

## LAST LOOK

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# Illuminating Design

Some pretty nifty things have come from the Netherlands.

Take Heineken for example – the fourth largest brewing company in the world (based in Amsterdam) that just revolutionized the beverage market with its 1.3 gallon take-home draught keg. Then there's Unilever, the Rotterdam-based company that owns nearly every single brand that matters in life – including my personal favorites: Ben & Jerry's, Lip-ton and Dove.

Clearly, the Dutch are onto something. But this year, a new engineering company is set to release one of the coolest things I've ever seen.

It's a floating lamp. No, really. A floating lamp. Created by a company called Crealev, the loS! uses propelling magnetic forces to levitate in mid-air. As long as the forces are activated, Crealev says the pieces will levitate continuously and steadily – without falling or moving – even when lightly touched.

The loS! is the first electric-powered product created by Crealev, but the company claims its levitating technology is compact enough to be used in all kinds of appliances. And, if the technology's reproduced on a smaller scale, could be powered by battery.

Other details about the item, including price, and exactly how the technology works, haven't yet been released. But, the LoS! is expected to hit the retail market this spring.

Looking for that perfect lamp to complement your sleek and chic office? Perhaps you should pencil in a visit to the Netherlands.



*The loS!  
Available at  
[www.crealev.com](http://www.crealev.com)*