

Table lamp  
Verstellbare Indirektleuchte, Modell 4.344

Sigfried Giedion  
1932



Tischleuchte, Verstellbare Indirektleuchte, Modell 4.344, 1932  
Entwurf: Sigfried Giedion  
Herstellung: BAG Broncewaren-Fabrik AG Turgi, CH  
Produktion: Wohnbedarf AG, Zürich / Basel, CH  
Material/Technik: Messing, vernickelt, Gusseisen; Galalith (Gelenkkugel), emailliert (Innenreflektor)  
80 x Dm 29 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

The lamp from Wohnbedarf AG in Zurich does not filter light with the then customary shade of semitransparent textile or frosted glass. Instead, the indirect lamp integrates the architecture into the lighting design by reflecting its illumination off of a ceiling or wall.

Le Corbusier and Pierre Jeanneret missed the opportunity to inaugurate their Genevan apartment building Immeuble Clarté with their own interior design exhibition. As a result, this demonstration of French elegance was left up to the local decorators, while Wohnbedarf AG in Zurich promoted its own simple “type furniture” with two complete interiors. Between May 25 and June 15, 1932, the first indirect lighting made by the company BAG Turgi was also presented to the public. These dates are of importance because the trained mechanical engineer Sigfried Giedion—with Werner Max Moser one of the two main stockholders of Wohnbedarf AG from 1931 to 1935—offered his services to BAG in July 1932 as official “advisor” on further developments. For this reason, we might suspect the lamps shown in Geneva, ennobled with the label

“BAG-wohnbedarf typ,” to be merely in-house designs by BAG if we weren’t already aware of Giedion’s well-known enthusiasm for indirect light and for the socket and friction joints found in French industrial models invented by Bernard-Albin Gras that would be pivotal for the development of Giedion’s *Indi* lamp series that began in July. The adjustable indirect lamp BAG 4.344 not only offers a charming, if slightly cumbersome, interpretation of both of Gras’s joints, but also boasts a light reflector hidden inside a thick brass funnel-shaped shade that Giedion would use later on as a shade for his legendary *Indi* lamps. Giedion was presumably behind the first indirect lamps produced by BAG in the spring of 1932, before he was able to take full responsibility for the design. (Arthur Rüegg)

<https://www.eguide.ch/en/objekt/verstellbare-indirektleuchte-modell-4-344/>

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