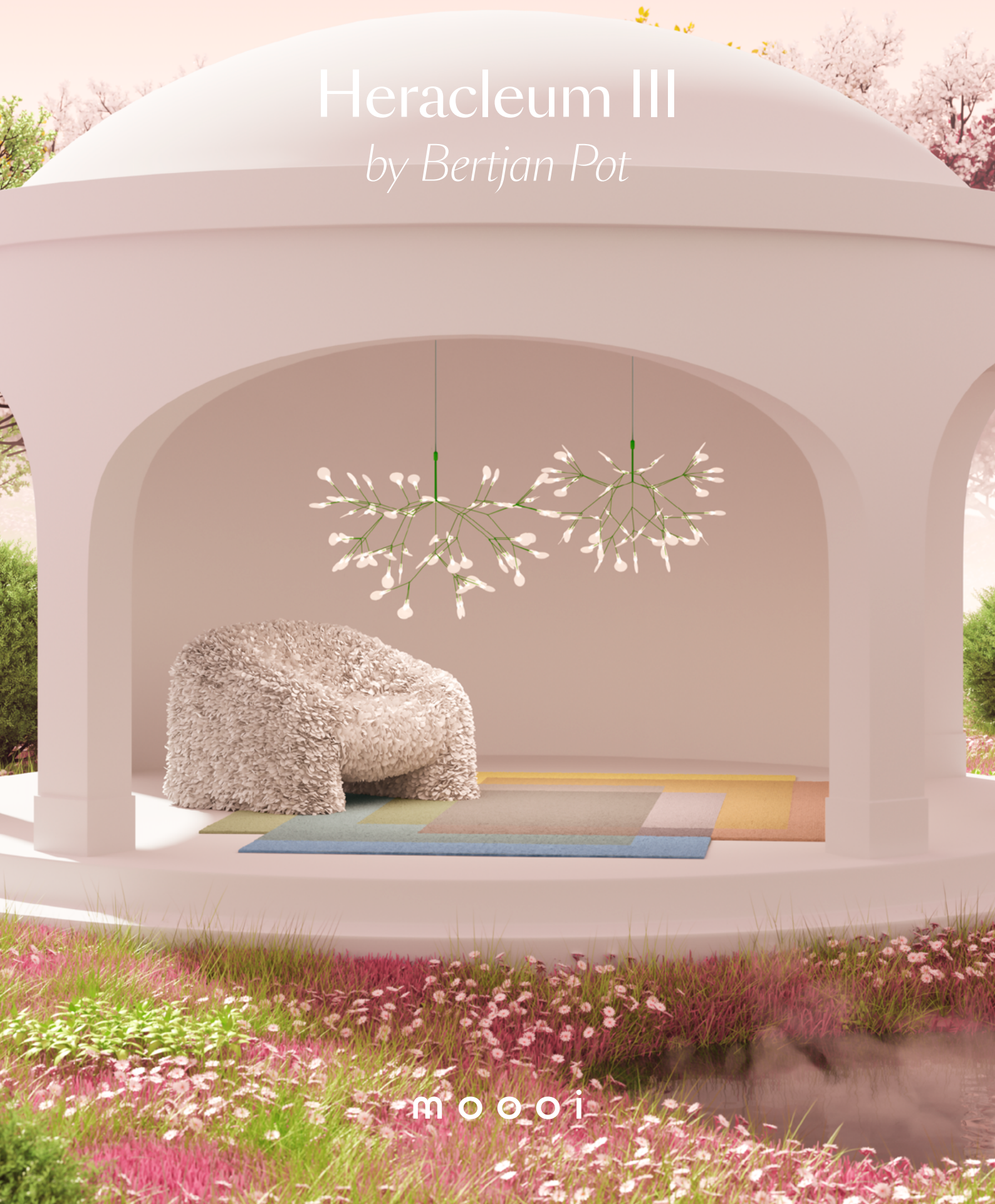


# Heracleum III

*by Bertjan Pot*



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## PRESS RELEASE

19 JULY 2022

# Introducing Heracleum III A modernised Heracleum for every season



Moooi proudly presents Heracleum III. From 19 July, Moooi's iconic Heracleum will be available in a brand-new colour: Green and fully modernised! All designs in the Heracleum III family are now compatible with Moooi's Wireless Wall Switch. The beauty of Moooi's Wireless Wall Switch is that it simply always works and, better yet, there's no need to change your home's wiring. The modernised Heracleum III Suspended, Heracleum III Endless, Heracleum the Big O, and Heracleum Linear will be available in all colours from 19 July on [Moooi.com](https://moooi.com), Moooi Brand Stores, and selected dealers.

### **MOOOI PRESENTS HERACLEUM III**

The Heracleum is a Moooi Original design with a strong presence in their collection since the first introduction in 2010. The lifestyle brand honours their Moooi Originals by further improving them. Therefore, the Heracleum family is now modernised with new technology into Heracleum III and available in green. An updated timeless design in a new colour that highlights its floral inspiration. The perpetual blossoms of the Heracleum family are ever growing!

### **STARTED OUT AS AN EXPERIMENT**

Since its introduction, Heracleum, by Bertjan Pot, is a strong presence in the Moooi Collection. Like almost all Bertjan Pot's designs, the Heracleum started out as an experiment.

The Dutch designer loves exploring the possibilities of a material. For Heracleum, he experimented with LED lights. He tried lighting many LED lights simultaneously and experimented with bundles of electrical wires shaped into a branch structure. During development, he realised it would need too much soldering.

Not willing to give up on his idea, Pot contacted Moooi's founder and creative director Marcel Wanders. He came up with the luminous idea to apply ELECTROSANDWICH® by Marcel Wanders studio: a technique of two layers of isolation and conductivity coated onto the structure. The conductive layer supplies the LEDs with power. This technique allowed the design to be even more slender than he initially hoped. His design and ELECTROSANDWICH® proved perfect for each other.

#### **DIFFERENT DESIGNS AND COLOURS**

The Heracleum family now comprises four designs in different sizes and colours. The first design, the Heracleum Suspended, was introduced in 2010. Its overwhelming welcome prompted other variants soon after: Heracleum The Big O and Heracleum Endless. In 2022, Moooi introduced the Heracleum III Linear.

#### **COPPER, NICKEL, WHITE, AND NOW: GREEN!**

Heracleum III is now also available in Green! With four different colours to choose from, there's a Heracleum for every season and every home. Which colourway

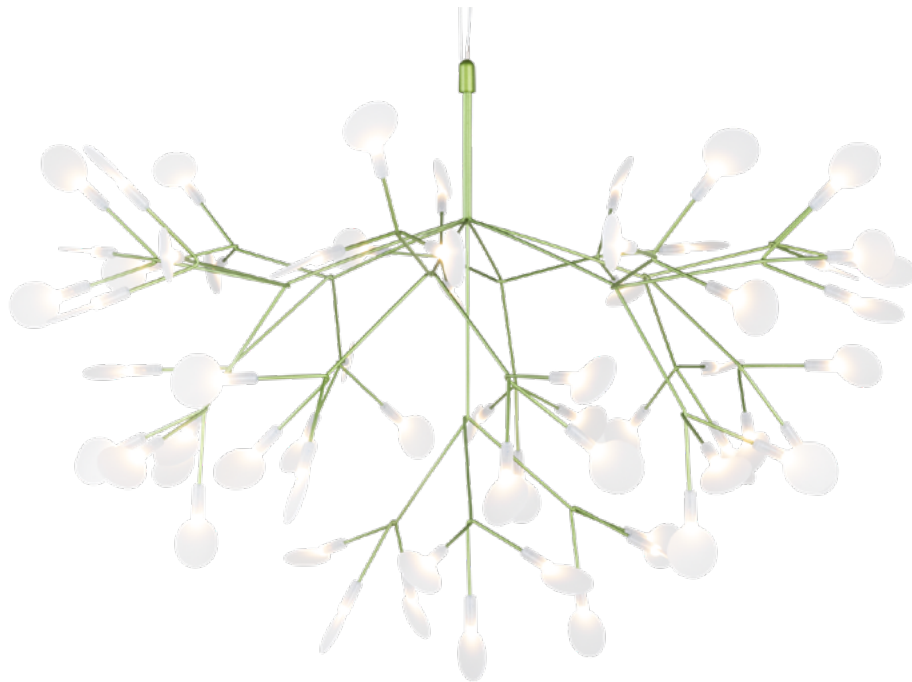
suits you home best? Fresh Green, bright White, cosy Copper, or frosty Nickel? There's a colour for every interior, meaning there's no home or space where the Heracleum III can't flourish!

#### **A WORLD OF DIMMING POSSIBILITIES**

The designs in the Heracleum III family contain a new driver and LEDs for better light output. With the new driver, the Heracleum III designs dim to dark and can be used with DALI and Push dimming. Owners of a Heracleum III can use the well-known dimming accessories Casambi, 0-10V and Zigbee 3.0 to integrate with Philips Hue, Apple HomeKit, Google Home or Amazon Alexa. So, options aplenty, but if you want an easy way for dimming, use Moooi's Wireless Wall Switch. The easiest and quickest way to have a full dimming range, dim-to-dark, in your home.

#### **FULL CONTROL OF YOUR MOOOI LIGHTING WITH THE WIRELESS WALL SWITCH**

Every moment of the day or even your mood requires specific lighting. With Moooi's Wireless Wall Switch, you'll have full control over your Heracleum III Linear with one touch. There's no need to change your home's wiring. The Wireless Wall Switch component needs no electricity (excluding the 110V version). It works with an energy harvesting technique, which means when you use it; it charges itself. The full dimming range provides bright light perfect for when you're working or cooking. And when night falls, you can dim your lights to match the moment with one simple touch.



**moooi**



*"For me, the Heracleum is a lot more about math than nature, but somebody else might use it because they're all about flowers. I always like it when there's more than one story about a product."*

- BERTJAN POT, DESIGNER OF HERACLEUM

#### **ABOUT BERTJAN POT**

Designer Bertjan Pot (1975 – Nieuwleusen, The Netherlands) is probably best known for his Masks and Random Light (1999). All his designs start out as a material experiment. The outcome is usually an interior product that shows a fascination for techniques, structures, patterns and colours. Most experiments start impulsively, driven by curiosity about how things could function or look. From there, Bertjan takes on challenges with manufacturers to explore possibilities and push boundaries where he can. Every challenge brings a new reward.

#### **THE BUTTON**

The Heracleum III designs are accompanied by Moooi's digital proof of authenticity: The Button. This personal safe keeper accompanies every Moooi design. The incorporated NFC-technology in The Button makes counterfeiting impossible and acts as proof of authenticity. By introducing our designs, Moooi makes their support in original design tangible.

#### **ABOUT MOOOI**

For twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful – the third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi doesn't tell designers what to do, but listens to what designers want to make, try to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.

#### **INTERVIEW & MORE INFORMATION**

Interested to learn more about the Heracleum III family? Want to do a virtual coffee via Zoom? Or have a burning question about a different topic? Contact Stèphanie de Kanter, global PR at Moooi, via [press@moooi.com](mailto:press@moooi.com) or call +31 (0)6 11 28 25 05.

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All information available at our press room area at [moooi.com/press](https://moooi.com/press)