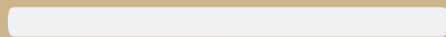


# BEEEM



BROCHURE 2020

# BEEEM

**Present new collection 2020**

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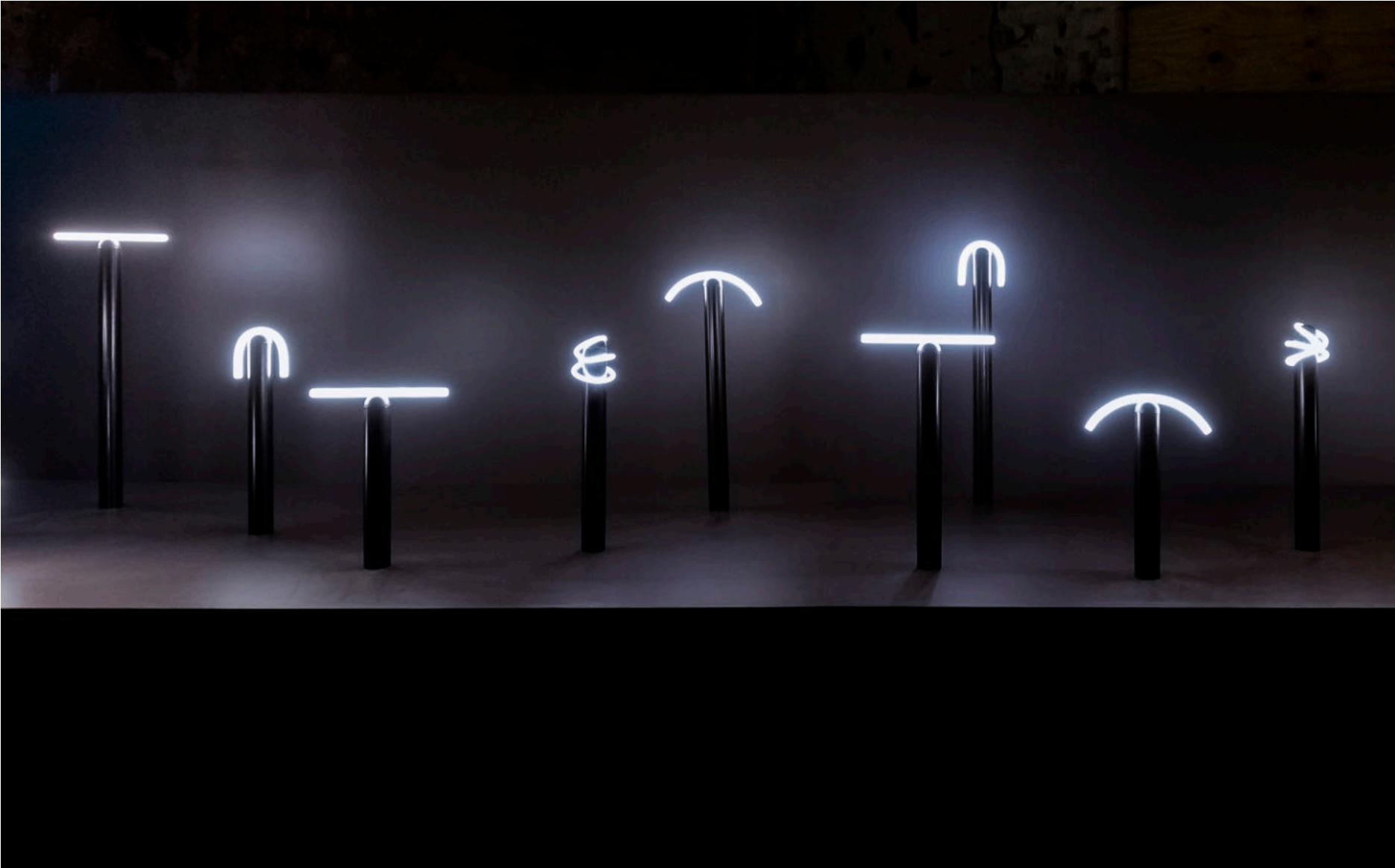
Products

- Bulbs: Smile and Curli
- Fixtures: Pendant
- Fixtures: Wall
- Fixtures: Table
- Accessory: Hood
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- Chandelier: Linear
- Chandelier: Aerial
- Ceiling: Round, Linear, Rectangle

ABOUT  
BEEM

ABOUT  
BEEM

# INTRODUCTION



BEEM aims to reshape the world of lightbulbs through innovative combinations of pure form and the latest LED technology.

· **BEAM (noun)**

a line of light that shines from a bright object.

· **BEAMING (adj)**

used to describe a smile that is very wide and happy.

BEEM is a collaboration between award-winning industrial designer Samuel Wilkinson and experienced lighting entrepreneurs Chris Stimson and Bujar Shkodra.





# WHO?

## WELL LIT

Well Lit was established in early 2013 with the aim to disrupt the status quo - big companies selling poor-quality LED lighting and giving consumers a rotten deal. The company was established with the founding principles to be transparent, responsible, fair to customers and suppliers. Well Lit have already established a worldwide sales network and recently have added Conran to their extensive list of clients to become their exclusive lightbulb partner. Always with an eye to next technology developments, Well Lit approached Samuel Wilkinson in 2017 to look for a new approach to LED light bulbs. This became the start of BEEM!







## WHO?

### SAMUEL WILKINSON

London based industrial designer Samuel Wilkinson graduated from Ravensbourne College of Art & Design in 2002. After five years working for consultancies on projects for the likes of British Airways, Audi, LG, Samsung and Virgin Airways, he set up his own eponymous studio in 2008. Since then, Samuel has won acclaim for many of his products including the Plumen 001 that collected grand prizes of “Design of the Year” and “Product of the Year” from the London Design Museum, and D&AD Black Pencil. His designs have been published worldwide and are included in the permanent collections of the MoMa, the Smithsonian Cooper-Hewitt collection, the Design Museum in Helsinki and the V&A.



*“We consciously set out to make contemporary forms. The bulb market is saturated with retro styling - it’s good to create something different. We realised that nearly all bulbs went downwards and appeared to flow out from the bulb holder. Our initial reaction was to make*

*forms that do the opposite - why not go upward and visually separate the parts? A light becomes a sculpture in the air - why do you want to look at the lump of the bulb holder above it? Why not either hide it with the bulb, as in Curli, or make it a key part of the design’s visual balance, as with the Smile range?”*

**Samuel Wilkinson**



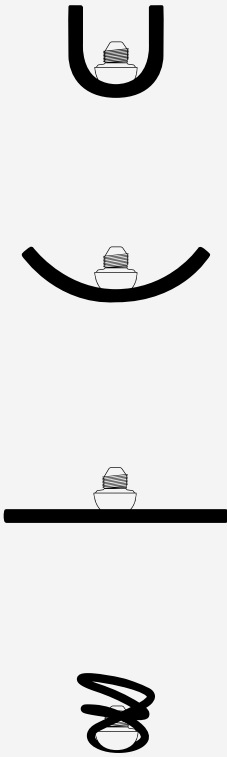
# WHAT?

**BULBS**

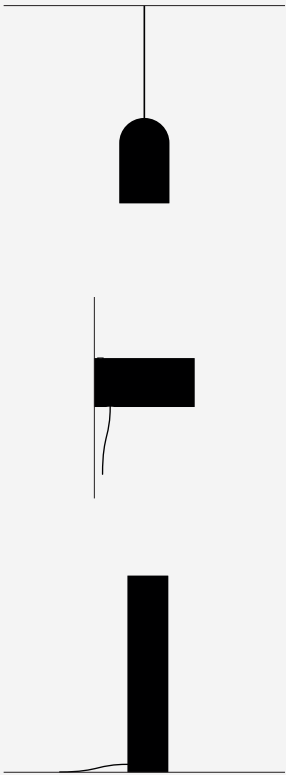
The debut lamps - Smile and Curli - take advantage of the latest soft-filament LED technology, expressed through Samuel Wilkinson's characteristically fluid modern forms, hand-made craftsmanship and our devotion to detail.

**FIXTURES**

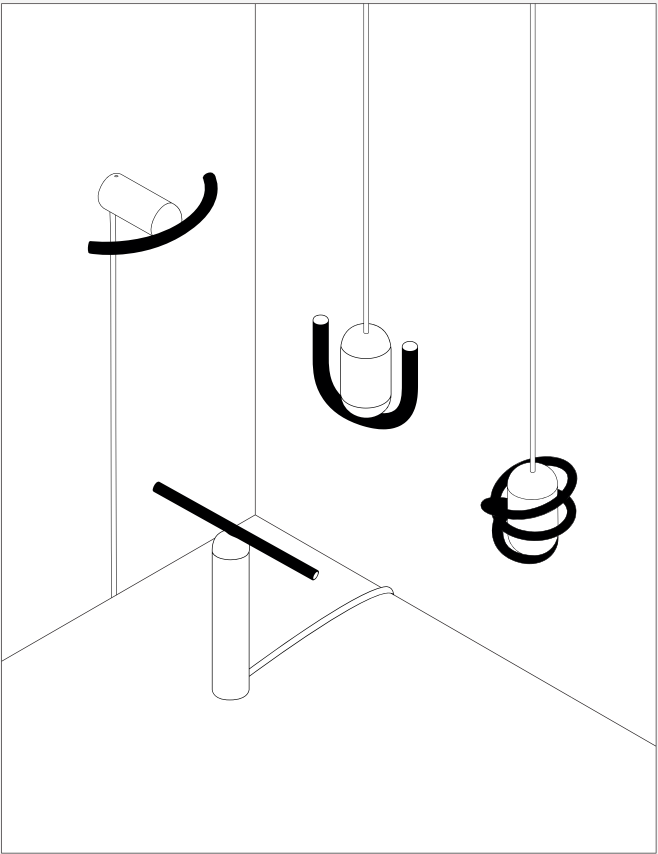
BEEM's mission is create refined lighting solutions, so naturally we created a range of fixtures to complement our bulbs. Whether hung from the ceiling, placed on a table or fixed on the wall each fixture is designed to show off our bulbs in the best way.



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# BRAND VALUES

- REFINED INNOVATION
- UNIQUELY OPTIMISTIC
- FUNCTIONAL BEAUTY
- EXPRESSIVE TECHNOLOGY



# MATERIALS

• Glass

At BEEM we always try to use raw, honest materials as we don't like to compromise on quality and feel.

Ours glass tubes are made from the highest-quality Borosilicate glass, a type of glass that contains boron trioxide which allows for a very low coefficient of thermal expansion. This means it will not crack under extreme temperature changes like regular glass. The tubes have also been doubled sandblasted (inside and outside) for optimum light translation.

• LED filament

Our bulbs use the latest flexible LED filaments. This innovative lighting technology is a combination of highly engineered micro LEDs over-moulded with a carefully coloured silicon. This provide 360 degree light output and precise colour temperature with a high CRI.

• Industrial ceramic

One of our objectives was to use less plastic, so where possible we have used industrial ceramic for moulded parts. This tactile material is designed to be stable at high temperatures and is perfect for heat dissipation.

• Polycarbonate

Due to the complexity of Curli's never-ending twisting form glass was not feasible so we have used the best substitute in frosted polycarbonate, strong with good light translation.

• Technology

To make sure that we manufacture the highest-quality lightbulbs we have partnered with only the best LED technology suppliers. This means that our combination of driver and filament is unrivalled in the market for longevity.







## QUALITY

All made by hand from the highest quality components available today, BEEM lamps are manufactured to maximise sustainability and engineered for longevity.

### • Inspection

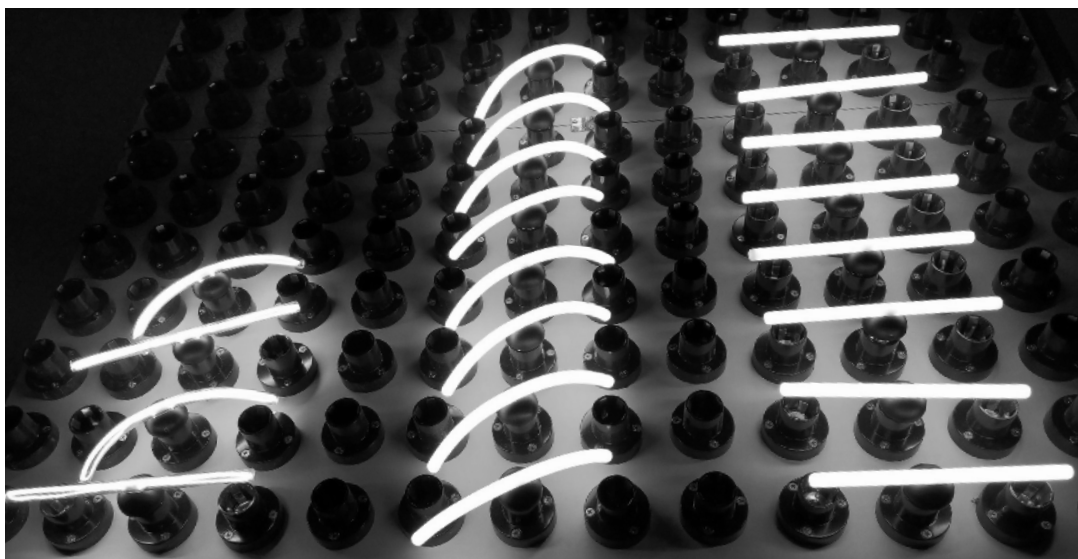
Each bulb is manually inspected, then heavily tested to make sure the final product is of the highest quality.

### • Durability

Using only best-quality materials, we are able to offer a minimum of 25,000 hours for all our lighting products.

### • Assembly

All our products are fully hand-assembled. At our dedicated assembly line in China we make sure all our workers receive an above-average living wage and work in good conditions.





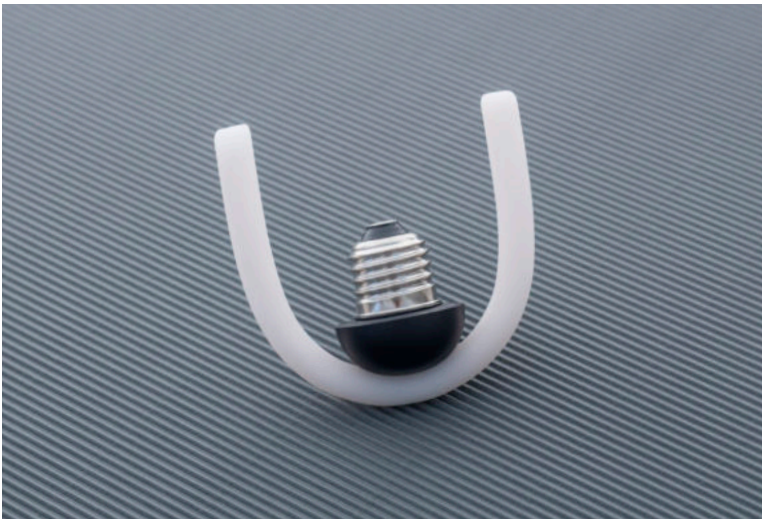
PRODUCTS

PRODUCTS

BULBS

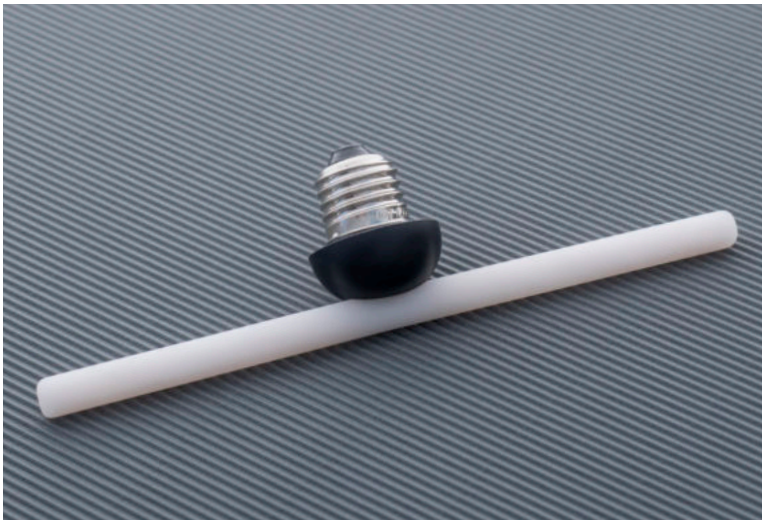
SMILE 01

6W Dimmable  
400 Lumen  
2700K / CRI 95  
Life: 25,000  
E27 / 220-240V

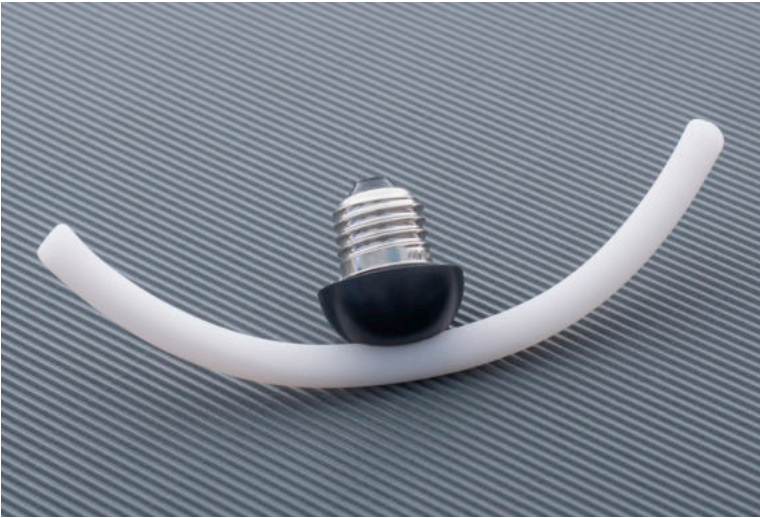


SMILE 03

6W Dimmable  
400 Lumen  
2700K / CRI 95  
Life: 25,000  
E27 / 220-240V

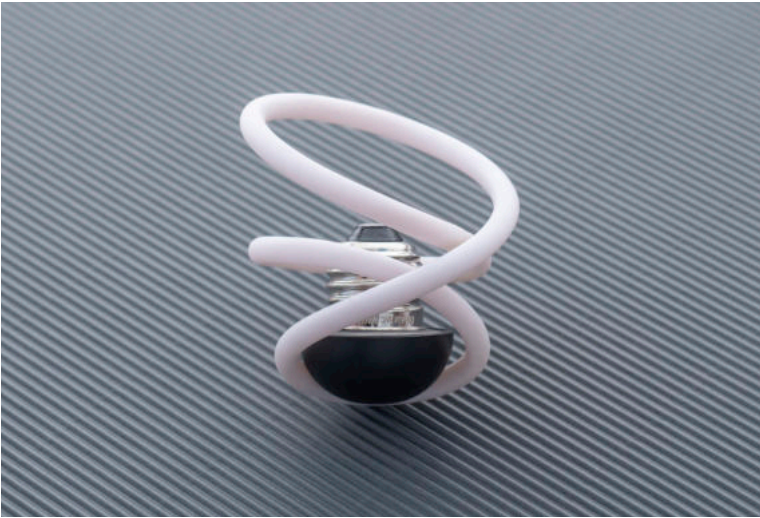


Smile is a distinct, graphic and modern glass bar of light fitted with a flexible filament attached to a ceramic base. Three shapes are available: a straight line, a U shape and a smile-like upward curve.



SMILE 02

6W Dimmable  
400 Lumen  
2700K / CRI 95  
Life: 25,000  
E27 / 220-240V



CURLI

8W Dimmable  
350 Lumen  
2700K / CRI 95  
Life: 25,000  
E27 / 220-240V

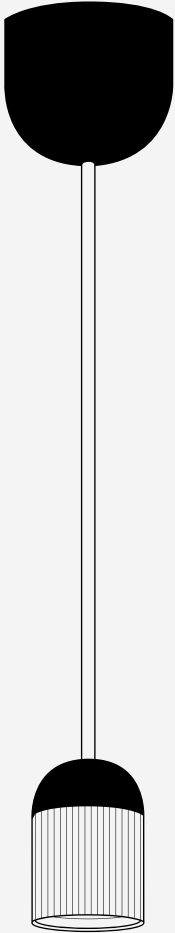
Curli is a swirl of light that takes its formal inspiration from the calligraphic flourish of the curlicue to create a continuous asymmetric coil that twists up and around the bulb holder.



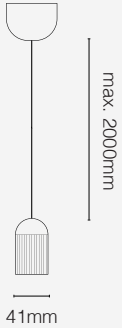


FIXTURES

PENDANT

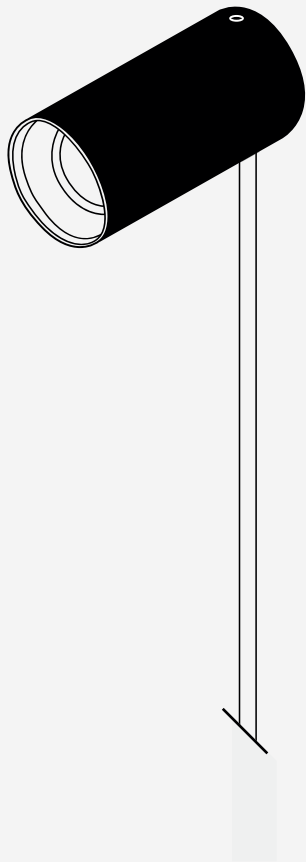


CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
RECOMMENDED DIMMER	Trailing edge
COLOR	Black ●
MATERIALS	Powder coated steel + ceramic, fabric cable





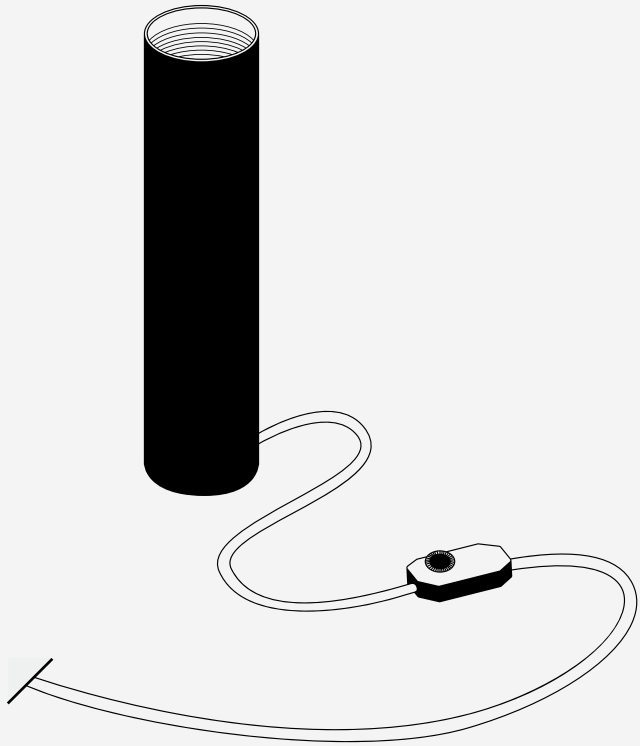
WALL



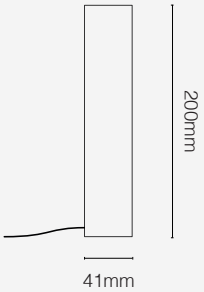
CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
DIMMER	Yes
COLOR	Black ●
MATERIALS	Powder coated steel, fabric cable



TABLE



CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
DIMMER	Yes
COLOR	Black  Brass 
MATERIALS	Powder coated steel, fabric cable





ACCESSORY

HOOD

COLOR	Black	●
	Brass	●
MATERIALS	Powder coated steel	

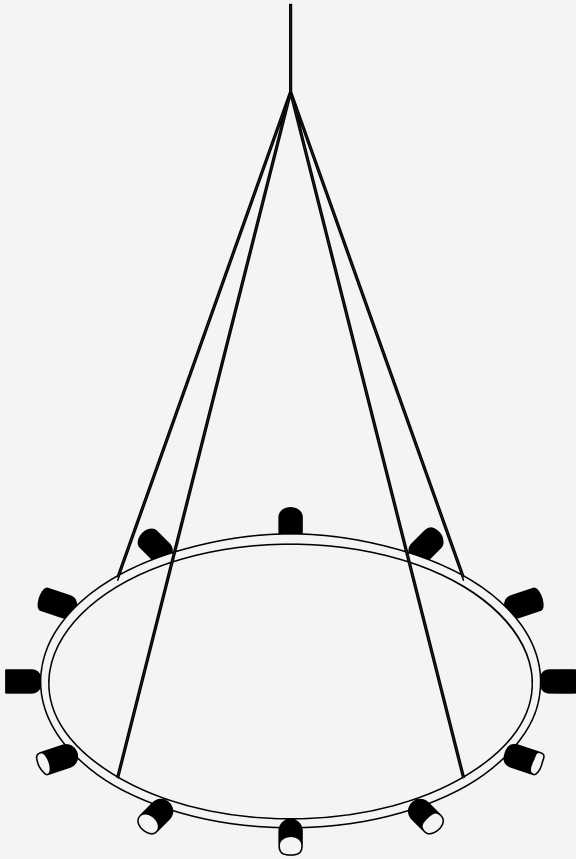




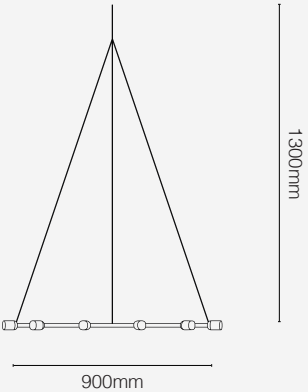
FIXTURES

ROUND

ROUND CHANDELIER  
12 bulbs

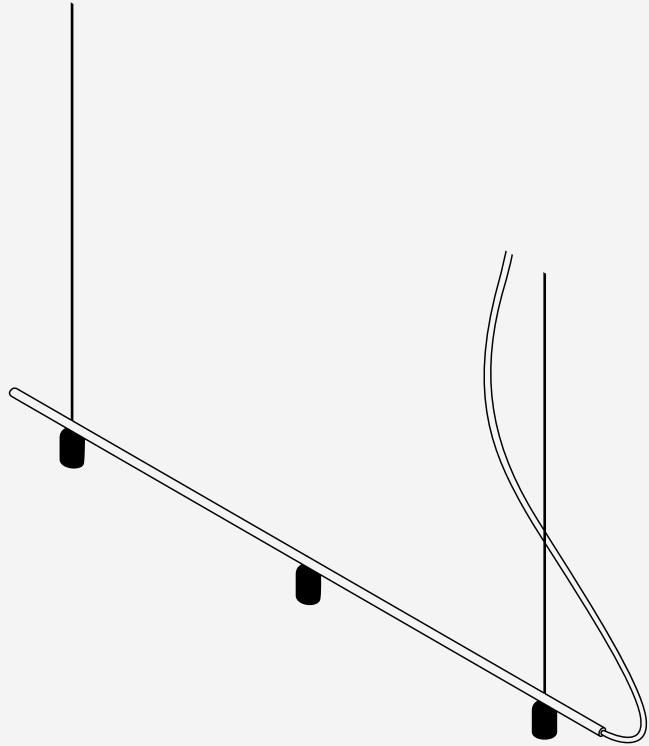


CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
RECOMMENDED DIMMER	Trailing edge
COLOR	Black 
	Brass 
MATERIALS	Powder coated steel, fabric cable

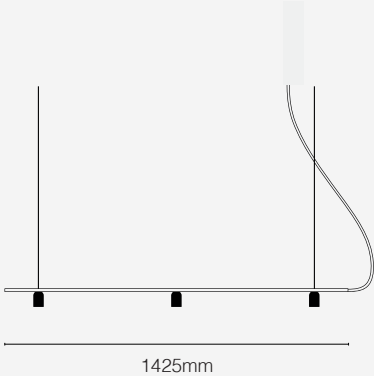


LINEAR

LINEAR CHANDELIER  
3 bulbs

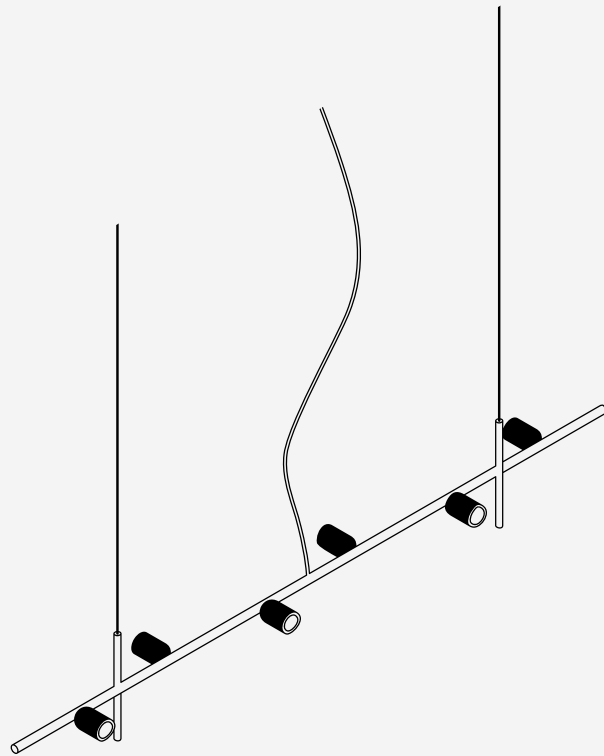


CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
RECOMMENDED DIMMER	Trailing edge
COLOR	Black 
	Brass 
MATERIALS	Powder coated steel, fabric cable

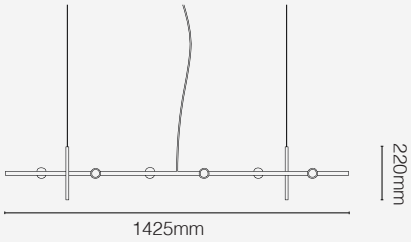


# AERIAL

AERIAL CHANDELIER  
6 bulbs



CABLE LENGTH	2m
VOLTAGE	220-240V
FITTING	E27
RECOMMENDED DIMMER	Trailing edge
COLOR	Black  Brass 
MATERIALS	Powder coated steel, fabric cable

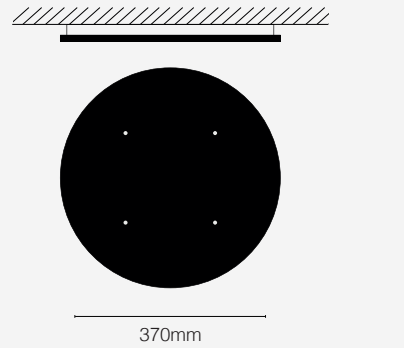




# CEILING ROSE

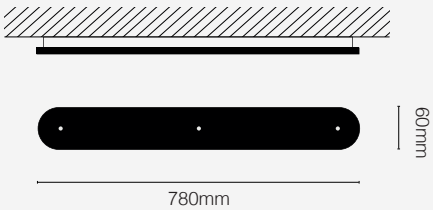
## ROUND - 4 bulbs

COLOR	Black	●
	White	○
MATERIALS	Powder coated steel	



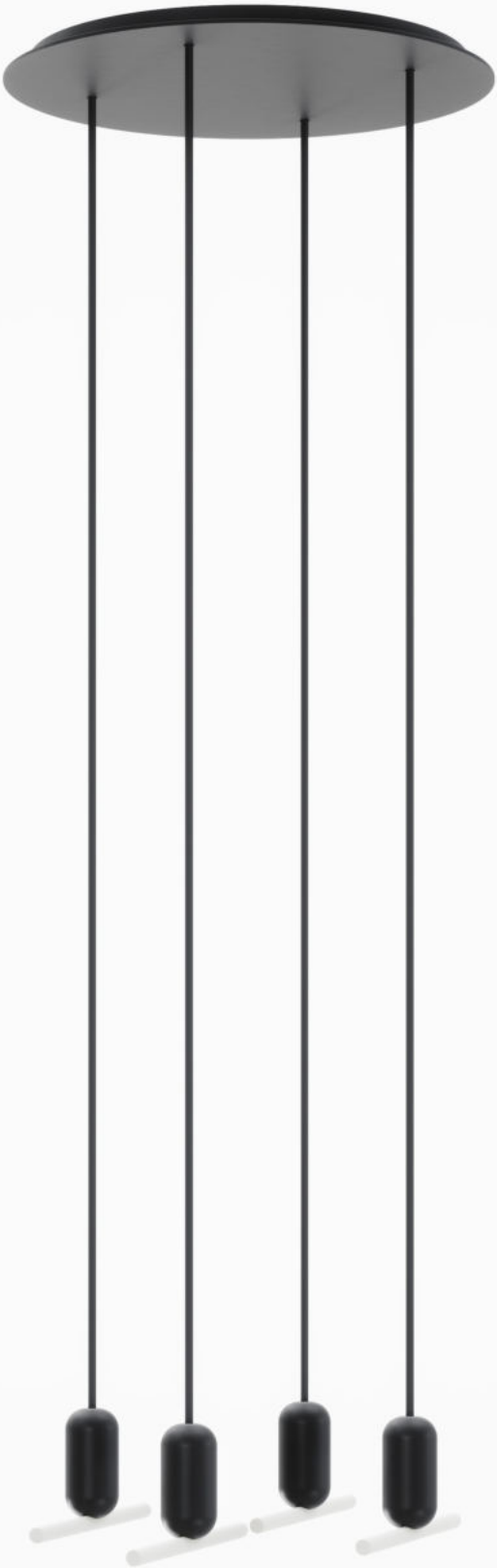
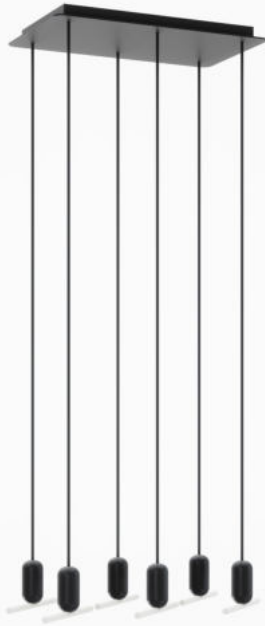
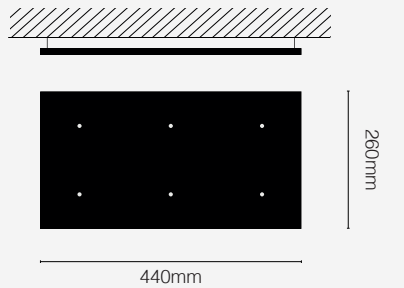
## LINEAR - 3 bulbs

COLOR	Black	●
	White	○
MATERIALS	Powder coated steel	



## RECTANGLE - 6 bulbs

COLOR	Black	●
	White	○
MATERIALS	Powder coated steel	





Pendant set with Smile01, 02, 03.

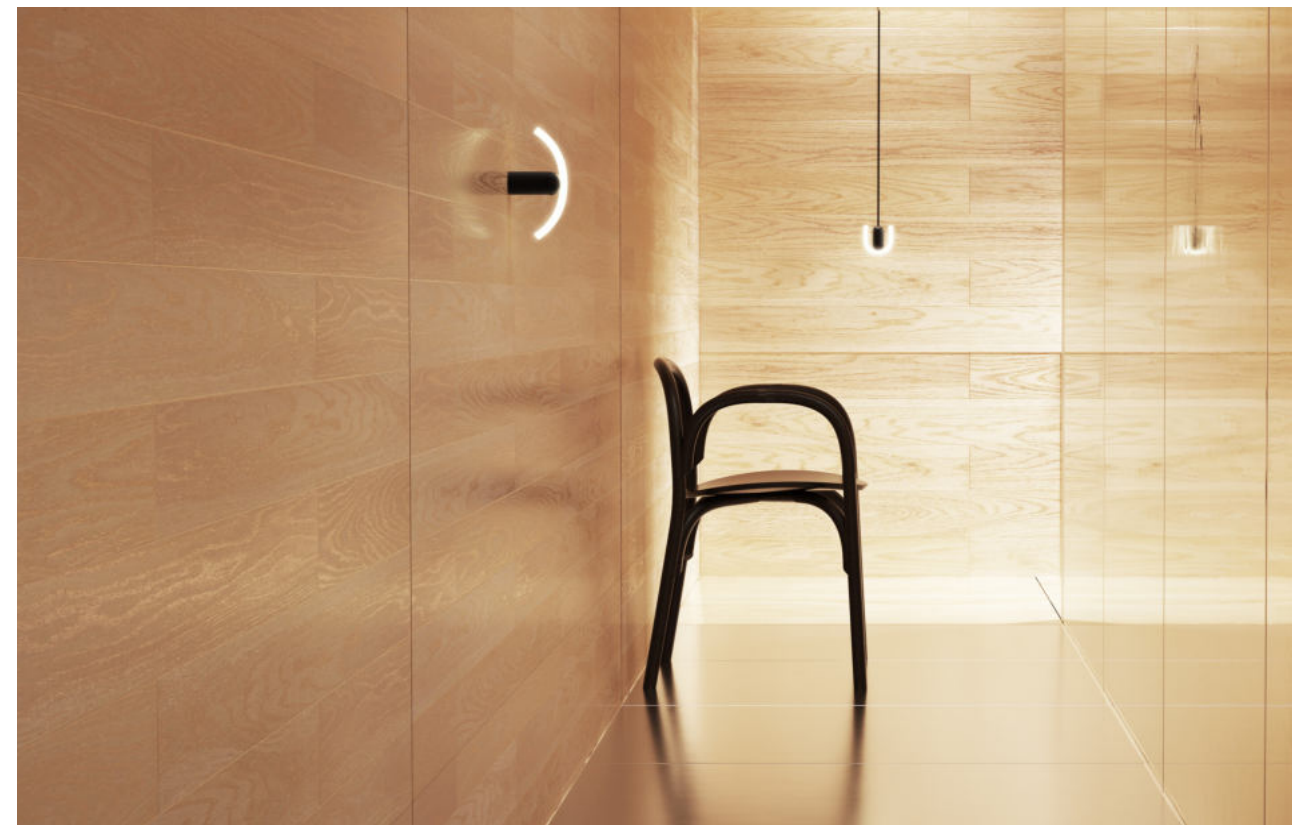
Pendant set with Smile03.







Pendant set with Curli.



Wall mount with Smile01, 02.



Pendant set with Smile01, 02.



Table lamp with Smile03.

Round chandelier and Wall mount with Smile03.

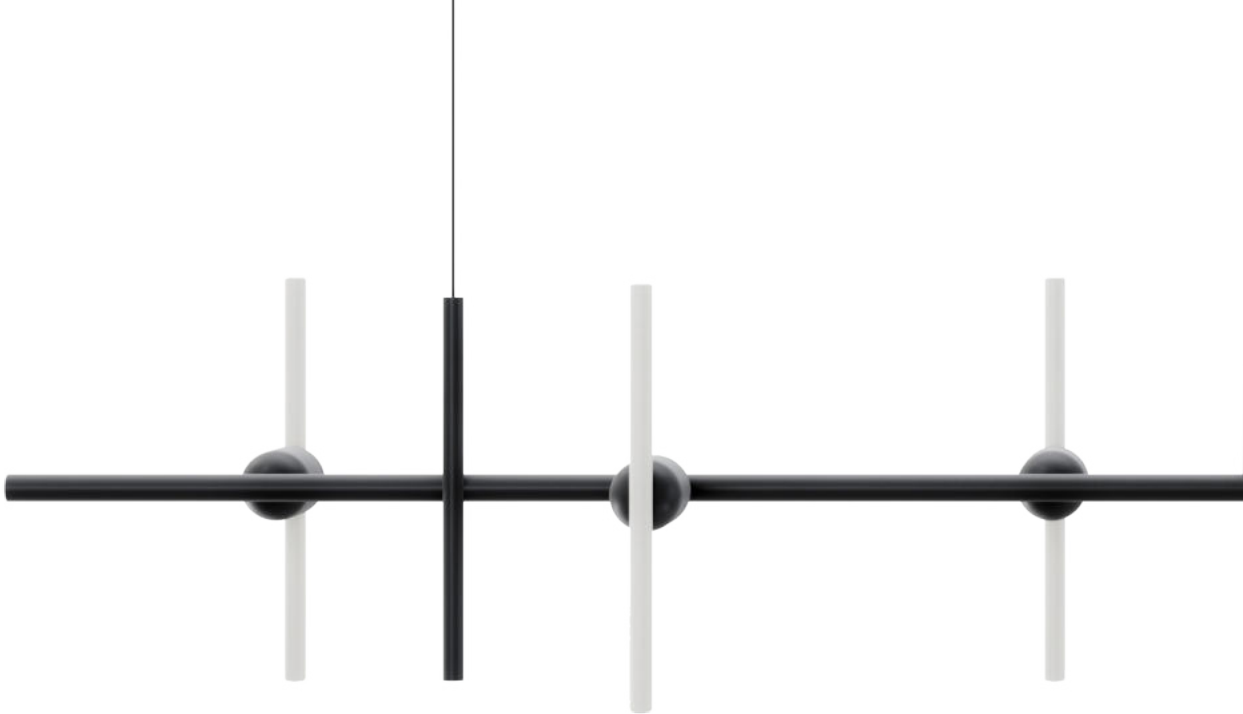
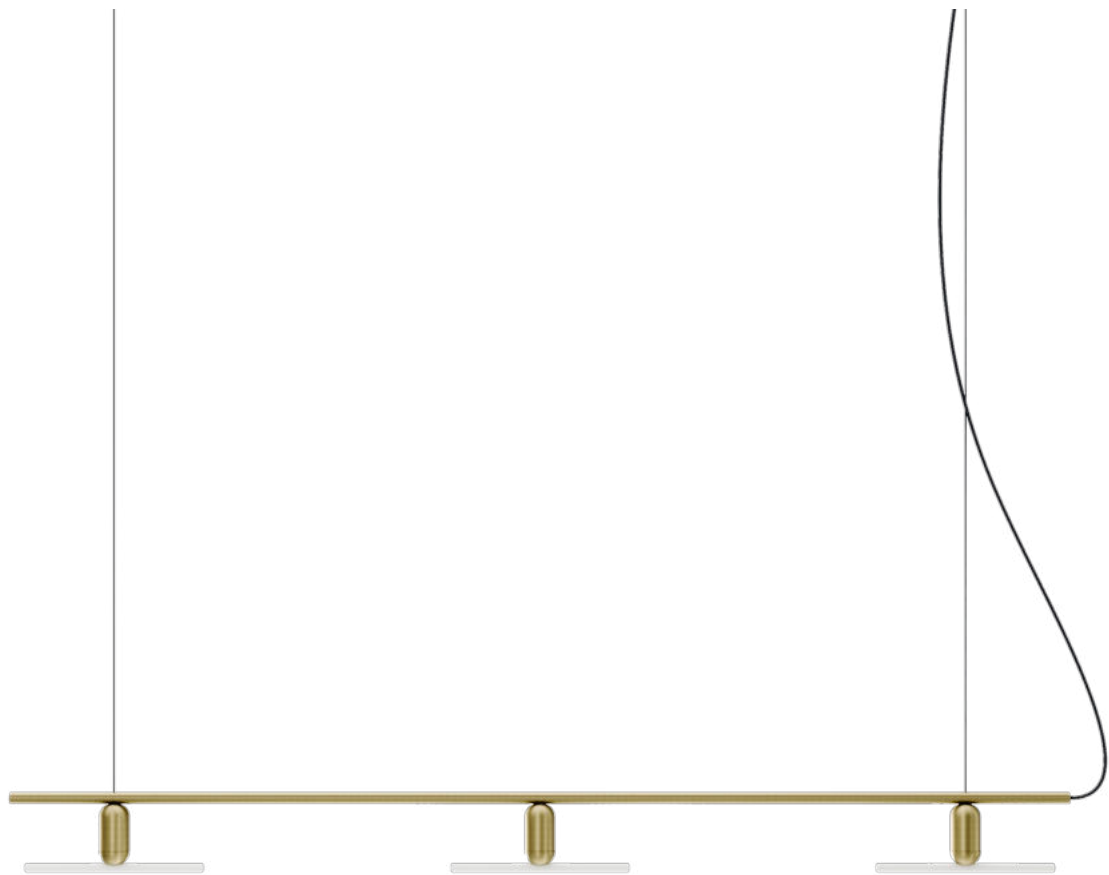


Table lamp with Smile01.

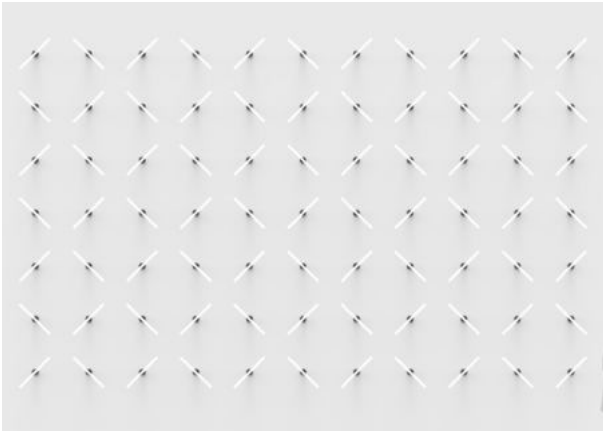


Linear chandelier with Smile03.





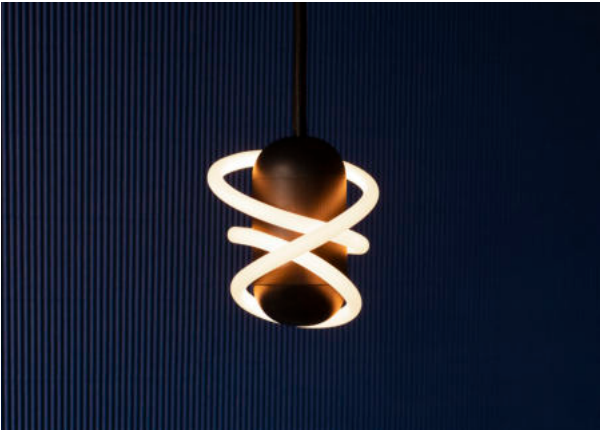
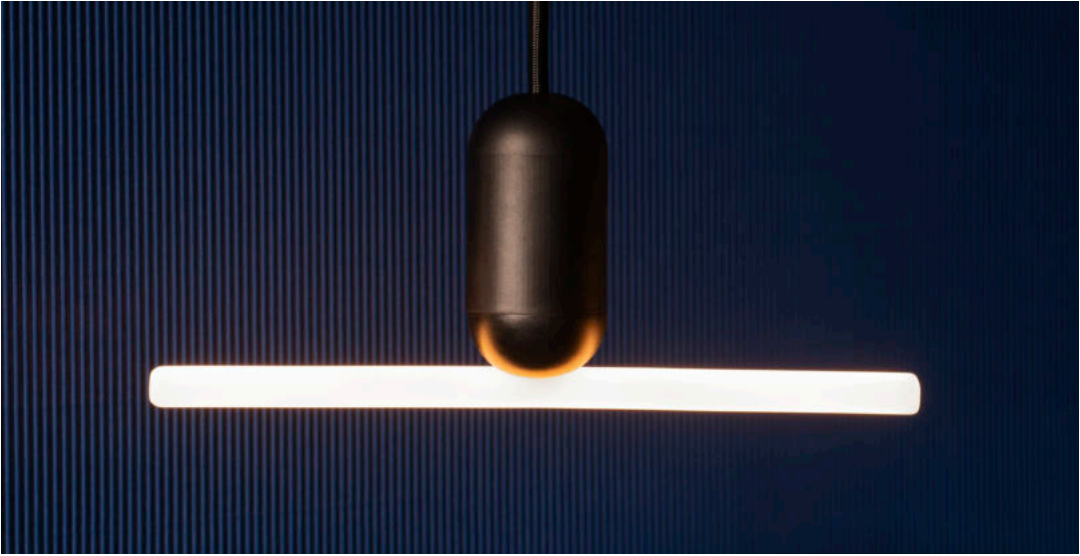
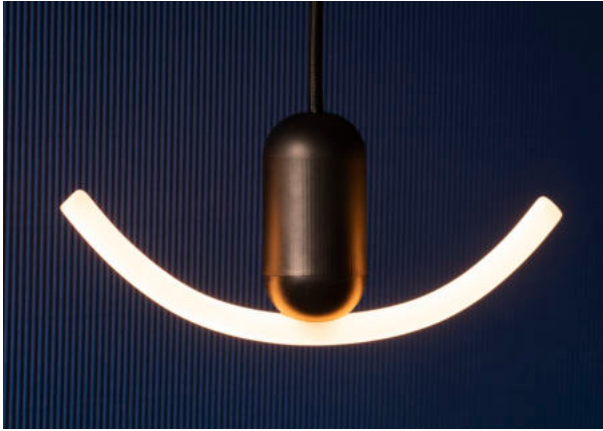
Wall mount configuration with Smile03.



Wall mount configuration with Smile03.



Wall mount configuration with Smile03.



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Sylvain Deleu

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