inspire intrigue
We wanted to build something unexpected.

To show what LEDs can do when wrapped in an unconventional skin. The brainchild of product designer Graeme Watt, Theory was just that in the beginning. It was an experiment, never meant to become real. Now, Theory changes the way we think about the shape of light.
form

Theory is not defined by its source, rather it becomes the source.

Its elliptical form allows LEDs to be integrated and concealed, gracefully illuminating inside and outside surfaces independently. A curved acrylic light guide draws light around the 4’ long body to introduce a sparkling circular pattern. Three distinct lit looks are created, and Theory’s luxurious appearance remains even when it is not illuminated.
function

There’s a mystery to Theory that is elemental to its design. Where does the light come from? Where does the power come from?

Utilizing LEDs frees Theory from the traditional limitations of lamps and ballasts, and a new design language is formed.

Low voltage power is delivered via elegant and minimal aircraft cable suspensions. Drivers are tucked above the ceiling, and Theory floats unencumbered.
Direct task light and soft indirect light are on separate circuits for maximum flexibility. Use the exterior phase for an ambient glow with visual interest, the interior phase for meetings and task light, and combine them for relaxed and calming whole room illumination.

Separate dimming control allows for unlimited design and application possibilities.
The low voltage nature of LEDs allows Theory’s glowing form to be decoupled from its power source. In accessible ceilings, mount the power module in the plenum and drop suspension cables through tiny holes in the ceiling tiles. A white satin acrylic canopy elegantly covers the power module in drywall, wood and other hard surface ceilings.

All suspension and power elements are in place prior to installing the fixture, protecting Theory’s smooth exterior and chrome endcaps.

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<tr>
<th></th>
<th>hard surface</th>
<th>accessible ceiling</th>
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<tbody>
<tr>
<td>4 1/4&quot;</td>
<td>107.7mm</td>
<td>84.5mm</td>
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<tr>
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<td>1 7/8&quot;</td>
<td>47.6mm</td>
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<tr>
<td>6 3/4&quot;</td>
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specifications

Each individual pendant is 48” x 9.6” x 6.6” with adjustable low voltage power/suspension cables up to 60’.

Theory may be specified in 3500K or 3500K, 0-10v dimming drivers are standard and optional Lutron LED drivers are available.

Lumen maintenance is rated for L70 at 50,00 hours and Theory comes with a 5 year warranty.