



NomNom Light

by Odin Visser

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PRESS RELEASE

6 DECEMBER 2022

Moooi's brand-new NomNom Light is simply irresistible



You won't be able to resist Moooi's NomNom Light by Odin Visser, to be launched 6 December. With the NomNom Light the lifestyle brand adds a contemporary and versatile suspension light to their collection. The simplicity of two straight lines and a sphere creates the playful illusion of two chopsticks holding something delicious. But not all is what it seems. The inspiration for the NomNom Light came not from being peckish, but

from the need to create something playful yet elegant. A design that would excel in simple functionality but remained intriguing. The accessibly priced NomNom Light comes in six colours, Nori, Wasabi, Ginger, Blossom, Indigo, and Ruby, and will be available worldwide from 6 December at Moooi.com, Moooi Brand Stores, and Moooi dealers.

MOOOI PRESENTS NOMNOM... SIMPLY IRRESISTIBLE

We. Can. Not. Resist. the NomNom Light by Odin Visser! The simplicity of two straight lines and a sphere creates the playful illusion of two chopsticks holding something delicious. Is it a ball of rice? A marshmallow? A dumpling? Upon looking closer, you can see that the sides of the suspensions light's glass sphere are gently squeezed, completing the impression of chopsticks holding something yummy. Whatever it is, NomNom's playful character puts a smile on your face and a tingle in your belly! The NomNom Light is simply irresistible, and with six colours to choose from, there's a flavour for everyone!



PLAYFUL MINIMALISM

The inspiration for the NomNom Light did not start out with the need for a snack. This modestly sized suspension light is the perfect example of the art of omission while remaining distinctive. It results from wanting to create something that catches the eye, without unnecessary detailing. The designer of the NomNom Light, Odin Visser, calls it playful minimalism. Two straight lines and a sphere. Those were the only three elements he needed to create an intriguing yet simple suspension light. This makes the NomNom Light the perfect lighting object in a corner or above a small table. But when clustered or in a row, NomNom is perfect for a big space or above your dining table.

“NomNom is about playful minimalism with unexpected logic. The silhouette is simple, but it has an unexpected playfulness to it that keeps you looking.”

- ODIN VISSER, DESIGNER OF THE NOMNOM LIGHT

FULL CONTROL OF THE NOMNOM LIGHT WITH THE WIRELESS WALL SWITCH

Every moment of the day or even your mood requires specific lighting. With Moooi's Wireless Wall Switch, you'll have full control over your NomNom Light with one touch. There's no need to change your home's wiring. The Wireless Wall Switch component needs no electricity (excluding the 110V version). It works with an energy harvesting technique, which means when you use it; it charges itself. The full dimming range provides bright light perfect for when you're working or cooking. And when night falls, you can dim your own NomNom Light to match the moment with one simple touch. The Wireless Wall Switch comes in White and Anthracite and is available separately.

ALSO AVAILABLE: MIXING PIXELS

Also available from 6 December is Mixing Pixels by Ruben de Haas. Mixing Pixels is a collection of carpets that result from de Haas' playful curiosity for colours and discovering new techniques. Each design is an artistic reinterpretation of existing carpets in the Moooi collection, but 'mixed' into another shape and composition. De Haas chose carpets made by designers he admires: Studio Job, Front, Kit Miles, Emma Larsson, Jae Yong Kim, Sjoerd Vroonland, Moooi, and Claire Vos. The collection comprises 12 designs in lively colours and abstract shapes.

ABOUT ODIN VISSER

Odin Visser is an expert in product development, lighting, and industrial design. He graduated from the renowned Delft University of Technology in 2007 and has worked as a designer ever since. Odin has a unique approach to designing. He always approaches his designs analytically—with research and analysis as the fixed ingredients of his creative process. In 2022 he founded Studio LoopLoop. A research-based design studio with a different take on sustainable and local production. With a holistic view of product design and manufacturing, they explore the domain of playful minimalism. With self-made tools for innovative and

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autonomous production, Studio LoopLoop creates objects with unexpected logic and functional aesthetics in the core of their DNA.

ABOUT MOOOI

For twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful – the third ‘O’ in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi doesn’t tell designers what

to do, but listens to what designers want to make, try to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.

INTERVIEW & MORE INFORMATION

Interested to learn more about the NomNom Light? Want to do a virtual coffee via Zoom? Or have a burning question about a different topic? Contact us via press@moooi.com or call +31 (0)6 11 28 25 05.

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