



## rundum PANORAMA

### New perspectives at home

(Press release from schnurstracks, Cologne, Germany)

The »rundum PANORAMA« panorama objects, presented by young designers from Cologne, Germany, extend the spectator's field of view in a totally new fashion. New perspectives are revealed in your living-room, at the office or in public places.

Panoramic media in digital life become more and more present at this time: digital cameras with panoramic functions are quite common and it is easy to make your own panoramas. Panoramic images provide a new way to view things that need to be seen in their environment. This leads to a unique aesthetical image showing the whole surrounding but in an unknown manner.

The rotatable panoramic lamp »rundum PANORAMA« with its changeable lampshade transparencies brings new perspectives to living- and public rooms. The variable shapes, colours and photographic images underlines the individual taste of the panoramic lamp's owner in a decorative way. Regardless of hometown, hobby, landscape or lover the rundum PANORAMA lamp develops and changes with the taste of its owner.

The cologne based design agency »schnurstracks gestaltung und interaktion« has been involved with panoramic photography for a number of years. The results are interesting subjects, interactive panoramas and virtual walk-throughs. Together with product designer Ivana Musilová, IM Keramik & Form, who has specialized in ceramic shaping, designing and manufacturing of fine ceramic objects, schnurstracks has transferred its panoramic know how to interesting new products. Panoramic images can now be touched and experienced with aesthetic accessories for a vivid living culture.

The principle of changeable panoramic images can also be seen in the panorama lamp's little brother: »PANOkandela« . This candle light lamp for in- and outdoor ambient light and may even shine with sunlight.

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## rundum PANORAMA

### Panoramic lamp rundum

The rundum PANORAMA lamp is constructed as a table top lamp with translucent shade and changeable panoramic images. Its design is consciously reduced and retains the view on the substantial. The lamp's base is manufactured by IM Keramik & Form and is poured out of fine porcelain. It is available either as biscuit porcelain or glazed in white. A limited edition of 100 pieces is available.

#### Technical details:

H x W x D: 50,5 x 35 x 35 cm

Lampshade:

Translucent acrylic foil, powder-coated wire rack, rotatable bearing,  
top made of chintz ø 30 cm  
lampshade ø 35 cm, height 24 cm

Panoramic foil: UV-resistant Duratrans foil, photo quality

Lamp base: poured porcelain, white

#### Production:

schnurstracks, IM Keramik & Form

#### Point of Sale:

The panoramic lamp is available  
at schnurstracks gestaltung und interaktion, Cologne.

Actually it is exhibited at the schnurstracks agency.

#### Selling Price (Consumer):

please ask for price



Panoramic lamp rundum exhibition placing / 300dpi / CMYK

(high quality source images available on inquiry)



rundum\_cassio\_9a.tif



rundum\_equinox\_32.tif



rundum\_faces\_10a.tif



rundum\_faces\_11a.tif



rundum\_faces\_16a.tif



rundum\_hyatt\_24a.tif



rundum\_rosenrot\_3a.tif



Panoramic lamp rundum (cropped) / 300dpi / CMYK  
(high quality source images available on inquiry)



rundum\_cassio\_frei.tif



rundum\_equinox\_frei.tif



rundum\_faces\_frei.tif



rundum\_hyatt\_frei.tif



rundum\_rosenrot\_frei.tif



## Panoramic lamp rundum and its functions / 300dpi / CMYK

(high quality source images available on inquiry)



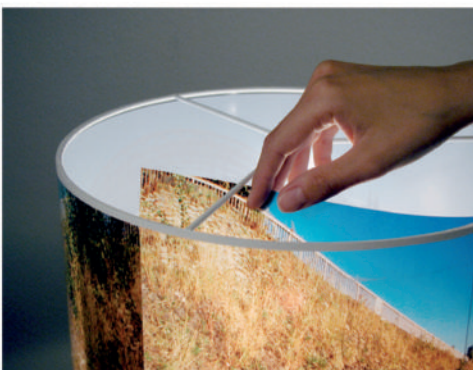
rundum\_deckel.tif



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rundum\_wechseln.tif



## rundum PANORAMA

### PANOkandela and PANOmini

PANOkandela is a illuminating table top accessory with the concept of exchangeable panoramic images. Its construction of a glass cylinder preserves wind protection for a candle light. The flickering candle light breathes live into the panoramic image so that it works fine as an eye-catcher on every table. Even on a sunny window sill, PANOkandela is able to shine with natural light.

The base of the PANOkandela consists of a round plate made of white biscuit porcelain manufactured by Ivana Musilová. The light is embedded in a mould and the cylindric glass is hold by the increased edge. The panorama photo is printed and laminated on backlit paper. A multitude of panorama photos can be ordered at [www.panoramalampe.de](http://www.panoramalampe.de). The owners can optionally make their own panorama photo printouts, laminate them and create a non-standard PANOkandela wind light - ideally also as gift idea.

The PANOmini consists of the same laminated panorama photo as the PANOkandela. It is held and bent by a metal clip, so that the pertinent candlelight produces the lighting from the rear. The panoramic image can be bent outwards or inwards and also lights up with daylight.

#### **Technical details:**

PANOkandela  
Porcelain Plate with glascylinder ø approx.10 cm, height 8 cm  
Panoramic Image printed on duratrans-foil: 266 mm x 59 mm

PANOmini  
Photo Holder (metal clip), Industrielle Collection,  
Design by Jérôme Lart, length 21 cm

#### **Production:**

schnurstracks, IM Keramik & Form

#### **Point of Sale:**

available from now on at schnurstracks and the cubeseven shop, cologne.  
Actually it is exhibited at the cubeseven shop in cologne and at the  
schnurstracks agency.

#### **Selling Price (Consumer, plus dispatch):**

PANOmini            please ask for price  
PANOkandela       please ask for price

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PANOkandela und PANOmini / 300dpi / CMYK  
(high quality source images available on inquiry)



panokandela\_01.tif



panokandela\_02.tif



panokandela\_03.tif



panokandela\_04.tif



panomini\_03.tif



panomini\_01.tif



panomini\_02.tif



## rundum PANORAMA

### PANOkubus

Inspired by the classical children's cube game, containing a part of a fairy tale on each cube face, cologne based ceramic designer Ivana Musilová created her multi-functional cube table set. Each cube face of the handmade porcelain cubes fulfills a function, e.g. as an olive bowl or candle holder, to provide pepper and salt or as vase for flowers.

Within the rundum PANORAMA series each cube set has one panoramic image segment printed on the blank face. Hence, the panoramic image is divided into six parts. The six pieces, set in an oiled oak tray, is a versatile eyecatcher on your dinner table. Bon appétit and have fun discovering new perspectives at your dining table!

#### **Set with 6 pieces of PANOkubus with oak tray:**

H x W x D: 9 x 55 x 11 cm

#### **Single cube:**

Manufactured, edge length 8,5 cm, 5 function faces,  
1 face printed with ceramic printing, dishwasher-resistant und UV-proof.

The PANOkubus table cubes are also available as single pieces with 6 function faces and without ceramic printing. Information at [www.keramik-form.com](http://www.keramik-form.com)

#### **Production and Point of sale:**

schnurstracks, IM Keramik & Form

Actually there are 2 sets with different panoramic Images available.

Image 1: »Cologne panorama«

Image 2: »Flower panorama«

A production date for a limited edition of the PANOkubus is yet not defined. Further sets with the 2 images mentioned above can be produced on demand. Actually the sets are exhibited at the schnurstracks agency.

## PANOkubus and table cubes / 300dpi / CMYK

(high quality source images available on inquiry)



panokubus\_01.tif



panokubus\_02.tif



panokubus\_koeln.tif



panokubus\_flower.tif



## Adresses

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