

# Illusion



“Illuminated illusion”  
Hareide Designmill (Designers)



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**Illusion (Design 2010)**

Illusion combines the functional elements of light and a table. It hovers above the ground, challenging our perceptions of gravity and our idea of two common pieces of furniture, offering the elements of surprise and magic. Combined in one, the lamp and table become the focal point of any space, whilst providing a place for your cocktail or your keys. Illusion was inspired by the wonders of the Scandinavian natural landscape. In particular Kjæragbolten, a large rock hovering in the crevice of a mountain above Lysefjorden in Rogaland, Norway.

**Specifications**

Shade material: Aluminium  
 Shade colour: White  
 Body material: Steel  
 Body colour: White  
 Base material: Steel  
 Base colour: Black  
 Wire: White silk, 250 cm  
 Bulbs: GU10. Max. 50 W x 4. LED GU10 Max. 3 W x 4  
 220V-240V - 50HZ  
 Net weight: 5.1 kg (plus floor base)  
 CE





#### Designers: Hareide Designmill

Hareide Designmill was established in 2000 by Einar Hareide, former Design Director at Saab Automobile. Hareide Designmill is an international industrial design company consisting of a crew of handpicked designers from Norway, Sweden, England, Australia and USA. They are located in Moss and Oslo in Norway as well as Gothenburg in Sweden. The company has a wide customer portfolio, including Volvo Trucks, Bombardier, Rolls-Royce Marine, Figgjo, Jøtul, Kongsberg Maritime, Porsgrund Porselen, Adax and Odin to name a few. Hareide Designmill has received 17 awards for design excellence from The Norwegian Design Council, in addition to being recognised internationally. In 2006 two of their products, AutoSock and Startloop, were incorporated in the permanent collection of Architecture and Design at the Museum of Modern Art (MoMA), in New York. The company has also won the prestigious Red Dot Award for “Best of the Best” in both 2007 and 2009, making it the first Norwegian design agency ever to do so.

