

graypants, inc.
3220 1st ave. s. #400
seattle, wa 98134
206.420.3912
seattle@graypants.com

graypants, bv.
keizersgracht 241
1016 EA amsterdam
+31 (0) 20 820 8990
amsterdam@graypants.com

murmurations by graypants

from seattle, wa & amsterdam, nl

We're pleased to announce our latest lighting collection: murmurations by graypants.

Providing more than just illumination, this new collection is an LED system inspired by a breathtaking natural phenomenon: murmurations. The avian spectacle is translated into dynamic installations, with captivating three-dimensional forms. Each LED pendant within the "flock" is harmoniously connected to its neighbors, creating varying compositions from every viewpoint. By composing light in this way, we create a powerful collection that's poised to tip, always on the verge of instant transformation.

The murmuration collection will be comprised of several different pendants, and will debut during Milan Design Week 2015 with a site specific installation featuring the moa pendant. The moa pendant is an organic shape made from graypants' signature material; precision layers of repurposed cardboard. Moa is an extinct wingless and flightless bird, belonging to the ancient forests of New Zealand. Finding beauty in every corner of nature, we saw an opportunity to finally give the moa a chance to soar.

The collection will be available in two very unique ways: individual and standardized arrangements, and custom designed / bespoke installations by the graypants team.

The murmuration collection is a highly adaptable system that can dramatically transform the interior of any space. Whether trying to make an iconic statement in a hotel lobby, restaurant, office or home, these pieces will instantly create a focal point of light and wonder.

About Graypants

Graypants is a team of problem solvers. Anchored in Seattle and Amsterdam, Graypants' bold creativity leads to diverse designs in products, architecture, and other beautiful objects around the world. Our work expands globally with collaborations and custom designs for leading companies worldwide.

Rooted in Seattle as architects, founders Seth and Jon decided to further feed their creative appetites through product design and art exhibits. In 2007, "Graypants" was scribbled onto a piece of paper and the new company's flagship line of pendant lights made entirely of repurposed corrugated cardboard – Scraplights – was promptly introduced.

Today, Graypants continues to expand its custom portfolio from architectural installations to public artworks, and has numerous product lines sold throughout the world. The range of their work is comprehensive, covering residential and commercial lighting, furniture, packaging designs, and architecture. In November of 2013, graypants was awarded AIA Seattle's Award of Honor for their debut architecture project, Garage.

for questions + info
p: +31 (0) 20 820 8990
amsterdam@graypants.com



graypants, inc.
3220 1st ave. s. #400
seattle, wa 98134
206.420.3912
seattle@graypants.com

graypants, bv.
keizersgracht 241
1016 EA amsterdam
+31 (0) 20 820 8990
amsterdam@graypants.com

a| murmuration graphic



a



b

b| murmuration installation

graypants, inc.
3220 1st ave. s. #400
seattle, wa 98134
206.420.3912
seattle@graypants.com

graypants, bv.
keizersgracht 241
1016 EA amsterdam
+31 (0) 20 820 8990
amsterdam@graypants.com

c| detail of moa pendant
d| moa 7 round cluster pendant



c



d



e

e| moa 7 linear cluster pendant

