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THE SIMPLE LIGHT FEATURED AT ICFF STUDIO 2008

NEW YORK : May 17-20, 2008 : **the simple light** is being showcased as a featured design group at the 2008 **ICFF Studio** competition. **the simple light** is introducing the *amoeba* family of lighting products at the Javits Center in Manhattan beginning May 17 as part of the International Contemporary Furniture Fair (ICFF).

Based in San Francisco, **the simple light** project was launched in 2007 by four young designers who want to make great designer lighting affordable to more people who are passionate about design. With backgrounds in architecture, industrial design, marketing, and engineering, **the simple light** team is able to approach each design challenge from a variety of angles.

“When we started looking for a light for our apartment, we realized that many of the great designer fixtures out there are more expensive than what many young designers can afford” said Nathan Thomason, who is responsible for the group’s business operations. *“We set out to create great, modern designs that our friends could actually consider buying for their homes.”*

the simple light’s design for the *amoeba* pendant light was chosen to be showcased at the ICFF Studio as part of a select group of up-and-coming designers from around the world. *“Conceived as a way to help young and promising designers with prototypes connect with the ICFF’s manufacturer attendees as well as the media, ICFF Studio makes the ICFF a truly practical venue for emerging talents”* according to ICFFStudio.com.

Showcased for the first time in public at the ICFF Studio, the *amoeba* family of lights includes a large pendant light, a table lamp, and a series of three small pendant lights. Each fixture is artist-crafted out of ceramic, creating a sculptural element that stands on its own even when the light is turned off.

More information and high-res images:

the simple light - www.thesimplelight.com

ICFF Studio - www.ICFFStudio.com

ICFF - www.ICFF.com

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the simple light

about the simple light

based in san francisco, the simple light project was launched in 2007 by four young designers who want to make designer lighting affordable to more people who are passionate about design. With backgrounds in architecture, industrial design, marketing, and engineering, the simple light team is able to approach each design challenge from a variety of angles.

the members of the simple light team seek to solve everyday problems by applying the design process to challenges they encounter in their own lives. The group sees the simple light project as a platform to begin expanding on this process - whether the challenge is lighting, furniture, consumer products, or improving lives by creating innovative solutions to get food, water, and medicine to people who need it around the world.

quotes

“as you walk around the amoeba light, each angle creates a unique set of shapes as the light plays off the interior of the shell and spills into the surrounding space. the name ‘amoeba’ comes from the Greek word for ‘change’, which is appropriate since the shell’s form itself mimics the simplicity of the most basic of organisms” - angela thomason, designer

“it’s hard to put a price on great design, but we think great design should be the standard for everyday products. we are kicking off our design collaboration with lighting, but we hope to apply the same design process to other areas of our lives where we see space for innovation” - aaron wierenga, designer

“our goal is to get our design out to as many people as possible, and the ICFF (and design week in general) are great forums to get feedback from tons of great designers and from people who just really appreciate good design” - nathan thomason, design/operations

the simple light team

angela thomason : design

designer at david baker + partners, san francisco, ca
rural studio team, perry county, al
b.s. in architecture

aaron wierenga : design

designer at Imperial Design, auburn, al
b.s. in industrial design

nathan thomason, design/operations

product planner at Apple, Inc., cupertino, ca
b.s. in industrial & systems engineering

rachel wierenga, design/marketing

development coordinator, Auburn University, auburn, al
b.s. in marketing