

# &Tradition®

## Press Release

Flowerpot<sup>VP1, VP2, VP7 & VP10</sup>

Verner Panton

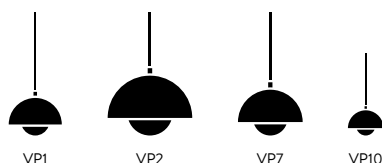
February 2025

Certified



Corporation





# Flowerpot<sup>VP1, VP2, VP7 & VP10</sup> Verner Panton

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**Product category**  
Pendant

**Production process**  
VP1 & VP7 & VP10: Both shades are made of spun steel  
VP2: Both shades are made of spun aluminium

**Environment**  
Indoor

**Materials**  
VP1 & VP7 & VP10: Painted or plated steel and textile cord  
VP2: Lacquered aluminium and textile cord

**Variants**  
Cobalt Blue & Twilight Blue Pattern

**Dimensions (cm/in)**  
VP1: Ø: 23cm/9.1in, H: 16cm/6.3in  
VP2: Ø: 50cm/19.7in, H: 36cm/14.2in  
VP7: Ø: 37cm/14.6in, H: 27cm/10.6in  
VP10: Ø: 16cm/6in, H: 12.7cm/5in

**Certifications**  
CE, UKCA, IP20, Class II

**Design year**  
1968

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**Press info**  
andtradition.com

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**Original pattern and colourway reissued for Verner Panton's iconic Flowerpot series.**

In close collaboration with Verner Panton Design, &Tradition reissues a vibrant blue colour to the pattern finish Flowerpot lamps.

An original colourway from the time of its initial release, the Cobalt Blue & Twilight Blue Pattern Flowerpot lamp brings a pop of colour to interiors with its dual-toned effect. According to the Panton family's archives, this retro, hypnotic-style pattern was first used in 1970 and is reminiscent of the immersive experience Panton created during his interior landscape exhibition, Visiona II.

Initially envisaged to soften the overall appearance of the largest size pendant, the reissued variant's repeating wave pattern alternates between cobalt blue and twilight blue in succession around the circular dome shades, creating a hypnotic finish with a compelling result.

While discussing the use of blue for this pattern, Carin Panton, Verner Panton's daughter, recalls: "My father always wore blue because it was easy to get dressed, even in the dark, as most blue colours complement each other." She adds: "He also once wrote that blue gives an impression of relaxed sensitivity, calm and satisfaction, and that it symbolises trust, friendship and love. Dark blue gives depth while light blue gives width – the two shades found in this colourway."

In an exciting advancement to the Flowerpot family, the new Cobalt Blue & Twilight Blue Pattern has been successfully developed with no glue used in its construction. This new feature, seen across all four Cobalt Blue & Twilight Blue Pattern models, allows the pendant to be fully disassembled, following the principles of circular design by facilitating repair and easier recycling. No glue will be used in the Cobalt Blue & Twilight Blue Pattern's construction from the very first day of production under &Tradition.

The Cobalt Blue & Twilight Blue Pattern variant introduces personality and playfulness to environments, inspired by Panton's love of experimentation with shapes, materials and colour. Find the new Cobalt Blue & Twilight Blue Pattern finish available to choose across any of the four pendant sizes.

### Impact

Flowerpot pendants in the Cobalt Blue & Twilight Blue Pattern variants are designed for disassembly without the use of glue, following the principles of circular design by facilitating repair and recycling. Flowerpot VP1, VP2, VP7 and VP10 are made in a facility certified with ISO 9001, a quality management system that helps meet strict safety requirements. The supplier has passed a strict audit confirming compliance with high standards of safety, workers' rights and environmental protection.

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Verner Panton (1926 – 1998) is known worldwide for his avant-garde work and prolific experimentation with materials, shapes, and most importantly – colour. Throughout his career, he would advocate that colour had both a central meaning and function in design and that it should be used as a tool to enhance everyday life.



Founded in 2010 in Copenhagen, &Tradition is an international brand, built on a Danish legacy of craftsmanship and design. We tell stories with originality. Whether our starting point is new or re-issued, we are passionate about designing the classics of tomorrow. We believe in empowering our employees and network of creatives, designers and partners to take an active part in our journey as a brand. With the planet and the people at the core, we strive to always act conscientiously.