

ANGLEPOISE®

ABANDON

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DARKNESS

2021

# ANGLEPOISE®

## Abandon Darkness.

As a fifth generation family business our lifetime guarantee, introduced in 2020, is less a policy decision and more an extension of our longstanding commitment to service and the firm belief that an Anglepoise is a lifelong companion.

Visually unchanged since its introduction in the 1930s, our Original 1227™ design lamp remains a signature product. It is instantly recognisable as an Anglepoise and our only refinements have been more colours, finishes and applications.

The modernist Type 75™ and Type 80™ ranges, both designed by the legendary Sir Kenneth Grange, pare back the distinctive Anglepoise silhouette to the barest essentials: form, function and balance.

Playing with scale has long been another preoccupation for us; from the diminutive 90 Mini Mini to the three-metre high Giant Lamp. They can tread lightly on your makeshift desk or act as an oversized exclamation mark in any room, but all are unified by our quest to make lights that raise a smile.

Considering our impact on the world has taken on increasing importance over the past year. Our lifetime guarantee is one step towards being better, and next we will gradually change our packaging as we strive to reduce (and eventually remove) plastics from our supply chain and logistics. It is no mean feat but it is necessary. We are rethinking the way we do business. Better today than we were yesterday, with a heritage to live up to, and a future to illuminate. We hope you join us on this journey.

Simon Terry & John Purnell  
Joint Managing Directors



# ABANDON DARKNESS

What do you see when you switch on an Anglepoise?

A pool of light, or a lamp illuminating brilliance?

The book you're reading, the music you're playing,  
the design you're creating, or even the cake you're baking.

A design that functions not flirts.

A spring loaded tool that adopts whatever position you command.

A symbol of permanence in a world of obsolescence.

That switches on your imagination, turning darkness into light.

With a reassuring click. On and off.

We're not just a lamp, we're an Anglepoise, made for life.

A life we guarantee.



## COLLECTIONS



## TYPE 75™

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Designed by our Design Director and esteemed British industrial designer Sir Kenneth Grange, the Type 75 range of lights remains perennially popular. Clean lines, full flowing movement combined with the flawless balance expected from an Anglepoise, has made the Type 75 a modern classic in its own right. No wonder it is the lamp of choice for the design cognoscenti including our partners and fashion collaborators Paul Smith and Margaret Howell.

The Type 75 design has been applied to table and floor lamps, ceiling pendants as well as wall lights. The latest addition to this range is the Type 75 Mini Table, a simple design that lends itself perfectly to the bedside.







# ANGLEPOISE®

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## Paul Smith

With each of the four Anglepoise + Paul Smith Editions, Paul has added his mastery of colour to our lamps. Composed now of ten pieces, the collection includes Type 75 Mini and standard size lamps, a floor lamp (currently available in Edition Four colours) and a mighty Giant in the striking pastel palette of the first Edition.

*"I thought it would be nice to add two extremes: the Mini and the Giant! The giant one is pretty extraordinary and in a big space looks sensational, whilst the mini is perfect for studies or for those working in a smaller space."*

- Paul Smith

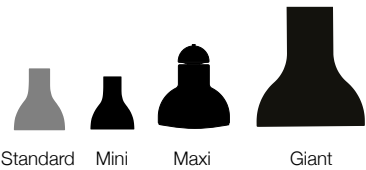


# ANGLEPOISE® + MARGARET HOWELL

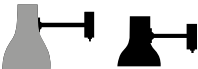
As a fervent fan of mid-century modernism, Margaret Howell's aesthetic brings a colourful, contemporary update to our classic models. This enduring collaboration currently comprises three smart colours: Yellow Ochre, Saxon Blue and Sienna. All three colours are available as desk or floor lamps and, from late spring 2021, will also be available as wall lights.



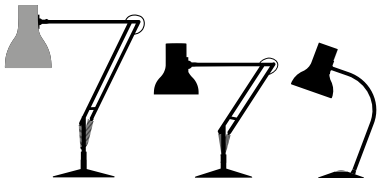
Type 75 Shade sizes



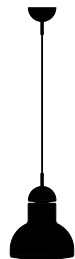
Type 75 Wall



Type 75 Lamps



Type 75 Pendants



Type 75 Floor Lamps



The Type 75 is available in its standard size with a standard shade. We also have Type 75 Mini lamps, Maxi Pendant light and, of course, the Type 75 giants.

The collection of silhouettes opposite is a guide to scale and size. For full technical specifications and dimensions please visit [anglepoise.com](http://anglepoise.com)



## TYPE 80™

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Sir Kenneth Grange's latest design is the Type 80, a contemporary collection that has been carefully considered to deliver streamlined style and ease of use. As a premium precision-engineered design, it combines high style with durability and is just as well suited to a home as it is to a more commercial environment.

New for 2021 are the W2 and W3 lights with movable joints and arms that offer a vast amount of lighting flexibility in both small and expansive spaces.

*"In the history of domestic lighting there is one truly iconic element and it must surely be the conical shade, so is right that Anglepoise should have such a classic iconic design in their portfolio. Moreover, with every new model that we launch there is an innovation, no matter how modest. With the Type 80 the visual attraction of light spilling onto the shade outer surface aims to make the iconic even more distinguished."*

— Sir Kenneth Grange

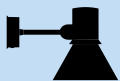
## TYPE 80™ WALL LIGHTS

The Type 80 wall light range now includes the W2 and W3 lights. With the W2, the arm can be moved up or down and the shade itself can also direct light up, down or to either side.

The W3 adds additional reach and drama and, with three joints, can illuminate a larger space or anywhere that requires a change of lighting at different times of the day. From kitchens and hallways to offices and restaurants, these are wall lights with maximum flexibility and style.

The W1 is available in the full Type 80 colour range (Rose Pink, Pistachio Green, Grey Mist and Matte Black) whilst the new W2 and W3 come in Grey Mist and Matte Black only.

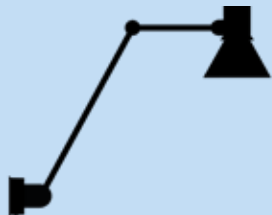
Type 80 W1



Type 80 W2



Type 80 W3









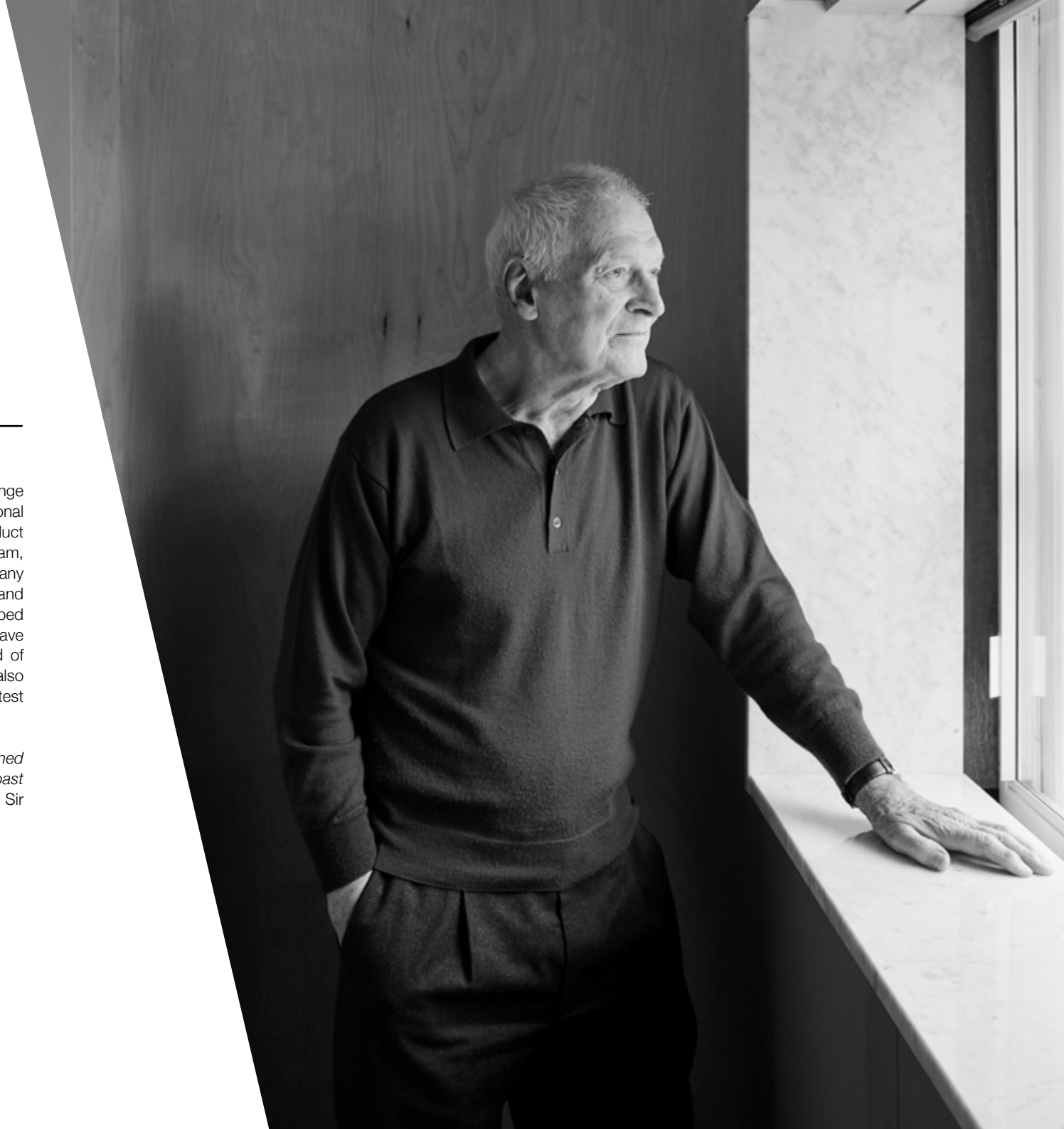
Distinguished by a striking, graphic profile, the Type 80's design is enhanced by an attractive 'halo' light-escape in the shade. This adds an extra dimension in low light environments - a refinement characteristic of Sir Kenneth's designs for the brand.

# SIR KENNETH GRANGE

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Design Director of Anglepoise since 2003, Sir Kenneth Grange began his illustrious career as a technical illustrator whilst in National Service. He subsequently made his reputation as an industrial product designer and in association with four partners founded Pentagram, now an international design practice with offices in the USA, Germany and London. Grange's remarkable work spans half a century and his user-centered, often quintessentially British designs have helped shape the parameters of everyday life for so many. Not only have everyday household brands like Kenwood, Parker, Kodak - and of course Anglepoise - received the Kenneth Grange treatment but also the InterCity 125 train, the regional Royal Mail postbox and the latest London black taxi.

*"He's the classically styled godfather of British modernism, renowned for designing some of the most iconic industrial products of the past 50 years."* - Alyn Griffiths and Sam Rogers for Wallpaper.com on Sir Kenneth Grange winning a 2016 London Design Medal.







## ORIGINAL 1227™

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Described as ‘the lamp with a mind and a body’ (Financial Times), one of ‘12 designs that changed everything’ (Wired) and the epitome of ‘Cool Britannia’ (Elle Decoration), our Original 1227 Desk Lamp, designed by George Carwardine in the 1930s, set the standard by which other task lights are measured and today is considered iconic. The lamp is still in production to this day and remains our most popular, and instantly recognisable, design.



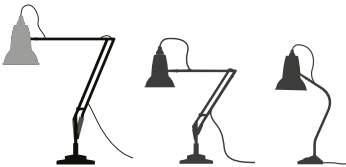
Original 1227 Shades sizes



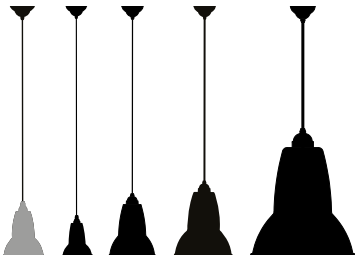
Original 1227 Wall



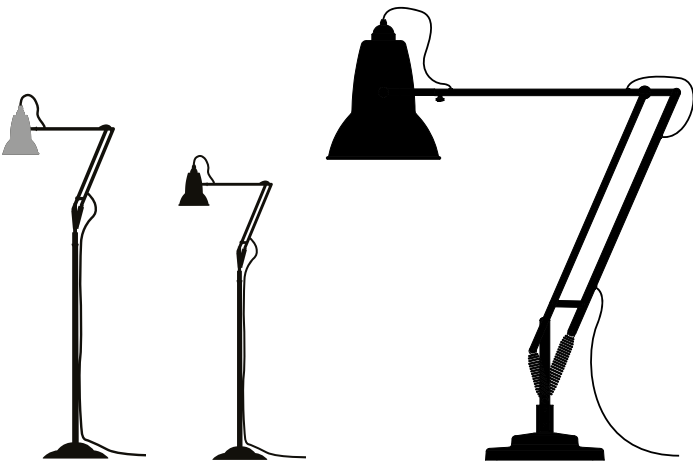
Original 1227 Lamps



Original 1227 Pendants



Original 1227 Floor Lamps



The Original 1227 design remains unchanged but we have played endlessly with scale, adding wall and ceiling lights as well as floor lamps and the much loved Giants. There is an Original 1227 for every place and space: bedsides, makeshift desks, reading nooks, hobby rooms and home offices... you name it. For more choice, we have chrome as well as some brass fittings and with our Giants, it is even possible to pick your own colour.

The collection of silhouettes opposite is a guide to scale and size. For full technical specifications and dimensions please visit [anglepoise.com](http://anglepoise.com)



## GEORGE CARWARDINE

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In 1932, when vehicle suspension engineer George Carwardine invented a spring, crank and lever mechanism that could be positioned with the lightest of touch yet would maintain its position once released, a blueprint for the first Anglepoise task lamp was born. The Anglepoise lamp has subsequently achieved iconic status and its engaging, anthropomorphic form is recognised and admired the world over.

In subsequent years the original lamp design has evolved under the careful watch of the founding Terry family without ever losing sight of its primary function and unique, characterful form. From the creation of the classic Original 1227 lamp, and all subsequent Anglepoise collections thereafter, great engineering and honest, authentic design remains at the heart of Anglepoise.



Originally commissioned by the Roald Dahl Museum and Story Centre to reference the beloved Anglepoise lamp Dahl used in his writing hut, our Original 1227 Giant Collection has been extended to include Giant lamps for outdoors, a new wall mounted Giant for both inside and out, and a Giant pendant with brass components. All our Giant lamps are hand built in the UK.





Three times the scale of Sir Kenneth Grange's Type 75 Desk Lamp, our Type 75 Giant Floor Lamp is a striking alternative to the Original 1227 Giant. Featuring precision machined components and a rotating shade, this is a contemporary statement piece that is both stylish and functional.





## 90 MINI MINI

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Offspring of the ever-popular 1970s Model 90, our 90 Mini Mini lamp has all the versatility and personality of a classic Anglepoise lamp wrapped up in its tiny form. At half the size of a standard desk lamp it fits just about anywhere you can think of: in your home, at your student digs, or right beside you as you work, relax or play.

Compact and cute as it is, 90 Mini Mini is also a serious piece of kit that puts light right where you need it. Put this hyper-flexible little light into any position and you can rest assured it will stay.

Featuring a long-life, dimmable, low-energy LED module integrated into the shade, 90 Mini Mini is our first USB-powered light. Take it wherever you need it. To power on simply plug into a laptop, a portable battery, or into the supplied adapter plug.



# ABOUT US

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The blueprint for the first Anglepoise task lamp was born, as with so many of the greatest innovations and creations (See: Steve Jobs and Walt Disney) in the garage workshop of an automotive engineer: one George Carwardine of Bath, England, in the early 1930s.

After initial applications in industry, the design quickly evolved into a domestic staple and has subsequently achieved iconic status. Its balletic engineering and engaging, anthropomorphic form is recognised and admired the world over.

From the outset, the founding Terry family have been careful custodians of the Anglepoise brand and safely seen its passage through ninety years of change, just as an Anglepoise lamp itself is passed from one generation to the next.

As a companion to creativity, the ability to place light exactly where you want it is also without compare. From illuminating the studios of Pablo Picasso and Barbara Hepworth, to our ongoing collaborations with revered British fashion designers Paul Smith and Margaret Howell, an Anglepoise is ever present.

Today, from our home in Portsmouth on the south coast of the UK, we proudly send Anglepoise products to all four corners of the globe – bringing light and longevity to all, while continuing our journey in incomparable design.



Product height represents the lamp position shown. For detailed technical specifications please go to [anglepoise.com](http://anglepoise.com) or email [hello@anglepoise.com](mailto:hello@anglepoise.com)

Custom colours are available on request for design projects. Minimum order quantities apply. To find out more email [contracts@anglepoise.com](mailto:contracts@anglepoise.com) and we'll be delighted to help.

Original 1227™ Mini Table Lamp



H51.5cm



Original 1227™ Mini Desk Lamp



H52cm



Original 1227™ Desk Lamp



H59cm



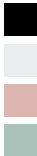
Original 1227™ Brass Desk Lamp



H59cm



Type 80™ Table Lamp



H48cm



90 Mini Mini Desk Lamp



H40cm



Type 75™ Mini Table Lamp



H46cm



Type 75™ Mini Desk Lamp



H48cm



Type 75™ Desk Lamp



H59cm



Type 75™ Desk Lamp  
Margaret Howell - Sienna Edition



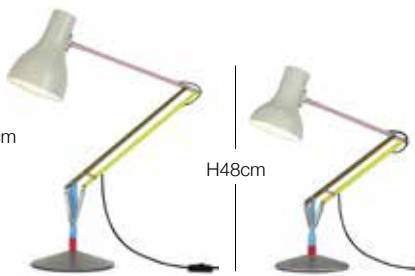
H59cm



Type 75™ Desk Lamp and Mini Desk Lamp  
Paul Smith - Edition One

H59cm

H48cm



Type 75™ Desk Lamp and Mini Desk Lamp  
Paul Smith - Edition Two

H59cm

H48cm



Type 75™ Desk Lamp and Mini Desk Lamp  
Paul Smith - Edition Three

H59cm

H48cm



Type 75™ Desk Lamp and Mini Desk Lamp  
Paul Smith - Edition Four

H59cm

H48cm



Type 75™ Giant Floor Lamp  
(Also available in Paul Smith Edition One)

H170cm



Original 1227™ Giant Floor Lamp

H180cm



Original 1227™ Floor Lamp/Mini Floor Lamp

H146cm



H138cm



Type 75™ Floor Lamp (Also available in Margaret Howell and Paul Smith Edition Four colours)

H147cm



Original 1227™ Mini Wall Light  
(Also available with a ceramic shade in Pure White)

H17.5cm x Ø13cm



Original 1227™ Wall Light

H20cm x Ø15cm



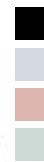
Original 1227™ Brass Wall Light

H20cm x Ø15cm



Type 80™ Wall Light

H16cm x Ø14.5cm



Type 80™ W2 Wall Light

H16cm x Ø14.5cm



Type 80™ W3 Wall Light

H16cm  
x  
Ø14.5cm



Type 75™ Wall Lamp

H19cm x Ø14.5cm



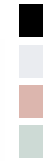
Type 75™ Mini Wall Lamp

H15cm x Ø13cm



Type 80™ Pendant

H20.6cm x Ø14.5cm



Type 75™ Maxi Pendant

H26cm x Ø23cm





Original 1227™ Mini Ceramic Pendant/Wall Light



Original 1227™ Brass Pendant



Original 1227™ Brass Maxi Pendant



Original 1227™ Brass Giant Pendant



Original 1227™ Pendant



Original 1227™ Midi Pendant



Original 1227™ Maxi Pendant



Original 1227™ Giant Pendant



## Accessories

All of our desk lamps can be used with our accessories to illuminate your home or workspace in a way that suits you. All lamps with our spring mechanism can be used with a desk insert, clamp or wall bracket.







# CONTACT US

There are lots of ways to get in touch:

Most regular queries can be answered using the Help button on our website. It's a great starting point if you want to date an old Anglepoise, have a quick repair query or want to work out which spare part you might need. Alternatively send an email to [hello@anglepoise.com](mailto:hello@anglepoise.com)

Our phone number in the UK is +44 (0) 2392 224 450. This number is due to change at some point in 2021. At the time of print, we are still in a Covid-19 lockdown and the phone is not the fastest way to get hold of us...but we're working on this, we promise.

## Contract, project and trade enquiries

Want to stock our lights in your store or install them in a client's home? Just email [hello@anglepoise.com](mailto:hello@anglepoise.com) to start the conversation.

For larger contract orders or bespoke colours, please email [contracts@anglepoise.com](mailto:contracts@anglepoise.com). Our products are often chosen for commercial projects including residential developments, offices and student digs through to restaurants and hotels both large and small. To see who we've worked with in the past go to: [anglepoise.com/contracts](https://anglepoise.com/contracts)

We can be found on most social media channels - just search using [@anglepoise](https://twitter.com/anglepoise)

All media and PR enquiries should go to either [press@anglepoise.com](mailto:press@anglepoise.com) or [louisa@louisacklackpr.com](mailto:louisa@louisacklackpr.com)

## North & South American Enquiries

+1 (888) 519 3225 [americas@anglepoise.com](mailto:americas@anglepoise.com)



Photography

Page 2: Photo by Beth Evans, Stylist Sania Pell

Pages 4, 36, 40: Photos by Rob Luckins

Page 8: Photo by Tim Young, Stylist Selina Lake

Pages 10, 12, 19, 20, 22, 49: Photos by Jake Curtis, Stylist Despina Curtis

Pages 28, 34: Photos by Jake Curtis, Stylist Hannah Simmons

Page 50 courtesy of Vega House, Japan



Since January 2020 we have offered a lifetime guarantee on all new lights and lamps bought but we do ask that you register your lamp with us. It's really easy to do.

Go to [anglepoise.com](https://anglepoise.com) and scroll to the bottom of the page where you will find a **Warranty Registration** link. Click it and enter your details. You will need your 'batch code' which can be found on the carton, inside the shade or under the base, the model number and the date of purchase.

If your lamp was bought before January 2020 and you need some assistance with it, get in touch using the Help button on the website. We want to keep all our lights working and away from landfill so we will do our very best to help.

# DESIGN MANIFESTO

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**PRINCIPLE 1: IN EVERYTHING WE DO WE FIRST UNDERSTAND WHY**  
Our products look like they do because they solve a human problem, serving a purpose, fit for the task in hand.

**PRINCIPLE 2: IT'S BETTER TO DO ONE THING EXCEPTIONALLY WELL**  
Focus brings learnings, experience and knowledge.

**PRINCIPLE 3: DURABILITY IS A JOY**  
We build using methods and materials that will last. Our products are guaranteed for life because we feel things should last a lifetime...and even beyond.

**PRINCIPLE 4: WE CREATE PRODUCTS THAT ARE RESPONSIVE AND ENCOURAGE INTERACTION**  
We choose materials and details that invite the human touch, that are a pleasure to use. We design for elegance, proportion, balance and finger tip responsiveness.

**PRINCIPLE 5: WE DESIGN TO CREATE A SMILE**  
The objects that become treasured possessions in our lives, are the ones that somehow we become attached to - that make us smile.

**PRINCIPLE 6: WE PURSUE OPENNESS**  
We want everyone we interact with to feel part of us. We pursue feedback to learn, adapt and always improve everything we do. We foster collaborations with like minded partners, for the greater good.

**PRINCIPLE 7: AUTHENTICITY WITH DELIGHT**  
We will remain true to our iconic heritage guided by the original principles and ideas that created the Anglepoise. But we will aim to constantly surprise and delight within that authentic vision. After all we do want to make people smile when using our products

**PRINCIPLE 8: LOVED BEYOND A LIFETIME**  
In short we are led by the overriding principle of taking The Long View and of growing a company and creating products that are built to last. Even to be loved, for a lifetime and beyond.

ANGLEPOISE®