



Holocene.

Intimate illuminations from Wästberg.

No. 1: Ilse Crawford

No. 2: David Chipperfield

No. 3: Jasper Morrison

wästberg

I.

Fire was bestowed upon mankind by the god Prometheus, unless it was lightning of course.

Humans learned to keep the fire burning – and, if need be, to light it again.

Humans owe a great deal to fire.

II.

Fire allowed humans to move down from the trees.

Fire allowed us to keep the cave warm and predators at bay.

Fire allowed us to interact with each other and become social beings.

Fire allowed us to refine weapons, tools and utensils.

Fire allowed us to transform nature for more efficient hunting and farming.

Fire allowed us to cook food – and develop larger brains.

Larger brains enabled even livelier discussions around the fire.

III.

Fire allowed humans to conquer half continents.

Fire enabled the industrialisation of the world.

Industrialisation accelerated ruthless exploitation.

Ruthless exploitation caused greater stress on humans.

Electricity further increased the level of stress, now we could work around the clock.

With flood light lamps in the office ceilings, powerlessness picked up.

The feeling of powerlessness put an end to the lively discussions around the fire.

IV.

The once promising period Holocene gave way to Anthropocene and a newly established Swedish lighting company realised that something must be done: A monumental systemic failure prevailed. The personal spheres of man must be restored. Lamps should not eat away at people from above, but spread well-being close to people. Wästberg, as the company was called, collaborated with some of the world's leading designers to create lamps, as beautiful as technically perfect and energy efficient. Eventually, the rest of the world started to realise the extent of the systemic failure. Also, the cure.

V.

After barely a decade of activity, Wästberg decided to take another step back in history – and launch light sources not requiring electricity. Once again, some of the world's leading designers were invited: Ilse Crawford, David Chipperfield and Jasper Morrison. The name of the light sources was clear. Holocene can be seen as a tribute to fire. Also to man.



No. 1: Oil lamp in brass, designed by Ilse Crawford.



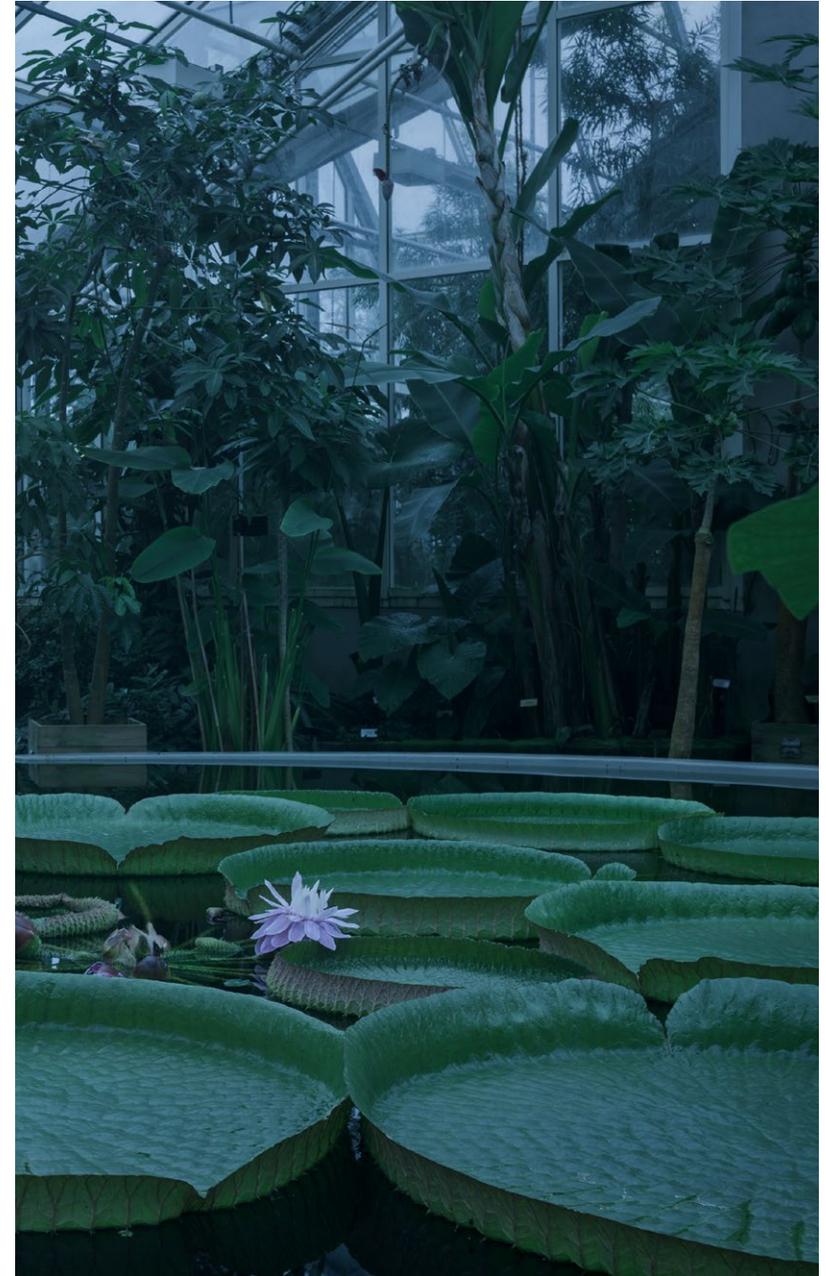
No. 2: Oil lamp in brass, designed by David Chipperfield.

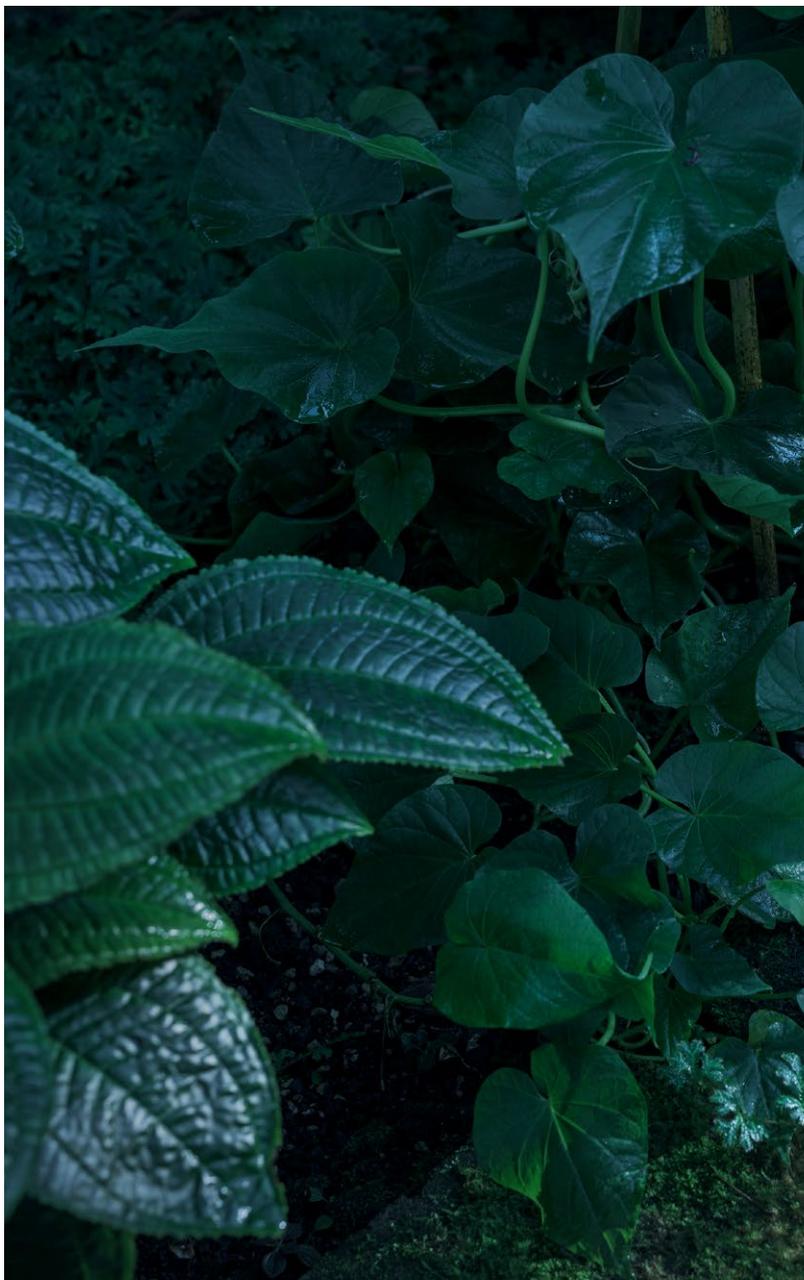


No. 3: Candle holder in brass, designed by Jasper Morrison.

During the 18th century, the last flickering century of Holocene, the flora and fauna of the world was mapped, not least by Swedish scientist Linnaeus and his travelling apostles. One of them was Carl Peter Thunberg, who, after voyages to places like South Africa and Japan, founded the Botanical Garden in his home town of Uppsala (where the photographs are taken).

The major problem with tropical plants was not getting them to Sweden – but having them survive the harsh winters up north. Today, as the world enters the Anthropocene, digital thermostats and hygrometers take care of most aspects. However, there are still challenges to be faced. Can we map all of Earth's species before they disappear forever because of human excesses? Before the whole world is transformed into a tropical greenhouse?





Wästberg is a Swedish lighting company aimed at bringing back light to human proximity, by restoring the private spheres man has been deprived of during decades of misguided pursuit of efficiency and standardisation. The universally acclaimed lamps are created in close collaboration with some of the world's most renowned architects, designers and lighting experts, and have earned prestigious awards for their combination of aesthetics, cutting-edge technology and resource conservation.

For more information on Wästberg's intimate illuminations, visit holocenefromwastberg.com.

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