



willowlamp
⋮

20TH ANNIVERSARY EDITION
LOOK BOOK



WELCOME

TO THE WORLD
OF WILLOWLAMP

Above Image: Flower of Life 1000 in brass | Seerose Resort & Spa | Switzerland
Cover Image: Cathedrale Art Instalation 14m x 3.8m in Mixed Antiques | Cathedrale Restaurant & Bar | Aria Hotel, Las Vegas USA

BESPOKE LIGHTING

THE INTERSECTION OF ART & DESIGN

For over 20 years willowlamp continues to create bespoke lighting and installations that exist at the intersection of sculpture, architecture, and light.

Founded in Cape Town by architect and designer Adam Hoets, our work is inspired by nature, sacred geometry, and symbolic form, transforming light into illuminated sculpture.

At the heart of our process is Adam's patented notch system, a unique design innovation that allows strands of metal ball chain to flow through laser-cut stainless steel frames in layered, veil-like arrangements. This signature technique enables us to translate complex ideas into precision-built, handmade light sculptures, from intimate pendants and chandeliers to vast, award-winning installations that function as ceiling art.

Every piece is crafted by hand in our Cape Town studio and delivered worldwide. We collaborate with architects, interior designers, lighting consultants, and collectors to create customised, concept-driven lighting for luxury residential, hospitality and commercial spaces.

INSPIRATION

IS EVERYWHERE

ART INSTALLATIONS

&

ONE-OFF MASTERPIECES

SIMPLE IDEAS, BEAUTIFULLY EXECUTED

What makes willowlamp special?

Every willowlamp, whether a simple pendant lamp, an elaborate art chandelier, or a monumental scale ceiling art installation, is rooted in the same patented, deceptively simple idea: a tiny notch laser-cut into the edge of steel sheet-metal frames. This ingenious notch system enables strands of metal ball chains to seamlessly interlock with the frames, eliminating the need for fasteners and granting us and our clientele boundless design freedom to create flowing, elegant veils of metal beaded chains. Yet, the diversity of forms, the originality, and the creativity arising from this one simple idea are truly astonishing!

This invisible thread that ties our entire body of work together ensures that all willowlamps share a uniquely special quality; simply put, willowlamps are alive! The veils of metal ball chains are never completely static. They respond gently to the slightest current of air. This subtle shimmering quality transforms a space, bringing it to life in a never-ending dance of light, reflection, shadow, and movement that creates drama and magic.



Enchanted Faraway Tree 12-Tier, Black Oxide frames, Mixed Antique chain | Private Home | Cape Town

ADAM HOETS - FOUNDER AND CREATIVE DIRECTOR

Willowlamp was founded in 2005 by Adam Anthony Hoets, who continues to serve as its Creative Director. Originally trained and practiced as an Architect, Hoets has since evolved into an artist and designer, seamlessly merging architectural rigour with a deep, intuitive connection to nature. After graduating from the University of Cape Town in 2000, his early career focused on sustainable, eco-conscious architecture, shaped by extensive time spent immersed in the African wilderness.

These formative experiences remain central to his work today, with nature and sacred geometry acting as enduring sources of inspiration throughout his lighting designs. Living and working on the slopes of Table Mountain in Cape Town, Hoets creates pieces that echo the landscape around him, from expansive ceiling art installations and sculptural chandeliers to elegant wall, pendant, and table lamps.

His work reflects his unwavering commitment to beauty, craftsmanship, and timeless design, marking the natural evolution of his artistic journey.



The Southern Flame for Southern Guild 2018

FINISHES

Please explore or download a PDF of our: ['FINISHES & MATERIALS GUIDE'](#)

STANDARD: Metallic Finishes



Chrome

A highly polished reflective silver finish. Chrome plated over steel.



Smoke

A plated polished reflective gunmetal finish. Black-Nickel plated over steel.



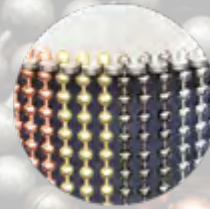
Copper

A rich, reflective highly polished finish over solid copper beaded chain.



Brass

A deep golden, reflective highly polished finish over solid brass beaded chain.

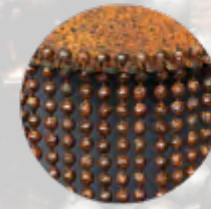


Mixed Metallics

All our metallic finishes mix well together in various ways from ombre to colour blocking.

Metallic finishes pair with brushed lasercut stainless steel frames. CNC parts & spinnings are chrome plated solid brass.

STANDARD: Oxide Finishes



Rust Oxide

Rust treaded & sealed. All frames, beads and cnc components match chain finish.



Black Oxide

Special black patina. All frames, beads & cnc components match chain finish.

Steel and Brass parts in matching oxidized finish.

STANDARD: Colour Paint Finishes



Black

Gloss black paint finish over mild steel beaded chain



White

White paint finish over mild steel beaded chain



Red

Glossy red paint finish over mild steel beaded chain

Colour finishes pair with brushed lasercut stainless steel frames. CNC parts & spinnings chrome plated brass.

NON-STANDARD: Antiques, Stainless Steel & more Colour options



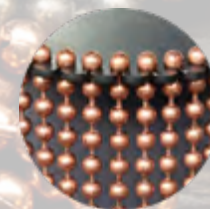
Colour

We can match any pantone colour on request. Paint finish over steel chain.



Antique Brass

A rich aged earthy tone. Plated over steel ball-chain. Use with black-oxide frames



Antique Copper

A rich aged coppery tone. Plated over steel ball-chain. Use with black-oxide frames



Antique Nickel

Adds a wrought iron feel. Plated over steel ball-chain. Use with black-oxide frames



Stainless Steel

For outdoor and marine environments. Use with high grade stainless steel frames

Colour - As per standard colour finishes spec. Antiques - As per black oxide spec. Stainless - As per metallic spec.



TIMELESS SUSTAINABILITY

In a world where environmental consciousness is increasingly crucial, sustainability is not merely a buzzword, it is a responsibility. At willowlamp, it is never an afterthought; it is woven into the very fabric of our ethos. The principles below reflect what we believe makes willowlamp a genuinely sustainable choice.

Timeless Design

We do not follow fleeting trends. Instead, we create designs that transcend time and fashion. Mindful of the imperatives of a circular economy, we produce heirloom pieces that are inherently beautiful and enduring, remaining cherished luxury lighting fixtures for generations.

Uncompromising Quality

Sustainability begins with durability. By using the highest-quality materials and expert craftsmanship, each willowlamp is built to last, reducing the need for replacement and minimising waste.

Made-to-Order Excellence

Operating on a bespoke, made-to-order model, each piece is handcrafted only when commissioned, eliminating excess and unnecessary surplus.

Sustainable Practices

From zero-plastic packaging and recyclable materials to repurposing off-cuts and recycling production waste, we actively work towards zero physical waste in landfills.

At willowlamp, sustainability is not a checkbox - it is a legacy.

Flower of Life 1000 in brass - recently refurbished | Seerose Resort & Spa | Switzerland
Notably, the image on the second page of this catalogue depicts the same remodelled space, a testament to the enduring relevance and longevity of willowlamp designs.



SIGNATURE CONCEPTS

• INSTALLATION DESIGN

• MONUMENTAL ARTPIECES

WHAT ARE SIGNATURE CONCEPTS ?

Over the years we have been fortunate to work alongside some visionary clients to develop truly magnificent and unique large scale illuminated artworks and ceiling Lighting / Art installations.

These lighting designs are more than just products or objects, they are Ideas that are infinitely versatile and customisable concepts and systems.

Our highest level of design where you are invited to be the co-creator of something truly unique and magical to suit individual special requirements. We have curated a few of these adaptable concepts which are the perfect marriage between your space, ideas, and our pure design concept. Each illuminated art piece is designed and crafted to be at one with its surroundings and can be completely adapted to its space.



A massive 1000kg Elliptical Mandala in mixed metallic chain | Marriot Hotel | Charlotte, North Carolina, USA



MONUMENTAL EXTRUDED CENTERPIECES



SIGNATURE CONCEPTS
MONUMENTAL CENTERPIECES

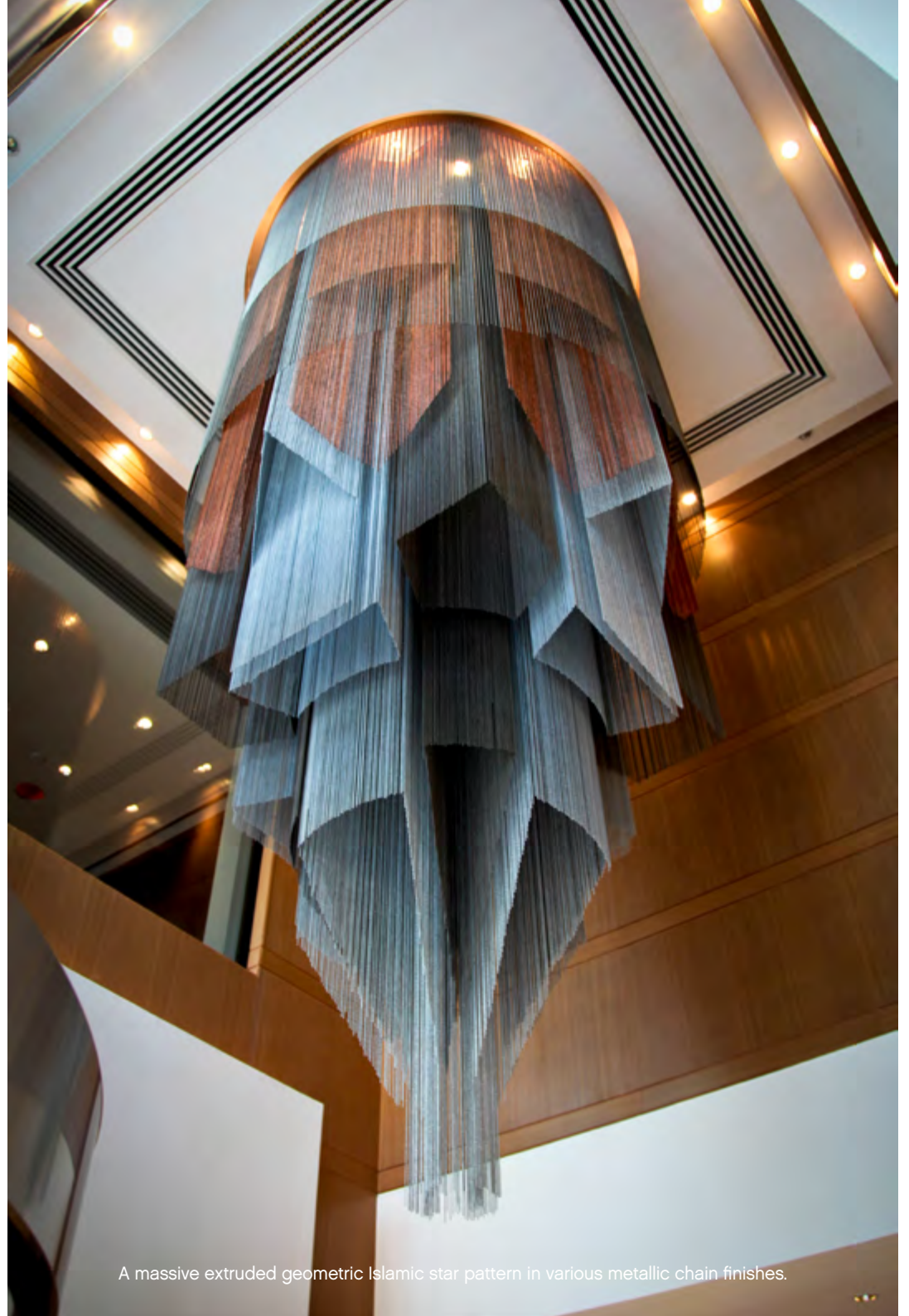
Three Ton Mandala Cluster, Crown Perth Hotel, Perth, Australia

MONUMENTAL EXTRUDED CENTERPIECES

Typically these designs are large-scale geometric mandala forms that are extruded from a 2D template into 3D and then contoured into monumental voluminous centerpieces and ceiling installations. The underlying template, shape, or geometrical pattern can be anything you can imagine. We invite you to work with us to transform your centerpiece into a masterpiece!



Three Ton Mandala Cluster
Crown Perth Hotel Perth, Australia



A massive extruded geometric Islamic star pattern in various metallic chain finishes.

ARCHITECTURAL CEILING-SCAPES



Cathedrale Art Instalation 14m x 3.6m in Mixed Antiques Cathedrale Restaurant & Bar | Aria Hotel, Las Vegas USA

ARCHITECTURAL CEILING-SCAPES

These large-scale ceiling installations merge architecture and decoration into a unified spatial expression. Materials traditionally associated with ornament are used to define architectural form, resulting in immersive installations that shape the space rather than simply occupy it. Adaptable to any architectural style or geometric language, each piece is fully custom-crafted. The process is collaborative and considered, beginning with a review of the space alongside the client's architect or interior designer, followed by detailed design development prior to manufacture and installation.



Cathedrale Bar Art Instalation 7m x 2.5m in Mixed Antiques Cathedral Restaurant & Bar | Aria Hotel, Las Vegas USA



Cathedrale Art Instalation 14m x 3.8m in Mixed Antiques Cathedral Restaurant & Bar | Aria Hotel, Las Vegas USA



SIGNATURE CONCEPTS - FOREST-SCAPES

These large-scale ceiling installations translate our iconic signature faraway-tree concept and translate it into an entire forest resulting in immersive experiences that imbue a space with whimsical fantasy. Adaptable to any space and configuration, each piece is fully custom-crafted to create a multi layered tiered meandering network of intertwined branches. The process is collaborative and considered, beginning with a review of the space alongside the client's architect or interior designer, followed by detailed design development prior to manufacture and installation.




Enchanted Forest tree installation | Private residence | London

WORD ART AND LINE ART

We transform words, logos, icons, and line art into the illusion of perfect form. By compressing two-dimensional artwork, extruding it vertically, and slicing it at a precise angle, the original horizontal image is revealed as a striking three-dimensional shape when viewed in the vertical plane. Within reason, any line drawing or graphic concept can be translated into a bespoke sculptural artwork, whether word art, logo, or architectural signage, crafted uniquely for your space.





CUSTOM DESIGN

- UP/DOWN SCALING
- ADAPTATIONS
- ONE-OFF DESIGNS

Giant Fuschia 3.5m dia | Private Venue | Democratic Republic of Congo

CUSTOM-DESIGN YOUR OWN WILLOWLAMP

Custom design lies at the heart of willowlamp. Our projects span a wide range of scales and complexities, from subtle adaptations to fully bespoke creations. At its simplest, customisation may involve resizing a standard design, enlarging its diameter or creating an oversized or supersized iteration to suit the scale of a space.

Beyond our standard collection, our Custom Design service offers a collaborative, bespoke process in which we work closely with clients to develop original willowlamp designs, drawing on our patented technique. For projects of exceptional ambition and complexity, we offer our Signature Concepts service, as highlighted in the previous section.

Both Custom Design and Signature Concepts are inherently collaborative, inviting clients to become co-creators of a truly unique, personalised and enduring piece.



Custom Flower of Life 2.7m dia. in Chrome | Mena House Hotel | Giza, Egypt.

UPSCALING, DOWNSCALING AND SUPERSIZING

Scale changes everything. Our Adapted Designs service allows existing Willowlamp pieces to be thoughtfully upscaled or downscaled to suit the proportions of a space. Typically, this involves re-engineering a standard design at a larger or smaller size or diameter. While not an entirely new bespoke creation, each adaptation requires careful design development and customisation to ensure it is fully resolved for manufacture. Supersized installations may also call for an additional level of structural and engineering refinement.



Giant fuschia - 3.5m diameter in mixed metallics



1.5m diameter version of our 'spiral Nebula' - with a three colour ombe gradient.



Elliptical geometric mandala for Marriot Charlotte NC



Custom Flower of Life 2.7m dia. in Chrome | Mena House Hotel | Giza, Egypt | The Great Pyramid in the background!

MODIFIED EXISTING WILLOWLAMP

Customisation by adaptation extends far beyond altering just the scale. Existing willowlamp designs can be adapted in numerous ways, from subtly refining proportions to radically reimagining their overall form. Adaptations may include the introduction of new elements, modifications to the electrical system, or the incorporation of alternative materials, patinas, and finishes. We invite you to explore the many possibilities with us and to shape a willowlamp that expresses a truly individual character and identity.



Here we stacked our flower of life design to create a single large multiple level chandelier.



A wide 'basket-shaped' version of our existing sleeker pod. Including a cluster arrangement of lamps. In Smoke chain



A stretched elongated version of our BigLove clover. This version in a mix of brass and chrome chain which has a 'champagne' effect.



We added an extra 4 tiers to our 12-tier Enchanted Faraway Tree to make a 16 tier version. We also created a 3 step ombre colour gradient of different metallics

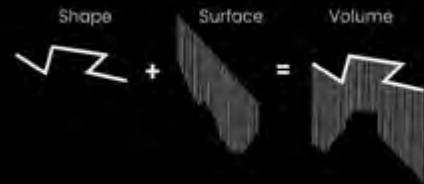
CREATE YOUR OWN UNIQUE WILLOWLAMP



The original elongated faraway tree | Private home | Parkhurst, Johannesburg. We have since created a standard version in our permanent collection.

CREATE YOUR OWN UNIQUE WILLOWLAMP

'Custom Design' is a collaborative bespoke design service where we work together or we work from a clearly defined brief to develop your very own original willowlamp design, leveraging our patented notch technique. This is an invitation to let your imagination run wild using our proprietary method.



Any shape or pattern... Extruded into any profile... Sculpted into any 3D form



An extruded geometric Mandala in mixed metallic finishes



A custom Leaf shaped design based on a company's Logo



A custom two layer design featuring a central retractable disco ball.



Assymetrical horn shaped pendant lamp in brass chain

COLLECTIONS

- ARTPIECES
- COMPLEX CLASSICS
- SIMPLE CLASSICS
- SIMPLE LAMPS



ART PIECES

• CHANDELIERS



ART PIECES

CHANDELIERS

STALACTITE

The nitrogen in our DNA, the calcium in our teeth, the iron in our blood, the carbon in our apple pies were made in the interiors of collapsing stars. We are made of starstuff. Carl Sagan,



COMPLEX CLASSICS

• CHANDELIERS

• WALL - SCONCES



COMPLEX CLASSICS

CHANDELIERS AND WALL SCONCES

For 99 percent of the time we've been on Earth, we were hunters and gatherers, our lives dependent on knowing the fine, small details of our world. Deep inside, we still have a longing to be reconnected with the nature that shaped our imagination, our language, our song and dance, our sense of the divine. Janine M. Benyus



SIMPLE CLASSICS

PENDANTS AND WALL SCONCES



SIMPLE CLASSICS

FENDANTS AND WALL SCONCES

In all things of nature there is something of the marvelous. Aristotle

SIMPLE LAMPS

PENDANTS, STANDING, TABLE
& WALL SCONCES



SIMPLE LAMPS

FENDANTS, STANDING, TABLE AND WALL LAMPS

To any artist, worthy of the name, all in nature is beautiful, because his eyes, fearlessly accepting all exterior truth, read there, as in an open book, all the inner truth. Auguste Rodin

CHOOSE THE PERFECT WILLOWLAMP TO SUIT YOUR LIFESTYLE

Standard Materials A:

For Ball Chain Finishes – Metallic, Colour & Stainless Steel options.

- Metal Frames: Brushed laser-cut stainless steel.
- CNC components & spinning's: Solid brass components are all chrome-plated.
- Metal Beaded Chains: Standard beads are 2,3mm & 3,2mm. Larger 4,5mm beads used for upscale custom designs.

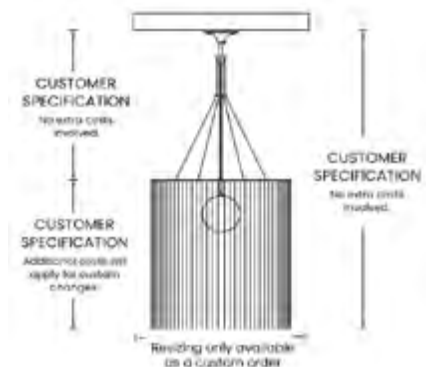
Please explore or download a PDF of our: [‘FINISHES & MATERIALS GUIDE’ >>](#)

Standard Materials B:

For Ball Chain Finishes – Rust/Black Oxide & Antique options

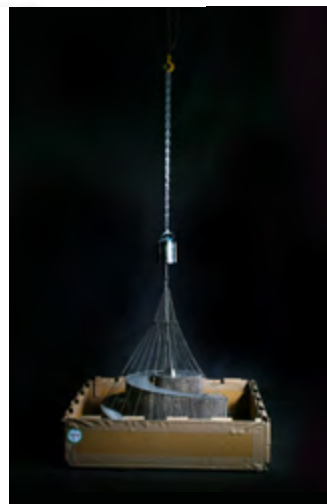
- Metal Frames: Laser-cut mild steel, chemically treated and sealed to match the chain finish. (Except Antiques - they go with black oxide)
- CNC components & spinning's: Solid brass base, chemically treated and sealed to match the chain finish.
- Metal Beaded Chains: Standard beads are 2,3mm & 3,2mm. Mild steel base, chemically treated and sealed to match the corresponding rust oxide or black oxide chain finish.

Custom Design & Tailoring: We include free of charge as part of our standard service, any minor adjustments needed to ensure your light fitting fits perfectly in your space. We call these types of adjustments ‘Tailoring’. This mainly affects the height by adjusting the suspension system and the drop. It does not include any changes required for the width or diameter of a light fitting, for that please enquire about our Custom Design service.



Support, Service and Logistics: Our commitment to excellence extends beyond our designs to encompass exceptional customer service. The willowlamp trademark guarantees personalized attention to detail throughout your experience with our luxury lighting products and services.

‘Flat-Pack’ Benefits: Every willowlamp is flat-packed and shipped in special, environmentally-friendly packing crates. Flat-pack shipping significantly reduces costs. It is an experience in itself to see the beautiful piece unfolding out of its packaging



THE TEAM THAT BRINGS WILLOWLAMP TO LIGHT

The willowlamp journey began over 20 years ago in 2005. Since then, we have cultivated a reliable network of trading partners and specialist suppliers in the luxury lighting industry.

Our dedicated in-house support team ensures meticulous care of all of our customers individual requirements and expertly handles of all the logiscis of shipping willowlamp products to clients worldwide. Collaborating with best-of-breed industrial partners, we ensure precision laser-cut, machined, and finished components.

Our team of artisans are masters in crafting lighting products and meticulously hand-assembling each willowlamp, paying utmost attention to detail.

Every willowlamp is custom-made precisely to order, ensuring the highest quality and a truly unique art piece.



AWARDS AND COLLABORATIONS

AWARDS:

2024: [d]arc Award 'Best Light Art Scheme, High Budget' - for Cathedrale Chain, USA - 3rd Place
 2019: LIT Awards: 'Designer and Custom Lighting' for the Southern Flame – winner
 2019: LIT Awards: 'Chandeliers' for Giant Fuschia – winner
 2019: [d]arc Award 'KIT for the Halo 3rd place
 2019: [d]arc Award 'Bespoke Installation' for Giant Fuschia 3rd place
 2017: Guild Foundation Award 'Object that moves' category
 2016: [d]arc Award 'Hospitality' 2nd place
 2014: 100% Design Johannesburg best lighting award
 2009: SABS design excellence award
 2008: Elle Décor overall designer of the year award
 2007: Elle Décor lighting designer of the year
 2006: Elle Décor lighting designer of the year

RETROSPECTIVE EXHIBITIONS:

2019: 15 year Retrospective Exhibition – Willowlamp factory, Cape Town
 2011: Arts on Main collaboration, Johannesburg
 2010: 'Global Africa Project' Museum of Arts & Design, New York **

We have had the privilege of participating in some of the leading design exhibitions that celebrate outstanding creativity in product design. We have also won numerous prestigious global design awards.

INVITATIONS AND PARTICIPATION:

2026: Invitation to be a Special Guest Juror at the new Contemporary Horizon Awards
 2019: Euroluce, Salon de Mobile, Milan Italy – willowlamp solo exhibition
 2018: Design Days Dubai, willowlamp in collaboration with 'Brandkonnnect' & 'Indigenus'
 2018: Launch of 2018 collection, Youngblood Gallery Cape Town
 2018: Salon of Art & Design – Invited by Southern Guild* showcased 'Southern Flame'
 2018: 'Extra-Ordinary' – Invited by Southern Guild* showcased 'Southern Flame'
 2017: 100% Design Johannesburg – willowlamp and Meyer Von Weilligh
 2015: 100% Design Johannesburg – willowlamp and Meyer Von Weilligh
 2014: Light Junction, London
 2014: 100% Design London – invited by Cape Craft and Design Institute
 2014: 100% Design Johannesburg – willowlamp and John Vogel
 2013: Art Basel – invited by Southern Guild*
 2012: Design days, Dubai – invited by Southern Guild*
 2011: The Johannesburg Art Fair, Johannesburg – invited by Southern Guild*
 2011: Invited to exhibit in the Salon Privé at Design Indaba, Cape Town
 2010: ICFF, New York - invited by the Amaridian Gallery
 2009: The Johannesburg Art Fair, Johannesburg – invited by Southern Guild*
 2009: Ambiente, Frankfurt – invited by the South African Dept. of Trade and Industry
 2008: Maison and Objet, Paris – invited by the Rosita Gallery
 2007: ICFF, New York – invited by the Amaridian Gallery



* Southern Guild is an exhibition of South African artists, designers and crafts people that travels to art and design shows across the globe.

** The 'Global Africa Project' was a travelling exhibition that started its life at the Museum of Arts and Design in New York. This significant exhibition showcased design originating from Africa with the aim of correcting stereotypes about the level of art, craft and design from the continent.

OUR AGENTS AND SALES PARTNERS

We are represented internationally by a carefully selected network of trusted agents and trading partners, connecting our work with discerning clients around the world. Whether you are seeking further information or wish to place an order, we invite you to contact your local agent or our Cape Town-based head office, listed below. Our team will be pleased to guide you through every step of the process.

If you are interested in representing willowlamp in your region, we would be delighted to hear from you, please contact our head office directly,

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Visit willowlamp.com for an updated contact list of agents in your area.





THANK YOU!