

A person in a dark coat stands in a field of tall grass at dusk, looking up at a tall, slender lamp with a glowing, conical shade. The sky is a deep blue with some clouds, and a line of distant lights is visible on the horizon.

# Bloomlight Core77 Award

# About VOUW

VOUW is an Amsterdam-based design studio working at the crossroads of art, technology and social cohesion.

Founded in 2017 based on the belief that technology is not solely a means of efficiency and productivity, VOUW is a pioneer in slowtech: design that slows people down to bring them together in the real world. Like a factory reset for the soul, the work of founders Mingus Vogel and Justus Bruns illuminates the human condition and opens the heart to the possibility of organic connection with other people and the planet. The studio's creations have been exhibited worldwide and are available to private collectors.

[vouw.com](http://vouw.com) • [instagram.com/vouwstudio](https://www.instagram.com/vouwstudio)



# Bloomlight

Inspired by the movement of grass in the wind, Bloomlight “breaths” like an organic creature. When a person comes closer to the work, Bloomlight curiously bends toward that person and blooms to reveal more light, creating a comforting experience at night. When people walk by a row of Bloomlights, the lanterns will follow each person within their range as they “pass through” the light.

[vouw.com/bloomlight](https://vouw.com/bloomlight)

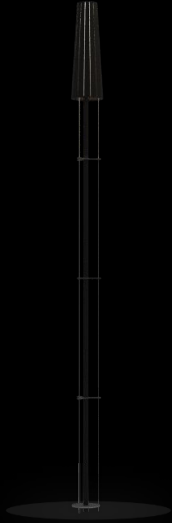




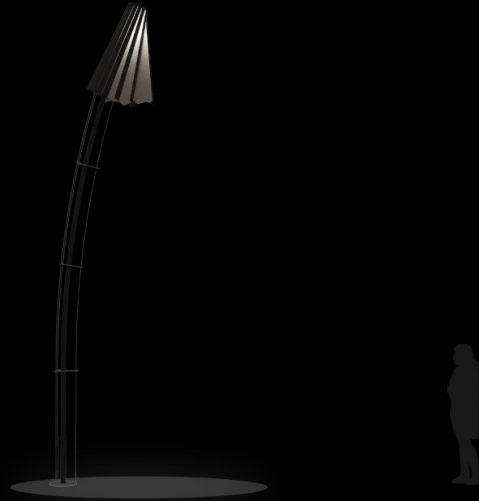








When no one is there, Bloomlight is closed, only gently moving in the wind, with a little light visible through the ribs of the top head



When someone approaches, Bloomlight starts to move towards that person. The top head unfolds and the light becomes brighter.



As a person comes closer, Bloomlight bends further, allowing more light to fall out and give a heartwarming feeling.









# Contact

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