

CARGO

Chelsom LED Eye

Chelsom has been awarded the Red Dot Award: Product Design 2021 for its new LED reading light, LED Eye. The globally renowned contest is judged by a panel of experts from a variety of industries, with thousands of products from over 60 countries evaluated on design quality and innovation. When designing the LED Eye collection, Will and Robert Chelsom wanted to disrupt the status quo in reading light design by fusing original aesthetics and raw functionality. "The starting point was to create a product that nestled into a headboard with minimum projection whilst serving as a decorative accent to an interior scheme," explains Will Chelsom, Managing Director. "It had to start with the look of the product, but quickly we focused all of our efforts on creating a thoroughly advanced mechanical design that made the LED Eye easy to use and essential to any guestroom."

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LED EYE

EDITION 27

WINNER IN THE RED DOT AWARD:
PRODUCT DESIGN 2021

— CHELSOM —
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