

## Industrias 'Fase' S.A.



Sought after by interior decorators and film directors alike the lamps from the Spanish manufacturer **fase** are absolutely gorgeous! They are deliciously stylish and wonderfully solid and beautiful, not in a soft feminine way, but in a loud, slightly obtrusive way.

Due to its position within Spain's tumultuous political history, the background of **fase** is a bit of a mystery as very little is known. However we do know that the Industrias 'fase' S.A came into being in Madrid 1964, the brainchild of Pedro Martín. Martín started out selling his lamps at markets before opening his factory at Torrejón de Ardoz in the suburbs of Madrid.

The lamps were anonymously designed, and there is rumour that the early lamps were designed for the desks of Spanish civil servants during the latter part of the Franco regime. If this is the case The Presidente, The Presidente SC, The Falux and The Boomerang must have been designed for the upper echelons of Franco's military regime as they absolutely stunning and are by far the most sought after from that period.

Whilst Western Europe was in the midst of a design revolution with influences coming from the US, Spain was going through a period of dramatic change and experiencing an 'economic miracle' of its own. And it was during this period that **fase** lamps truly burst into the lighting scene. By the mid 1970's the lamps were being exported to 27 countries worldwide and developed a more commercial catalogue using chrome, stainless steel and there are lamps from this period that are highly prized such as the 'Bablonia' , 'Tharis', 'Impala' and the 'Arpon'. **fase** then moved design to halogen lamps and by the late 80's were no longer at the forefront of lighting design.

It has been said that **fase** sponsored a Formula One team! There is also an interesting little anecdote about an eccentric owner, who walked the streets of Madrid with his pet lion! Which, if it happened in the 1970's might not be as unbelievable as one might think. It was in this period, after the death of Franco, that the 'transition' La Movida Madrileña, a hedonistic counterculture, took place as Spain underwent a series of radical changes in politics and society.

Unfortunately by the 1990's the **fase** factory closed it's gates for the very last time and this coupled with the possibility that Spaniards, maybe not wanting to be reminded of their Fascist past, may have destroyed many of the most iconic **fase** lamps as they are becoming increasingly difficult to find .... But I do find them!