Anya Hindmarch, luxury British accessories brand and Mathmos, innovators of iconic British lamps have together, created a giant lava lamp. The huge 90 litre vessel with patent pending technology developed by Mathmos, the inventors of the original Lava Lamp will sit at the heart of Anya Hindmarch concession in the new David Chipperfield designed **Accessories Floor**; just opened.

As part of the launch of its new accessories room Selfridges invited it's designers to take inspiration from the Water Bar in the design of a fixture within its space, using glass as an exciting interpretation of water. The Lava Lamp, beautifully hypnotic encased in glass, is an iconic British product. This combined with the balance of engineering and humour held by Mathmos, created a natural synergy and exciting commission for Anya Hindmarch known for its craftsmanship, creativity and humour.

The vessel, stainless steel with Mint Terrazzo will live as a permanent fixture within the Anya Hindmarch space in Selfridges, a department store synonymous with extraordinary innovation and creativity in luxury retail.

Cont…
Company owner and MD of Mathmos Cressida Granger comments:

"We have firmly turned our attention back to our lava lamp roots and started to look at how we can innovate both our classic lava lamp range and the way we do business. Our most recent giant lava lamp special commission has taken a great deal of experimentation to get right and works brilliantly with Anya Hindmarch’s playful new designs. We are constantly asked to produce bespoke giant lava lamps and now I’m really looking forward to being able to say yes to these exciting requests."

Notes to editors:

About Mathmos

Mathmos was founded by the Edward Craven-Walker the inventor of lava lamps in 1963. Mathmos lava lamps have become a symbol of 1960s Britain and have been in continuous British production for 53 years; the movie. Today Mathmos adopts a F2C (factory to consumer) strategy selling its classic lava lamps direct from its International Websites. Mathmos is a two times Queens Award for Export winner and a Gold Star trusted online merchant.

This project marks the start of Mathmos’ new “Special Projects” division from Mathmos that will see the production and delivery of unique giant lava lamp projects. Designed to be awe inspiring key features, the Mathmos team will work on bespoke projects commissioned by individual clients for special events or promotions.

With over 50 years of experience working with lava, the Mathmos team will respond to the needs of the brief and its destined location. Whether its a public space, interesting pop up or film set, Mathmos and their partners will produce fabulous unique giant lava lamp installations.
About Anya Hindmarch

Anya founded her business in London in 1987 and has since grown into a global brand that has over 45 stores - including flagships in New York, London, Tokyo and LA – and is stocked in many of the world’s best retail stores, from Barney’s in New York to BoonTheShop in Korea.

The first accessories designer to hold an on-schedule London Fashion Week show, Anya Hindmarch shows have become renowned for their production and creativity. Highlights include models floating weightlessly over the catwalk, a 120-strong male choir, models walking within an artful, moving Rubik’s cube and emerging from within a giant space-age Amphitheatre.

In addition, the collections are showcased within seasonal pop-ups. These have included global Stickershops, an Anya Hindmarch ‘Service Station’, the first retail installation to be housed in the Selfridges London car park, which then travelled to Korea, Tokyo and LA and a series of giant pixel pop ups across China, Hong Kong and Japan.

Creativity, modern craftsmanship and personalisation sit at the heart of everything Anya Hindmarch does. The launch of Stickershop shaped a global cult of leather stickers, allowing customers to create their own personal artwork. There are also seven Anya Hindmarch Bespoke stores, where customers can have drawings or messages in their own handwriting embossed by in-store craftsmen. Part of an ongoing commitment to reconnect the craftsman and the customer, each bespoke piece is - as Anya says - about ‘having your name on something, rather than mine’.

A passionate advocate of British design and arts, Anya is also a UK Trade Ambassador, a Non-Executive Director of the British Fashion Council and a trustee of both the Royal Academy of Arts and the Design Museum. In 2009 Anya Hindmarch was awarded an MBE in recognition for her contribution to the British fashion industry and has recently received three prestigious Accessory Designer of the Year awards; a British Fashion Award, an Elle Style Award and a Glamour Women of the Year award.

For Press Enquiries Please Contact: press@mathmos.com