



IM DESIGN CONCEPTS

FOR USE UPON RECEIPT — 2017

BRAMAH, DUB, and JOSEPH: Exquisite Finned-Aluminum LED Pendant Designs From EOQ Design Now ETL Listed

New Product Listings: **BRAMAH, DUB,** and **JOSEPH** — a group of exquisite *finned-aluminum* pendant lights, now ETL Listed, provide both direct and ambient lighting for myriad commercial, institutional and upscale residential interiors.

Design: Michael Young, British Lighting and Product Designer, EOQ Design.

Manufacturer: EOQ Design, Hong Kong. Distributed throughout the U.S. and Mexico *exclusively* by IM Design Concepts, Old Lyme, CT.

Product Applications: **BRAMAH, DUB,** and **JOSEPH** pendants create direct downward as well as diffused ambient/accent interior lighting. Each model is perfect for prominent design applications in restaurants, hotels, and building lobbies; casino interiors; medical and professional office facilities; merchandise showrooms; up-market retail boutiques; museums and galleries; condominiums, apartments, and other astute residential installations.

Overall Description: Each pendant is crafted from a solid block of aluminum, then extruded into its distinct shape. CNC routers cut individual fins, then each design is milled on a lathe to open up the core and allow the light to diffuse through the fins. All models are ETL Listed.

BRAMAH, available in two sizes, has a tapered-cone shaped finned-aluminum shade, available in Copper, Grey or Pale Gold.

- **BRAMAH Large** is 10.9-inches in diameter by 10.1-inches high and suspends 157.5 inches via a black braided cable with external tensile wire from a matching ceiling rose.



Bramah



Dub



Joseph

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- **BRAMAH Small** is 4.3-inches in diameter by 4.3-inches high and suspends 157.5 inches via a black braided cable from a matching ceiling rose.

DUB, available in three sizes, comprises modified-bell shaped aluminum fins encased in striking hand-blown glass domes from the Czech Republic. Aluminum fins are available in Copper, Grey or Pale Gold. Glass domes in Amber, Green or Smoke. Aluminum base and glass dome colors can be mixed and matched.

- **DUB Large** is 11-inches in diameter by 12.9-inches high and suspends 157.5 inches via a black braided cable with external tensile wire from a matching ceiling rose.
- **DUB Medium** is 10.9-inches in diameter by 9-inches high and suspends 157.5 inches via a black braided cable from a matching ceiling rose.
- **DUB Small** is 4.3-inches in diameter by 7-inches high and suspends 157.5 inches via a black braided cable from a matching ceiling rose.

JOSEPH, available in two sizes, embraces a tapered-cylinder shaped finned-aluminum shade available in Copper, Grey or Pale Gold.

- **JOSEPH Large** is 9-inches in diameter by 11.4-inches high and suspends 157.5 inches via a black braided cable with external tensile wire from its matching ceiling rose.
- **JOSEPH Small** is 4.4-inches in diameter by 6.3-inches high and suspends 157.5 inches using a black braided cable from a matching ceiling rose.

Lamping Options:

BRAMAH, DUB, and JOSEPH Large models use E26 LED Pearl Globe Bulbs with a maximum of 60W, yielding 300 – 500 lumens at 2800K color temperatures.

BRAMAH, DUB, and JOSEPH Small models use G9 LED Bulbs, with a maximum of 25W, yielding 180 – 500 lumens, between 2200 – 2800 color temperatures. They are dimmable.

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DUB Medium uses a G9 LED Bulb, with a maximum of 25W, yielding 180 – 500 lumens, between 2200 – 2800 color temperatures. It is dimmable.

About EOQ Design

Behind the brand is Michael Young, British born and now Hong Kong based, who looks back at a career that spans over 20 years establishing himself as one of the world's leading figures in his trade. The uniqueness of Michael's work lies in his constant questioning of typologies and habits, combined with the pioneering passion for technology that eventually brought him to Asia.

Contact Information: Literature, specifications, and pricing for **BRAMAH, DUB,** and **JOSEPH** and other innovative, contemporary designs are available from IM Design Concepts, 57 Saunders Hollow Road, Old Lyme, CT 06371. Telephone: 1-888-899-IMDC [4632]. Email: info@imdesignconcepts.com. To view the vast directory of local representatives, visit IM Design Concepts online at www.imdesignconcepts.com.

About IM Design Concepts

Using a philosophy of "*Promoting the finest in great design*" IM Design Concepts has brought together a team of professionals with over 25 years of experience importing the highest quality contemporary lighting and furniture to the United States. Known for superior customer service, IM Design Concepts is dedicated to serving interior designers, architects, contractors and retailers across North America.

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