



ALPHA

DESIGN

INNER GLOW THIS LED BULB IS A BRIGHT IDEA

THE LIGHT BULB might be the symbol of innovation, but changes to its design over the years haven't been very inspiring: Compact fluorescents are typically spirals of ugly, and LED bulbs tend toward a bland aesthetic. Now a startup called Plumen is sparking a shift with its latest bulb, the 003. Cofounder Nicolas Roope bills it as the Tesla of illumination—as luxurious as it is efficient. The \$200 light (yes, that's a lot of scratch, but the 003 is so stunning you should think of it as an objet d'art) houses an aluminum shade that was shaped by an artist. The anodized metal warms the light, directing bright rays downward while reflecting a glow to the side. "We're seeing the swan song of the Edison bulb," Roope says. "But what does the future look like?" Elegant and inviting, apparently.

—JOSEPH BIEN-KAHN



Shade

Artist Claire Norcross researched flowers and pinecones as she sketched possible designs. Arranged in tiers at gradually narrowing angles, the petals redirect light without casting shadows and are slightly curved to create a diffuse reflection, which softens the light into a glare-free glow.



Facets

Plumen tapped jeweler Marie Laure Giroux to luxe up the aesthetic. Her breakthrough? Adding dimples, which create localized shadows, lending an exaggerated illusion of depth and the kind of preciousness Plumen desired.



Bulb

Norcross drew inspiration from scientific flasks and bell jars, designing a bulb that she says looks "like you're capturing a flower or encapsulating this treasure within it."