

ALEXANDER PURCELL RODRIGUES DESIGN STUDIO

PRESS RELEASE

For immediate release
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'U' Lamp Launch

www.purcelliving.com



(October 2011) The Ulemetsali "U" Lamp takes the fun of rubber-band balls one giant step further: it lights up. Inspired by the precursor to your favorite office plaything whose origins come from the Ulemetsali. This ancient Incan children's game involved wrapping thin naturally elastic vines around a pebble until the ball reached a size appropriate for their sacred game.

This smile-inducing lamp is an iconic accent whether illuminated or not. Unlike its sportier forerunners, this softly glowing ball is a perfect relaxing addition to any environment.

This lamp is made of mouth blown glass and ordained with custom elastic bands. Available exclusively from www.purcelliving.com in multicolor or black and white for \$160

110-120v, 11W bulb included

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High-resolution images available to download from http://alexanderpurcellrodrigues.com/highres_images/

