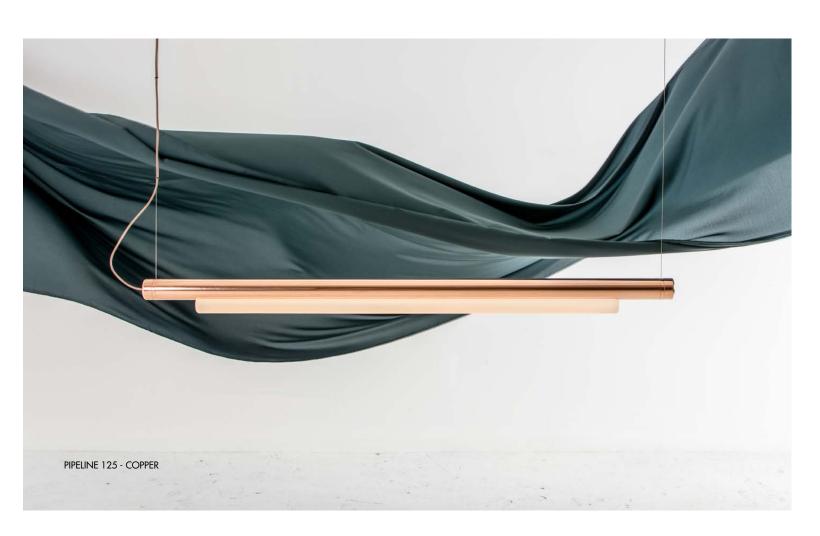








THE PRIMARY FUNCTION OF THE PIPELINE FIXTURE IS TO PROVIDE DIFFUSED EVEN LINEAR LIGHT. THE DESIGN OF THE BODY, ALL OF THE COMPONENTS, HOW IT IS AS-SEMBLED AND HOW IT IS SUSPENDED SERVE





THAT PURPOSE, THE RESULT IS AN UNCOMPLICATED AND VERY PRACTICAL AND APPLICABLE LIGHT FIXTURE THAT IS AT HOME IN MANY SITUATIONS.

#### -CAINE HEINTZMAN

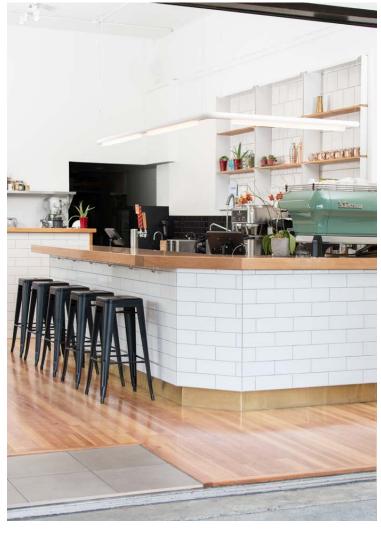


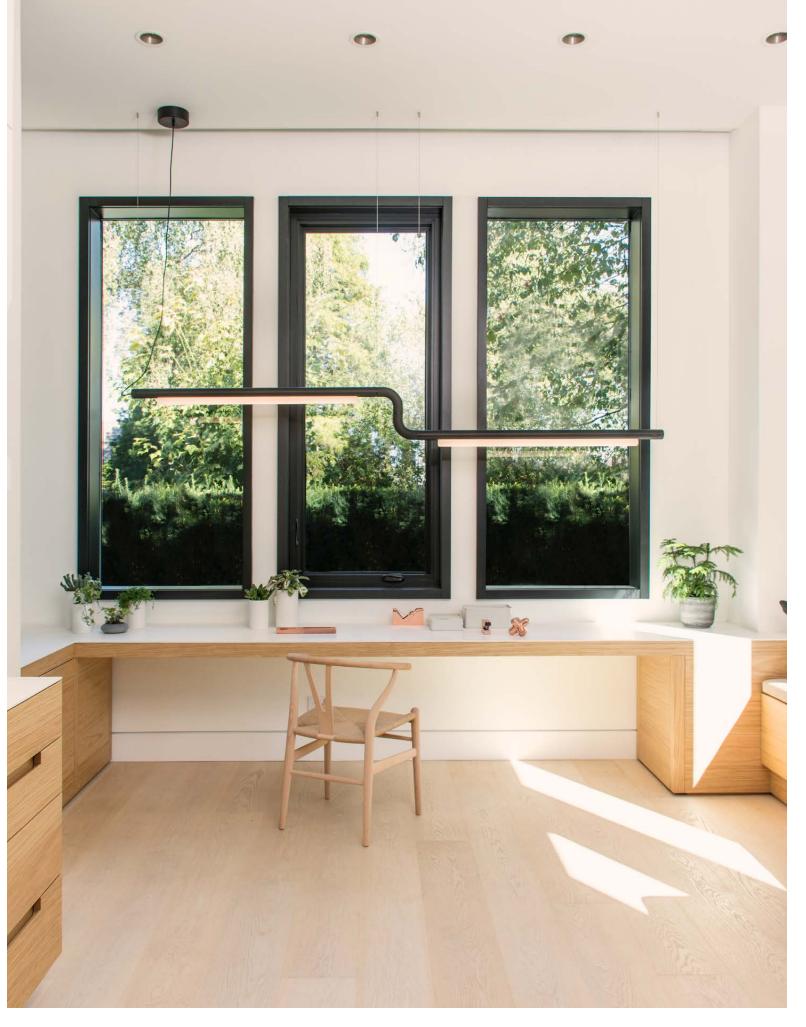










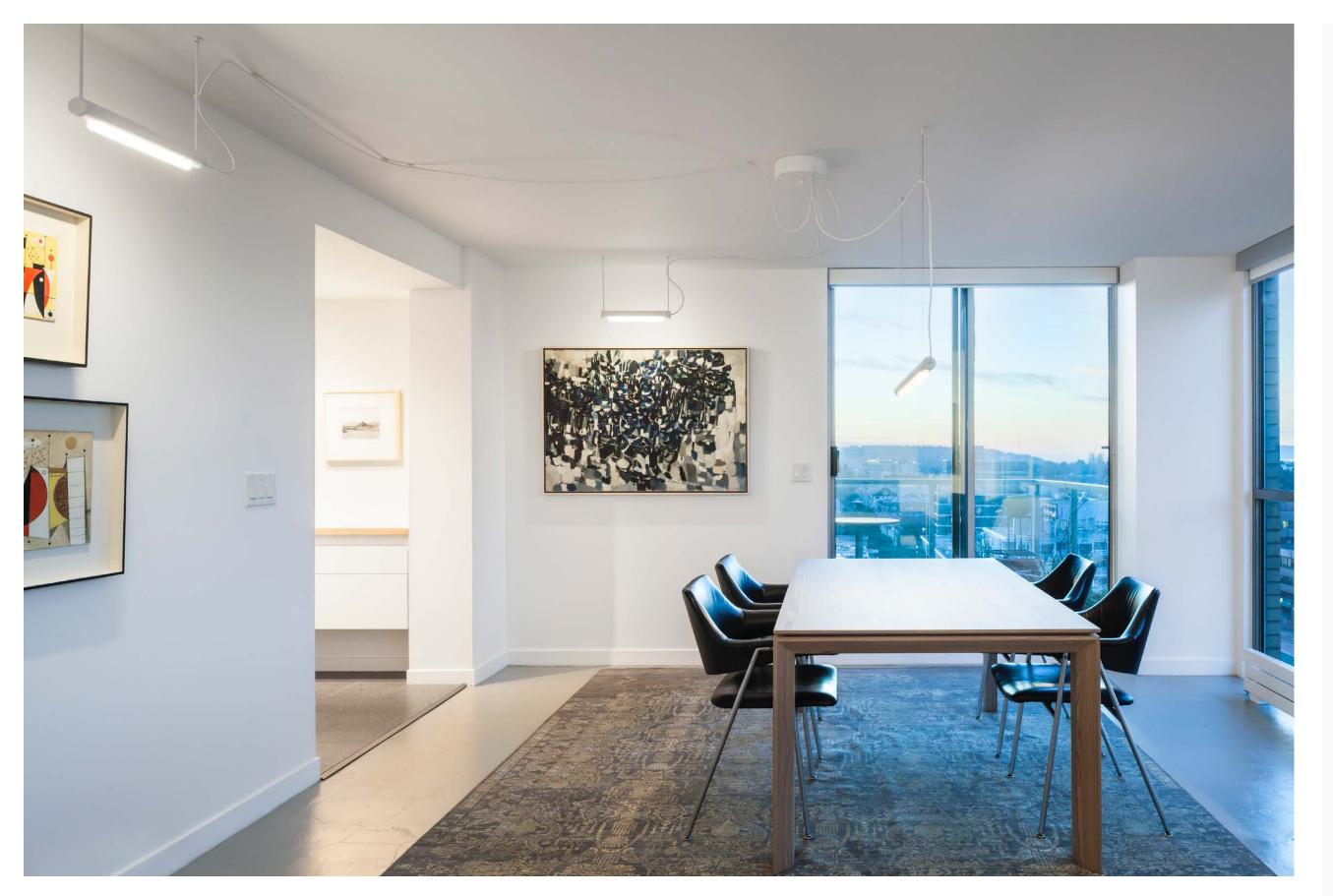


PIPELINE CM12 - WHITE POWDER COAT

ROOST CAFE - VANCOUVER, BC CANADA

PIPELINE CM3 - BLACK ANODIZE

WEST 9TH - RESIDENCE VANCOUVER, BC INTERIOR BY : FALKEN REYNOLDS



#### PIPELINE 125 / 40 - WHITE POWDER COAT

GALLERY PENTHOUSE - VANCOUVER, BC
PROJECT ARCHITECT: MEASURED ARCHITECTURE
PHOTOGRAPHER: ANDREW JATREIJIE

It seems like an exciting time for you guys, and — from what I have seen — things have been moving very fast in the last few years. You've recently opened a new showroom and studio. How has the company grown in the last couple of years and what do you see next?

M: Growth in our industry is a bit different than other industries. When you come into our industry, there are zero ship dates, buying windows, and no booking seasons. It's a construction business, so it's all the time. What happens is that we work on a project, and it might be a year or two before we even see the order. The first few years are very up and down, because you don't know if the project you spent 40 hours working on is going to be happening next week or in two years. We're just getting to the point now where a lot of those first things that we were working on are consistently coming in. So this growth is based on using the next couple of years to keep building the portfolio we've worked on to make it even more stable and building growth through that.

What is your long-term outlook? What would you like to see 5 years from now? Do you have some grand plan, or is it more expanding internationally?

M: Expansion. We're working on the Canadian and the US market; then we'll work on Europe, Asia and different markets and then slowly build off that. The strategy is to stay very limited in distribution, and we're trying to work with the top dealers in every location. We don't have a bunch of accounts, and we feel less is more as far as distribution goes. We'd rather build a tighter relationship with the dealers that we have.

Caine and Lukas, are there any other types of design that you guys are interested in pursuing individually, outside of ANDlight? Does your passion lie only in lighting?

L: I like designing all sorts of things. I moved back to Canada after I graduated school in Europe because I wanted to live here. I had a really hard time finding a job though, because Canada isn't known for design, first of all. I was forced to start my own studio at the time, which gained some success. I have designed mall objects to complete retail stores. Designing for other brands through my own studio, it's always nice to design beyond lighting.

M: I think it's important for these guys to constantly keep pushing themselves. I know they have aspirations of designing many different types of things, and I love it when they are pursuing that. They're energized and pumped up when they get a chance to do something that they are actually trained to do and excited about. They're in their element.

L: I'm doing another project outside of lighting at the moment. By doing that, I learned a new technique and met a new producer, and now have new ideas using these development techniques that will eventually come back to lighting. It's all connected.

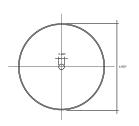
C: In theory, I think it's amazing. But it's also a pretty big challenge when you are running the company too. Time really is scarce. There aren't as many hours in the day that you thought you had as a kid. As the company grows bigger, the opportunities for Lukas and myself to design more for the company and for others will probably grow, so I'm definitely looking forward to that. It's also good to keep in mind to be motivated to design, and be aware of what is going on around us. Being involved in the culture and activities going on in our city and everywhere else is valuable because those are the things that inspire us.

**NOTES CANOPIES** 

#### **SPOTLIGHT VOLUMES** / 5"



All Pendants



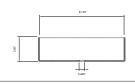
## STANDARD CANOPY 15cm x 5cm

6" x 2"

Button, Pipeline and SLAB use a 6" Canopy Standard.

\*For 277v and 0-10diming a 8" Canopy may be required.

**ALTERNATE CANOPY** 21cm x 6.5cm 8.125" x 2.5"



#### **BUTTON SERIES** / 6"



White Powder Coat



Black Anodize



Gold Anodize



Bronze Anodize

#### PIPELINE SERIES / 6"



White Powder Coat



Black Anodize



Polished Alum. Copper



Copper

#### SLAB SERIES / 6"



All Pendants



SLAB P20



SLAB P20.3



SLAB P20.5

#### **ABOUT** ANDlight

#### CAINE HEINTZMAN CO-FOUNDER

Designer of the Pipeline series.

Caine Heintzman brings an expressive command of lighting's technicalities, along with a deep historical knowledge and awareness of the field, its sources and its many forms to ANDlight.

Trained in Industrial Design at ECUAD and Kunsthochschule Berlin Weissensee, lighting was one of Caine's very early interests. Working within and without formative parameters, he applies his creativity and experience to achieve the sensorial richness and aesthetic refinement that is the hallmark of any great object.

#### MATT DAVIS CO-FOUNDER

Matt Davis brings a clarity of vision and a philosophy of collaboration that transforms the people and the ideas around him. To ANDlight he contributes 10+ years of experience in lighting senior business management, and a career defined by entrepreneurial acumen. Consequently, ANDlight is a manifestation of his passion for responsible, timeless design coupled with his business background, entrepreneurial spirit and strong leadership.

#### LUKAS PEET CO-FOUNDER

Designer of the Spotlight Volumes, Button and Slab series fixtures.

Lukas Peet has been practicing his craft with an aesthetic maturity and fluidity that has commanded recognition, since graduating from the Design Academy of Eindhoven in 2009. He has been recognized internationally in a number of awards and competitions, notable Winner of Canada's Emerging Designer Award and two time finalist of [D3] Design Talents in Köln Germany. With his work being exhibited locally in his home town of Vancouver, Throughout North America and Europe.

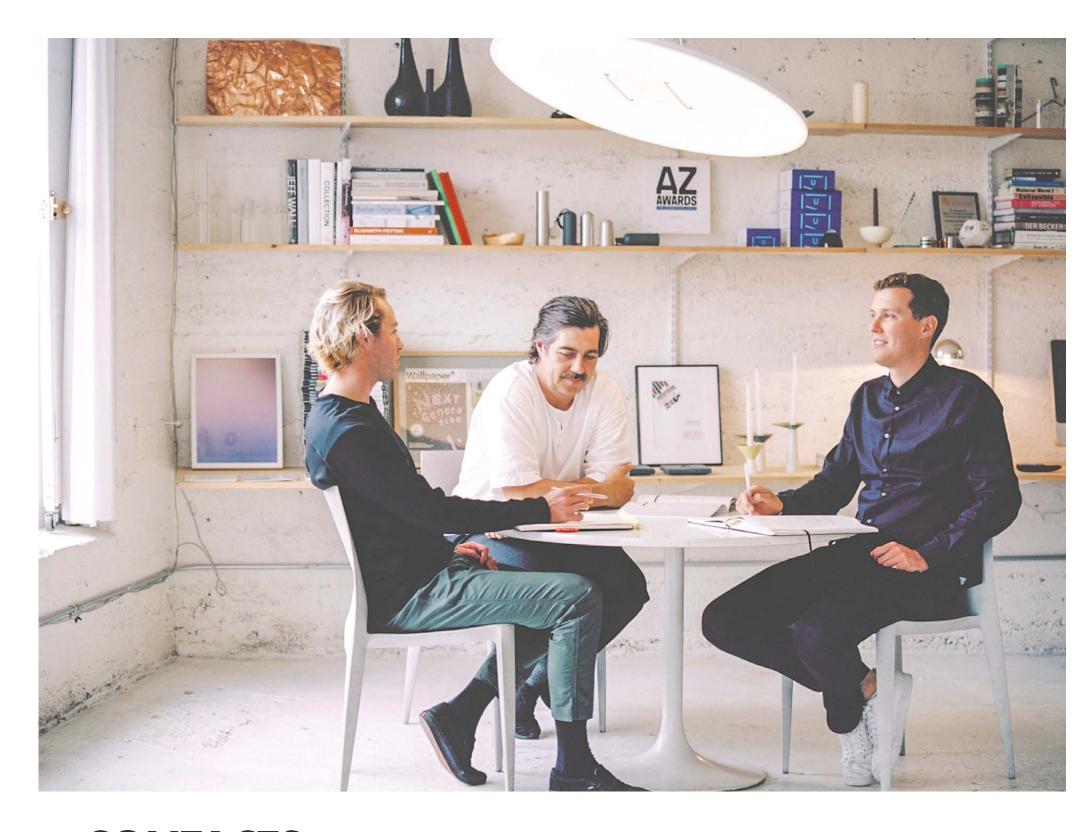
To ANDlight, Lukas brings a vast curiosity about objects, processes, materials and production techniques; he brings his desire to challenge the familiar and the normative, and everything in between.

#### ABOUT ADD

**AND**light is a decorative lighting company based in the scenic city of Vancouver, Canada. The company was founded in 2013 by Caine Heintzman, Matt Davis, and Lukas Peet with the intent to create an outlet for new design ideas and a platform to produce them.

**AND**light believes in forward thinking, environmentally conscious design through innovative production methods, while integrating the latest established technologies in lighting to create functional and unique fixtures.

**AND**light has built a strong network of trusted retailers across North America, Europe and Australia. Our strong international outlook and ambition is contrasted by our use of local suppliers and manufacturers which allow us to work closely at every step of the development and production of our products.



# **CONTACTS**

For more Information in South Africa: ESTABLISHMENT infor@establishment.co.za +27 21 462 6492