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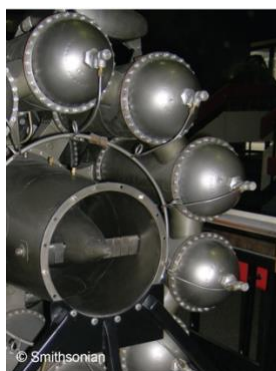
FOR IMMEDIATE RELEASE
Spring 2023

Varaluz Launches Official Lighting and Interior Furnishings Collection in Collaboration with the Smithsonian Institution, Inspired by the Museum's Collections and Archives
High Point Market Square - 204, Floor 2

(HIGH POINT, NC)—Luxury lighting, furniture, home accessory and lifestyle brand—**Varaluz** has been entrusted by the Smithsonian Institution to for collaborating in the creation of a series of eclectic lighting fixtures and interior furnishings. As the world's largest museum and research complex, the Smithsonian Institution's repository of historic, scientific, artistic and cultural resources is unmatched. **Smithsonian Illuminated**, Varaluz's new collection of lighting draws from the wealth of imagery in the institution's archives, spanning diverse fields from aeronautics to botany. **Smithsonian Décor** is a comprehensive series of furniture, accessories and art that can be used in conjunction or as standalone interior pieces. Both collections are being presented at High Point Spring Market, April 22-April 26, 2023 at the Varaluz showroom.

The creative process of translating the archival imagery into decorative lighting fixtures and furniture is led by founder and president Ron Henderson, who has an extensive knowledge of science, aeronautics, and historical research. "Being able to peruse the institution's archives of nearly 158,000,000 objects in their collection as a source of inspiration and collaborate with the Smithsonian was the opportunity of a lifetime," said Henderson.

Using imagery from the National Air and Space Museum, the National Zoo & Conservation Biology Institute and the Butterfly Habitat Garden as a springboard, Varaluz's **Smithsonian Illuminated** portfolio features dynamic collections such as **Machina**, which takes cues from the early days of aviation, and **Swoon**, made from recycled steel in matte or gold finishes, with chic, scallop-edge shapes that echo the intricate designs of early jet engines. Lighting in the **Estela** collection echoes the delicate lines of a butterfly's wing, celebrating the Smithsonian's magical Butterfly Habitat Garden. In total, there are 10 new Smithsonian collections (see attached product descriptions). Each piece reflects both Varaluz's commitment to sustainability and responsible manufacturing, and the Smithsonian Institution's unique position at the forefront of arts, science, culture, and nature.



Inspiration



Swoon



Inspiration



Estela



Inspiration



Machina



© Smithsonian

Inspiration



Wildflower

In addition to the lighting collection, Varaluz mined the Smithsonian image archive to develop a curated selection of home décor: mirrors, accent tables, and sculptural paintings on canvas. *Smithsonian Décor* by Varaluz includes the **Kato** collection with coffee table and ottoman pairing; mirror inspired by the contours of the landscape, and four wall art designs: **Geometric Animal Kingdom**—dramatic animal silhouettes honed from creatures found in the National Zoo & Conservation Biology Institute; **Circle Gets the Square**—inspired by a historical botanical illustration; **Nova**—a design modelled on the firework-like shapes found in a rare Japanese art book; and, **Turbo**, featuring circular motifs inspired jet aircraft engines.



Turbo



Circle Gets a Square



Nova

“Our name—Varaluz—loosely translates to ‘a variety of light,’ says Henderson. “The name reflects our commitment to seek inspiration from myriad airplane engines to the spirals of a seashell. With its vast trove of imagery, the Smithsonian archive is the perfect partner for bringing one-of-a-kind pieces to fruition. To be able to design, manufacture and produce lighting and decor that bears the Smithsonian name is truly humbling. We are creating products that reflect the very heritage of and pay homage to the Smithsonian”

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Kato end table and nesting coffee table and ottoman, Geometric Animal Kingdom

Smithsonian Illuminated and **Smithsonian Décor** collections are available through Varaluz's authorized network of decorative lighting showroom dealers.

About the Smithsonian Institution

Founded in 1846, the [Smithsonian](https://www.smithsonian.org/) is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, nine research facilities and 20 libraries. The total number of objects, works of art and specimens at the Smithsonian is estimated at nearly 155 million.

About Varaluz

Varaluz is an innovative luxury lighting, home goods, and lifestyle brand dedicated to sustainability and preserving the artistry of hand-finished details. Founded in 2007 by creative director and lead designer Ron Henderson, the company draws inspiration from disparate sources ranging from aerospace and architecture to fashion and pop culture. Varaluz has permanent trade-access showrooms in Dallas Market Center-Texas and High Point Market-North Carolina. For more information, visit www.varaluz.com.

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Images and information available [here](#)

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