



Press Release. Hamburg / Cologne, December 2016.

The Remarkable Revival of the Midgard Lamp Brand

Relaunching with an installation of the "Machine Lamp" at the Cologne Aesop store during the PASSAGEN design event (16-22 January 2017)

The Midgard lamp factory was originally founded in 1919 by the engineer Curt Fischer in the Thuringian town of Auma (Eastern Germany). It was the first company to build flexible, adjustable lamps, a true innovation at the beginning of the 20th century. Hence, Curt Fischer is regarded as the inventor of directional light. Later, when Auma was part of the GDR, the company was taken under state control. From the 1990s onwards, Fischer's son and his daughters took over until they had to file for insolvency in 2011. However, the tradition-rich brand was not to die just yet, quite the contrary: David Einsiedler and Joke Rasch, the founders of "PLY unestablished furniture", recently took over Midgard, including all the company's tools, a huge archive full of original drawings and all rights to the three classic Midgard lamp lines: The Machine Lamp (*Maschinenleuchte*), Adjustable Lamps (*Lenklampen*) and the Spring-Balanced Lamp (*Federzugleuchte*). The new owners carefully restructured the company and moved the workshop from Thuringia to Hamburg, where the Midgard lamps are now being produced again.

In January 2017, during imm cologne, the resurrection of Midgard will be celebrated with the relaunch of the Machine Lamp: as part of "PASSAGEN – Interior Design Week Köln", the Aesop store in the centre of Cologne (Pfeilstrasse 45, at the corner of Ehrenstrasse) will be hosting an installation showcasing, in an almost artistic way, the versatile configuration and personalisation options of the Machine Lamp. The lamp is produced again now, using the original tools, so that the product is a 100% original. The installation is accompanied by an exhibition featuring a number of treasures from the extensive Midgard archive, including an exchange of letters between Curt Fischer and Midgard fan and founder of the Bauhaus Walter Gropius that highlights the company's close relationship to the famous art school.

Midgard@Aesop
Aesop Pfeilstraße
Pfeilstraße 45
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16-21 January 2017, 11am - 8pm
Press Cocktail: Monday, 16 January, 16-21pm
Passagen Cocktail: Tuesday, 17 January, 6-10pm

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