



RICH BRILLIANT WILLING

Interior designer and curator Staffan Tollgård is a big fan of all things New York. The Swedish-born designer works from his London showroom but travels extensively; for projects in Jordan, Riyadh and the Algarve, and for product hunting throughout Europe, Asia and the States. His early background in feature film partially explains his love for New York's cultural history, but more recently it is the resurgence in craft traditions and artisan industries that keeps him coming back. At a recent trip to New York's ICFF he was struck by two pendants, both of which he brings to his London showroom next month. And the beguiling name of their makers: Rich Brilliant Willing ...

Photography courtesy of Rich Brilliant Willing

FUNCTIONAL SCULPTURE

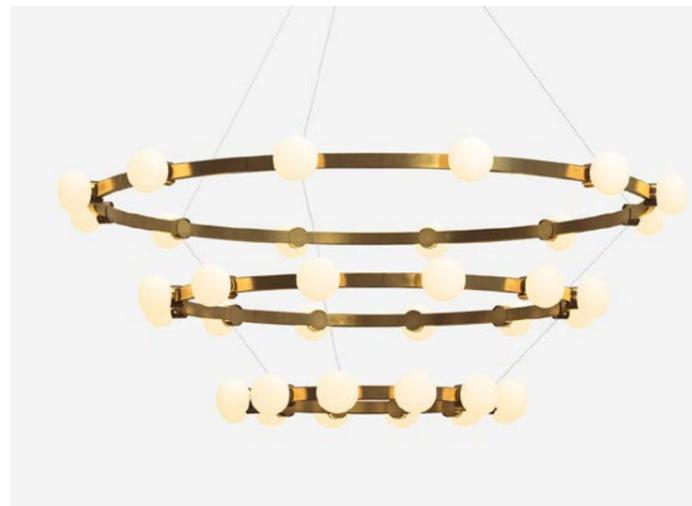
A POWERFUL THING

The name of the Brooklyn-based company comes from the founding fathers: Theo Richardson, Charles Brill and Alexander Williams. A happy coincidence that their surnames lent themselves so willingly to a lighting company. Yet somehow the three adjectives speak volumes about their approach to lighting. “Light is a powerful thing. Rich Brilliant Willing believes that nothing is more important in shaping our sense of well-being than quality of light”.

HAND-CRAFTED PERFECTIONISM

For Staffan it was their rigorous approach to their craft that stood them apart. He explains “for me, RBW combines the artisan qualities (making most of their luminaires in their Brooklyn studio) with an OCD-esque perfectionism. Handmade should not imply a tolerance of imperfection. A bad welding joint is not evidence of being handmade; it is a bad welding joint. RBW’s execution and attention to detail is second-to-none.”

A stand-out piece for Staffan is Cinema (pictured below). Designed by David Rockwell (as is the Witt) it is a subtle display of cutting-edge technology, both in the fine-tuned warmth of the LEDs and in the construction & craftsmanship. Each satin opal globe embellishes a plated ring and the luxe metal finishes exude an Old Hollywood charm, which led to its theatrical name.



INDUSTRIAL ELEGANCE

The Witt (picture below) is another pendant that Staffan feels will have a home in London, both for private and commercial projects. Available in several iterations with many finishes, it speaks to RBW’s principles of merging the industrial and the elegant to engineer warm, dimmable lighting solutions that are as beautiful as they are innovative.

The appeal of RBW’s inventory lies not just in these arresting statement pieces of functional sculpture. They also offer low-key staple pieces—minimalist wall-mounted sconces and ceiling fixtures – that are intelligent and iconic, simple yet expressive. Staffan has chosen a range of their sconces (or wall lights to us) to bring to his London showroom, convinced of their wide appeal for task and mood lighting. RBW’S palette combine various species of wood, beautifully finished metals and glass in their fixtures, offering hospitality designers a huge amount of choice and flexibility for large projects.

BROOKLYN ... AND BEYOND

The company is growing – both in size and in status. Accolades include a place on Forbes’ 30 under 30 Art & Design list, ICFE’s Best New Designer Award and a nomination for the nation’s highest design distinction, the Cooper Hewitt National Design Award. And the icing on the cake for Staffan: all RBW fixtures are UL listed, and ship from New York within 10 business days.

Intelligent, rigorous, iconic, with short lead times. What’s not to love?

Visit RBW at Staffan Tollgard Design Store from June.

www.tollgard.co.uk

www.richbrilliantwilling.com

