



David Bergman Architect

tel 212 475 3106

fax 212 677 7291

241 Eldridge Street 3R

New York, New York 10002

July 1, 1998
For Immediate Release

Contact: Lori Greenberg
(212) 475 3106

“FRANKIE GOES FLUORESCENT” SERIES WINS AN IDRA

Fire & Water’s *Frankie Goes Fluorescent* series has been awarded a second place in the 1998 International Design Resource Awards. The IDRA is an annual international design competition to encourage the use of post-consumer recycled, and reprocessed and sustainably harvested materials in new product designs and buildings.

The *Frankie Goes Fluorescent* series is Fire & water’s most environmentally conscious line to date. The series, consisting of a table lamp, a pendant and two sconces, utilizes cutting-edge dimmable compact fluorescent bulbs with integral ballasts for energy efficiency. In terms of materials, *Frankie’s* exterior is composed entirely of sustainable and recycled materials. Translucent portions are made of 100% recycled post-consumer glass while the solid material is a biocomposite of soy flour and recycled paper.

Frankie... continues Fire & Water’s development of “warm, friendly alternatives to inefficient incandescent lighting” which began with the earlier *Energia* and *Energia II* series.

The jurors for this year’s IDRA were Russell Johnson, Director of Environmental Affairs, IKEA, Sweden; Mary Jarrett, C.E.O., Amazing Recycled Products, Colorado; Colin Reedy, meta morf, furniture and product design, Seattle; Julie Lewis, President, deep e co., Portland; Joel Mackower, author and journalist (The E Factor...), Washington, D.C.; and John Picard, Architect, Los Angeles, Ca. The IDRA is produced by the Johnson Design Studio and sponsored by:

The American Plastics Council
Seattle Solid Waste Utility
The Weyerhaeuser Foundation
Teague, Inc.

The King County Commission for Marketing Recyclable Materials
The Haas Family Foundation

###

Up-to-the-minute technology, new materials and updated lines inspired Fire & Water's new series of contemporary energy- and material-efficient lights for the office and home. *Frankie Goes Fluorescent* uses cutting-edge dimmable compact fluorescent bulbs with integral ballasts as the core of this new series of table lamps, pendants and sconces. The result is a geometry of texture, color and light.

Frankie... continues Fire & Water's development of "warm, friendly alternatives to inefficient incandescent lighting." This new line, though, marks a departure from Fire & Water's signature palette of copper and mesh. *Frankie's* exterior is composed entirely of sustainable and recycled materials. Translucent portions are made of 100% recycled post-consumer glass while the solid material is a biocomposite of soy flour and recycled paper.

The recycled glass diffusers will be available initially in a pale yellow variegated tint designed to further warm the new fluorescent lamps. Versions are also available in various hues of non-recycled color glass

Frankie's interior, meanwhile, uses the newly available technology of screw-base dimmable compact fluorescent lamps, eliminating the need for bulky and expensive separate ballasts while taking advantage of the long life and energy savings of fluorescent bulbs.

As an architect, Fire & Water designer David Bergman often has the opportunity to create custom designed fixtures for his diverse clientele. Though the *Frankie...* series grew out of one his most recent projects for a house renovation, the evocative designs work in both residential and commercial environments.

The *Frankie Goes Fluorescent* series will include two sconces, a table lamp and a ceiling pendant. Along with Fire & Water's other lines, the new fixtures will be at ICFF Booth # 928 in the Furniture New York aisle.

Fire & Water, founded by David Bergman, creates light fixtures, candelabra and furniture as an outgrowth of his architectural practice.

Additional transparencies available on request.

###