



just a perfect thing

## JAPTH, a new Dutch design label

*'just a perfect thing'*

**JAPTH is a new Dutch design label with contributions of designers such as Richard Hutten, Yksi Ontwerp and the brothers Patrick and Riccardo Belli. The first collection consists of LED-design lamps in which the possibilities and properties of LED-technology are leading. The launch of the label takes place during the Salone del Mobile at Masterly the Dutch Pavilion.**

### **More possibilities with LED**

Co-founders Aart van Rooij and Eduard Sweep: *'We noticed that the large range of new functional and technical possibilities of LED were not yet fully applied in many designs. Many designers still rely on the characteristics, shapes and forms of traditional light sources. We therefore introduce a collection of luminaires designed by Dutch designers, established or not, that really optimize those possibilities in design and use.'*

### **Dutch Design**

The JAPTH collection is designed by famous Dutch names in the design world such as Richard Hutten, Yksi Ontwerp and the brothers Patrick and Riccardo Belli. Each time, JAPTH combines established names with new Dutch upcoming talent. Alissa & Nienke are eager to start.

### **Sustainable and responsible production**

In addition to high quality and responsible use of materials, JAPTH designs are characterized by a subtle and individualistic design and a distinct character. Production takes place in a socially responsible and sustainable manner in the Netherlands. The lamps are made by hand by people who, for whatever reason, have trouble finding a job independently.

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Presentation JAPTH during the Salone del Mobile at Masterly Dutch Pavilion: Palazzo Francesco Turati, Via Meravigli 7, Milano;, opening hours 17 - 22 April 2018: Tuesday 11am-5pm (from 6pm opening on invitation) Wednesday 11am –10pm, Thursday -Saturday 11am -7pm and Sunday 11am -4pm.

Press preview 16 April 3-6pm. For more information and images, visit: [www.japth.com](http://www.japth.com), or contact founders: Aart van Rooij (+31 (0)85 0024 213) , or Eduard Sweep (+31 (0)85 0024 214), [info@japth.com](mailto:info@japth.com)