

# & Tradition®



Press Release

Flowerpot<sup>VP10</sup>  
Verner Panton  
February 2024



VP10

#### Product description

Pendant

#### Environment

Indoor

#### Materials

Steel

#### Production process

The two shades are made from spun steel

#### Variants

Dark Plum, Vermillion Red, Tangy Pink, Cobalt Blue, Swim Blue, Signal Green, Stone Blue, Grey Beige, Mustard, Matte White, Matt Black, Matt Light Grey, Black/White Pattern, Chrome-plated, Brass-plated

#### Dimensions (cm/in)

H: 12.7cm/5in, Ø:16cm/6in

#### Design year

1968

#### Press info

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Senior PR & Communications Manager Lucy Price  
[lucy.price@andtradition.com](mailto:lucy.price@andtradition.com)  
T: +45 4282 0653

# Flowerpot<sup>VP10</sup> Verner Panton

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&Tradition welcomes a new smaller version of the Flowerpot pendant lamp, designed to work in clusters and chandeliers.

Verner Panton's designs originated from the desire to craft pieces that trigger feelings rather than serving solely as functional objects. First designed in 1968, Panton's Flowerpot lamp is an enduring classic: a playful yet minimal product that remains among the most iconic works of Danish design.

A beloved part of &Tradition's collection since 2010, the Flowerpot pendant is now available in a new, smaller size. Measuring 16 cm in diameter, it comes in all 14 colourways, along with the re-issue of a Panton original featuring the black and white wave-pattern design.

Designed to be used in a residential or commercial setting, the VP10 pendant can be hung in many locations, from the bedside in a hotel, to a chandelier formation in an entrance or in multiples over a dining table.

The Flowerpot's striking form is available in a series which now consists of eight different models in four sizes, ranging from table lamps to wall lamps, portables and pendants, now with VP10.

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Verner Panton aspired to be a painter before studying architecture at the Royal Academy of Fine Arts in Copenhagen. After an apprenticeship with architect/designer Arne Jacobsen, Panton pursued a path in furniture and interior design. It was during this part of his career that he became famous for his avant-garde work, pushing the boundaries of design with innovative materials, bold colors, and unconventional forms that transformed contemporary interiors. In the 60's and 70's, his passion for designing entire environments led to immersive interiors featuring his hypnotic patterns and futuristic designs for furniture, lighting, wallpapers, posters and rugs. Panton's pioneering use of materials, colours and shapes earned him a reputation as a visionary.



Founded in 2010 in Copenhagen, &Tradition is an international brand, built on a Danish legacy of craftsmanship and design. We tell stories with originality. Whether our starting point is new or re-issued, we are passionate about designing the classics of tomorrow. We believe in empowering our employees and network of creatives, designers and partners to take an active part in our journey as a brand.

With the planet and the people at the core, we strive to always act conscientiously.