

tala

CONSERVATION
THROUGH
BEAUTY





CATALOGUE 2017

Tala invests in innovation and continuously aims to develop, source, manufacture and improve its lighting range.

Tala

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Images:

Cover - Voronoi II, Brass pendant

Middle spread - Voronoi II, Brass pendant

Opposite - Voronoi II in the ferns

Design: Tala

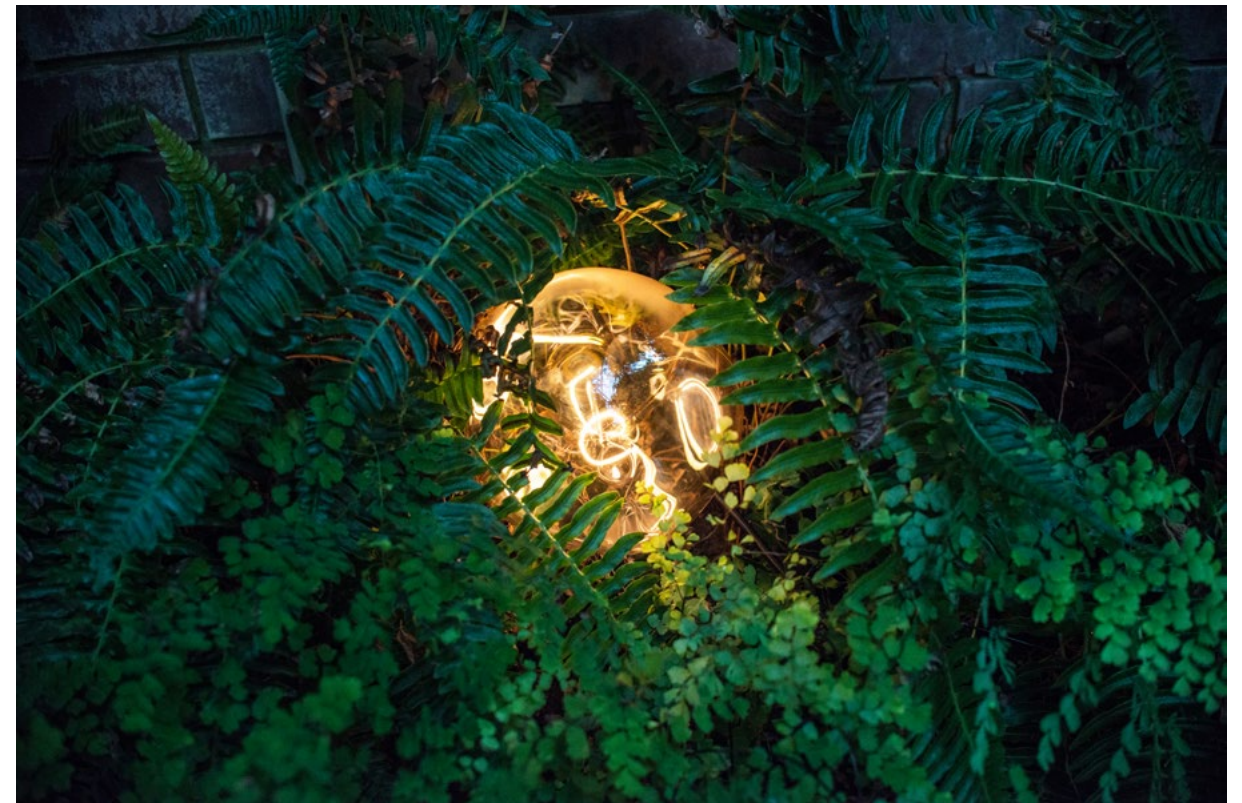
Photography: Beth Davis

Print: Mortons Print

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All product descriptions in this Tala brochure are intended as a general guide to our range. As such, our specifications are subject to alteration as we develop and do not form any part of a contract. Tala accepts no liability for issues arising from a reliance of guide data to the extent permitted by law.

VAT Number: 182754681



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tala

Tala is a young British lighting brand with a mission to create exquisite products that have a positive impact.

The word Tala originates from an African concept of Conservation Through Beauty. The company was founded by four friends at the University of Edinburgh with a shared passion for design, technology and sustainability.

Our distinctive design rubric combines classic decorative qualities, British industrial influences and pioneering LED technology. What makes a Tala bulb unique is its uncompromising focus on both design and sustainability.

With exciting developments in optics, materials science and connectivity, we are now able to design lighting with a strong shift from the functional towards the emotional - the idea of 'lighting as an experience' forms the backbone of the Tala collection. When you purchase a Tala product you're investing in our ethos - this is represented in every detail, from the packaging down to our tree planting programme. For every 200 units sold, we plant 10 trees.

Tala designs are built for creating a contemporary and inviting atmosphere. There are three distinct collections - Design, Feature and Classic. Our product development is focused on pushing the design limits of the lightbulb and utilising new materials and techniques. With an emphasis on warm light, high colour rendering and quality components, Tala products complement a variety of interior design styles and projects.



Tala founders at Euroluce. From left: Ciaran Dawson, Max Wood, Josh Ward, Willam Symington



WHY BUY TALA?

1

Tala lightbulbs use only 10% of the energy required by their incandescent counterparts

2

A Tala bulb lasts 15 times longer than a traditional bulb

3

Tala lights produce a warm, instant light that perfectly imitates the warmth of the original Edison bulb

4

Investment is returned in 6-9 months on energy savings and avoided replacement costs

5

Over its lifetime, using a Tala bulb instead of a traditional incandescent prevents 1 tonne of CO₂ from being released into the atmosphere

6

For every 200 units sold, we plant 10 trees

Please visit talaed.com to calculate your specific energy savings by switching to Tala

TALA TEN TREES

Since the founding of Tala, the Ten Trees programme was established as a commitment to plant 10 trees for every 200 products sold. Although our products are fundamentally sustainable, we want to ensure that our business as a whole is carbon-neutral.

The UK has less than a third of the native tree cover of many other European countries, including France, Germany and Italy. Which is why we have partnered with the Heart of England Forest (HoEF), a charity working to build and protect a vast new unbroken forest in the middle of England. To date we have contributed to the planting of 7,400 native broad-leaf trees covering more than 10 acres. By Spring of 2018, we will have planted just under 30,000 trees in the UK.

In the USA we have partnered with the National Forest Foundation (NFF), a charity working to restore ecosystems across the United States. Through this partnership we plant trees in areas where reforestation addresses the greatest ecological need. To date we have contributed to planting 5,000 trees in an area severely affected by forest fires, the Ochoco National Forest in Oregon. By Spring of 2018, we will have planted approximately 15,000 trees across North America.

We believe in responsible entrepreneurship, which is why Ten Trees is embedded at the core of our business. This means as our business grows, so does our contribution to restoring ecosystems globally. Our goal is to expand Tala Ten Trees, with a continued focus on areas of greatest need, leaving behind flourishing forests for the benefit of future generations.



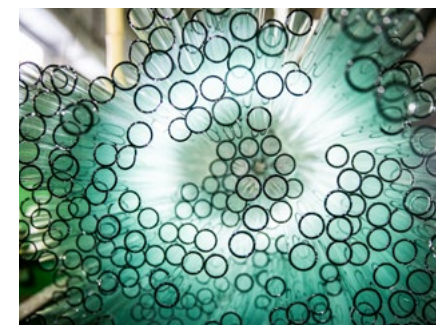
Top: Provided by Heart of England Forest (HoEF)
Bottom: Tala tree planting day, November 2016

THE MAKING OF

Our mission is to create exquisite products that have a positive impact. Tala designs and manufactures three distinct lighting collections with sustainability and British design at its core.

With operations across Europe, North America and China, the company upholds a quality management system under the British Lighting Industry Association. Tala combines high-tech lighting technology with traditional manufacturing processes. The designs celebrate classic materials and quality components. Our glass and mould construction pushes the limit of luminaire production.

We have an uncompromising approach to delivering on technically superior lighting with beautiful design.



Left: Basalt & Voronoi straight out of mouth-blown mould

Top: FSC Walnut pendants awaiting brass tops at the Tala assembly line, January 2017

Top Left: Metal cap production, January 2017

Top Right: Close-up of raw soda lime glass before firing, February 2017

TALA ON DISPLAY

Tala works closely with its retail partners to create compelling and visually enticing points of display. From our magnificent modular tree displays suspended from ceilings and furnished with Gaias and Brass pendants, to our oak tables designed to bring out the glory of a combination of our best-selling products, we pride ourselves on only ever exhibiting our collections in ways that do justice to our ethos of sustainability and quality.

With a mature global exhibition presence and advanced retail display capabilities, Tala is able to accelerate the adoption of sustainable lighting designs.



Left: Tala on show at EuroLuce, Milan, April 2017

Top: Tala window display at Festival of Light, Heal's, Tottenham Court Road, October 2016

Bottom: Heal's Tottenham Court Road in-store display, 2017



DESIGN COLLECTION

SCULPTURAL - EVOCATIVE

INTRICATE - ORGANIC - CUTTING-EDGE

The Design collection has sculptural forms and biomimicry at its core, taking its inspiration from patterns found extensively in nature. The lighting objects found in this collection are born out of studies into natural formations and how to recreate them with glass, metal and light. These designs employ intricate materiality and componentry to bring the design narrative to life.



Top: Basalt I and II bulbs in Basalt pendants at SPACE
Right: Basalt I bulbs in Basalt touch lamps at SPACE



BASALT



Giant's Causeway, Ireland

The Basalt collection is the result of our latest study into natural forms. The process of formation and contraction in volcanic basalt has created inspiring landscapes like the Giant's Causeway in Northern Ireland. Inspired by these epic basalt columns, this series of bulbs and fixtures explores the contrasting textures of the carefully moulded brass and sandblasted glass pillars.

The word 'basalt' comes from the Ancient Greek 'Basanos', or 'touch stone'. The distinctive basalt patterning seen in Giant's Causeway is another example of nature's mathematical beauty at work. These volcanic formations are centroidal Voronoi tessellations - the very same patterns are found in the cells that make up the human eye.

The collection is made from solid brass fixturing sand moulded into unique basalt patterns and finishes. The brass is cast into both a table lamp and single pendant. The bulbs are forged from mouth-blown crystalline glass that envelopes the central column of soft LED light.

BASALT TOUCH LAMP



120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
3-STEP DIMMING
LAMP DIMS 87 X 141MM

Brass is an incredible metal. It has a timeless quality in its ability to affect so many degrees of lustre. In many ways, it is an alloy of contradictions - the material is malleable yet strong, and it has a rich golden hue but a relaxed, understated charm.

90% of brass is recycled and it is one of the most sustainable metals available to design with. The base plate of polished brass contrasts seamlessly with the textured column of brass that suspends the bulb above.

Best paired with: Basalt I bulb, Voronoi I or Porcelain collection

*bulb not included

BASALT PENDANT



120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
PENDANT DIMS 57 X 74MM
CEILING ROSE DIMS UK 80X25MM
CEILING ROSE DIMS USA 130X25MM

This textured brass pendant houses both sizes of the sandblasted LED bulb columns. The top of the moulded brass pendant has a distinct polished finish that contrasts with the basalt-inspired angular facades.

Best paired with: Basalt I & II bulbs

*bulb not included

BASALT I



6 WATT 120-240 VOLT
2700K E26/27 BASE
300 LUMENS CRI > 95

This opaque textured glass houses a cutting-edge LED column of light. The bulb is designed to fit exactly in the Basalt touch lamp unit, aligning the edges to create a harmonious column of brass and light.

Best paired with: Basalt touch lamp or pendant

BASALT II



6 WATT 120-240 VOLT
2700K E26/27 BASE
300 LUMENS CRI > 95

The longer Basalt II light is forged for suspension. Emitting a beautiful, uniform band of soft light at 2700 Kelvin, this bulb creates impact in clusters.

Best paired with: Basalt pendant



Basalt II bulbs in Basalt pendants at SPACE



Top: Voronoi II in Walnut pendants at Espasso
Right: Voronoi I in Brass pendants at Espasso



VORONOI



Inspired by the Voronoi patterns found in the forest canopy, Tala 3D-printed a series of Voronoi structures in resin. To give process to our form-finding mission, we simulated natural erosion over time and rounded off the sharp lines to arrive at a final glass form that looks and feels like an object carved by nature.

VORONOI I



| | |
|-----------|--------------|
| 2 WATT | 120-240 VOLT |
| 2200K | BASE E26/27 |
| 80 LUMENS | CRI > 95 |

The Voronoi I delivers a more compact sculptural look. Its charm is amplified when clustered in groups of three or more.

Best paired with: Walnut or Oak touch lamp, Brass, Walnut or Oak pendant

VORONOI II



| | |
|------------|--------------|
| 3 WATT | 120-240 VOLT |
| 2200K | BASE E26/27 |
| 120 LUMENS | CRI > 95 |

The Voronoi II is the larger, statement sibling of the set. The thick glass form creates an inviting and harmonious volume of soft light. The singular, elongated LED light source is the first of its kind to elegantly wrap around the central column, exuding a warm taurus of light that matches the Fibonacci-inspired curvature.

Best paired with: Brass, Walnut or Oak pendant

FIXTURES



Voronoi I in Oak touch lamp at Bert & May

The FSC-grade wood used in the fixtures in our Design collection pays tribute to our joint focus on sustainability and design. This collection has Tala's environmental ethos at its heart; it celebrates the beauty and character of the American oak and walnut contrasting with the solid brass. Ultimately, this design befits a timeless and paired-back lighting style.

WALNUT TOUCH LAMP



120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
3-STEP DIMMING
LAMP DIMS 85 X 135MM

Introducing the sculpted walnut and brass table lamp. An elegant cylindrical design showcases the magnificent character of the wood. The base features a slab of solid brass that acts as the touch-switch control. The black silicon anti-kink cord streams gracefully towards the socket. Every detail is considered for harmony, including the curvature of the lip towards the bulb holder. This unique table lamp is perfect for pairing with any number of the Tala bulbs. It is characterised by an elegant design centred on the tactile and modern approach to dimming.

Best paired with: Voronoi I or all G125 feature design bulbs

*bulb not included

OAK TOUCH LAMP



120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
3-STEP DIMMING
LAMP DIMS 85 X 135MM

Introducing the sculpted oak and brass table lamp. An elegant cylindrical design showcases the magnificent character of the wood. The base features a slab of solid brass that acts as the touch-switch control. The black silicon anti-kink cord streams gracefully towards the socket. Every detail is considered for harmony, including the curvature of the lip towards the bulb holder. This unique table lamp is perfect for pairing with any number of the Tala bulbs. It is characterised by an elegant design centred on the tactile and modern approach to dimming.

Best paired with: Voronoi I or all G125 feature design bulbs

*bulb not included

WALNUT KNUCKLE PENDANT



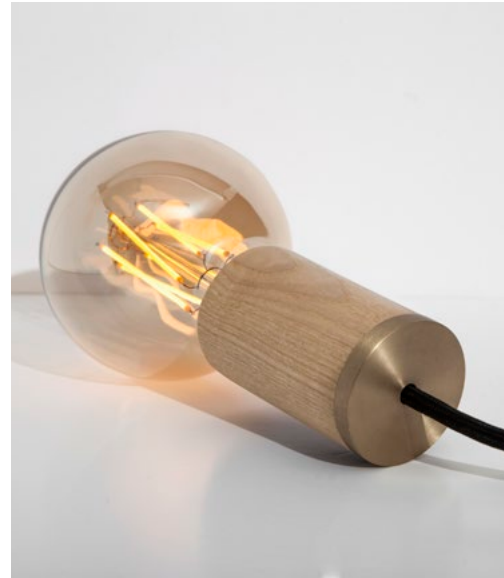
120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
PENDANT DIMS 85 X 50MM
CEILING ROSE DIMS UK 80X25MM
CEILING ROSE DIMS USA 130X25MM

A knuckle of pure American walnut ensconced with solid brass trimming. This beautiful hardwood pendant is brimming with character and durability, making for a fixture that is built to last. It has been designed to celebrate its constituent materials with a unique, elegant form. The knuckle pendant is built to complement a variety of bulb designs and looks great alone or in clusters. Our 3-metre black threaded cord has been crafted with special silicon to help avoid any kinking.

Best paired with: Voronoi I & II or all G125 feature design bulbs

*bulb not included

OAK KNUCKLE PENDANT

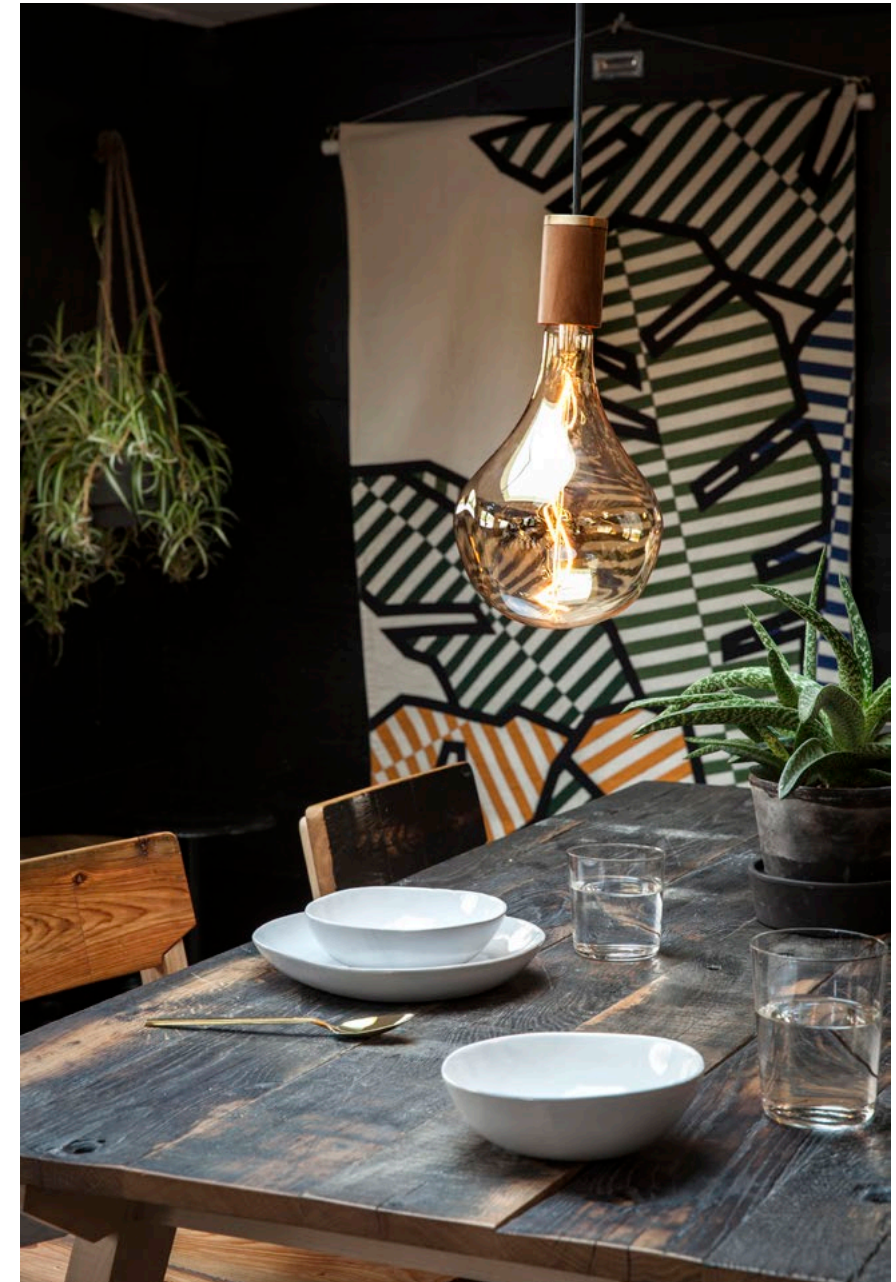


120 - 240 VOLTS | MAX WATTAGE 60W
LUMINAIRE CLASS II
PENDANT DIMS 85 X 50MM
CEILING ROSE DIMS UK 80X25MM
CEILING ROSE DIMS USA 130X25MM

A knuckle of pure American oak ensconced with solid brass trimming. This beautiful hardwood pendant is brimming with character and durability, making for a fixture that is built to last. It has been designed to celebrate its constituent materials with a unique, elegant form. The knuckle pendant is built to complement a variety of bulb designs and looks great alone or in clusters. Our 3-metre black threaded cord has been crafted with special silicon to help avoid any kinking.

Best paired with: Voronoi I & II or all G125 feature design bulbs

*bulb not included



Voronoi II in Walnut pendant at Bert & May





FEATURE COLLECTION

TIMELESS - GEOMETRIC

STATEMENT - PLAYFUL - DECORATIVE

This collection embodies the ethos of 'lighting as an experience' by challenging the usual preconceptions of the light bulb as a commodity. A host of striking, statement glass shapes, combined with intricate and geometric LED filament structures, sets the Tala Feature collection apart.

The designs within this collection have traditional exposed glass forms, warm light and playful decorative qualities in common. They work equally well alone, in series or in combination with other fixtures. Every light in this collection is imbued with a specific colour temperature of 2,200 Kelvin, which creates the equivalent of a warm, candle-lit setting.

The beautiful aesthetic that defines the Feature collection is the result of an unrelenting passion for product design and, as such, we want our meticulously-selected filament arrangements to be easy on the eye. The lumen output, which describes the strength of a light, is carefully calibrated to achieve the right balance between decorative and functional. This results in a consistent, soft light that accentuates each individual design in the collection.



Top: Oval bulbs in Brass pendants at Sutton House
 Left from top: Enno, Noma, Oblo and Oval bulbs in Brass pendants at Sutton House

PORCELAIN



Enno and Noma bulbs in Brass pendants at Sutton House

The Porcelain range is centred around four distinctive shapes. We have squashed and moulded the matte porcelain glass to create a series of self-assured bulb designs. The light billows out from the centre of these unique and characterful bulbs to create an atmosphere of serene harmony in your space. Our Porcelain series is designed to be an antidote to an overly industrialised aesthetic. These units can also work well with bold colours and backgrounds, breaking up space and colour with calm orbs of white light.

ENNO



| | |
|------------|--------------|
| 6 WATT | 120-240 VOLT |
| 2700K | BASE E26/27 |
| 420 LUMENS | CRI > 95 |

Best paired with: Brass or Basalt pendant

NOMA



| | |
|------------|--------------|
| 6 WATT | 120-240 VOLT |
| 2700K | BASE E26/27 |
| 420 LUMENS | CRI > 95 |

Best paired with: Brass or Basalt pendant

OBLO



6 WATT 120-240 VOLT
2700K BASE E26/27
420 LUMENS CRI > 95

Best paired with: Brass or Basalt pendant

OVAL



6 WATT 120-240 VOLT
2700K BASE E26/27
420 LUMENS CRI > 95

Best paired with: Brass or Basalt pendant



Oval and Oblo bulbs in Brass pendants at Sutton House

PORCELAIN I



3 WATT 120-240 VOLT
2700K BASE E12/14
150 LUMENS CRI > 95

Best paired with: All E12/14 fixtures

PORCELAIN II



6 WATT 120-240 VOLT
2700K BASE E26/27
420 LUMENS CRI > 95

Best paired with: Brass or Basalt pendant

PORCELAIN III



6 WATT 120-240 VOLT
2700K BASE E26/27
420 LUMENS CRI > 95

Best paired with: Brass or Basalt pendant

GAIA



6 WATT 120-240 VOLT
2200K BASE E26/27
480 LUMENS CRI > 95

The 6W Gaia LED has a unique filament structure enveloped by a traditional blown-glass form. Using our distinct tinting technique, we soften and add character to the hue of our bulb, resulting in a more individual look and quality of light. The Gaia's sapphire filament array includes eight specially designed thin filament LED columns to produce a central vortex of warm, soft light.

Best paired with: Oak touch lamp, Brass or Oak pendant

MINERVA



6 WATT 120-240 VOLT
2200K BASE E26/27
360 LUMENS CRI > 95

The Minerva is characterised by a classic Gaia filament pattern combined with a smoked monochrome-inspired finish. This custom-smoked glass showcases a sleek, reflective orb when off. Powered on, the Minerva reveals the warm vortex of Tala filaments from within. The interplay between on / off towards day and night makes this design both unique and playful.

Best paired with: Walnut touch lamp or pendant



Right: Gaia in Oak pendant and Oak touch lamp at Bert & May



Unum in Brass pendant at Bert & May

BRASS PENDANT



120 - 240 VOLTS | MAX WATTAGE 60W
 LUMINAIRE CLASS II
 PENDANT DIMS 65 X 40MM
 CEILING ROSE DIMS UK 80X25MM
 CEILING ROSE DIMS USA 130X25MM

This minimalist turned-brass pendant embodies simplicity. The colour, strength and malleability of brass make it a perfect material for pendants. The ideal partner for a host of bulb designs, this versatile fixture is a staple for modern interiors. Our 3-metre black threaded cord has been crafted with special silicon to help avoid kinking.

Best paired with: Complementary to any bulb

*bulb not included

SQUIRREL CAGE



3 WATT 120-240 VOLT
2200K BASE E26/27
240 LUMENS CRI > 95

The Tala 3W Squirrel Cage is a classic shape showcasing a truly unique filament technology. Featuring eight golden sapphire filaments enveloped by a traditional blown-glass form, this bulb is the perfect choice when used in series or alone. The fully dimmable, tinted-glass unit is an all-round classic design and fits well exposed on a pendant or behind a glass shade.

Best paired with: Brass pendant

ELVA



6 WATT 120-240 VOLT
2200K BASE E26/27
480 LUMENS CRI > 95

Tala's 6W Elva LED uses the same traditional blown glass sphere as its larger siblings, the Gaia and the Aries, with the added advantage of being more compact. Its unique design coupled with a beautiful, warm glow make the Elva the perfect choice for an exposed fitting or a hanging pendant. Available tinted and non-tinted.

Best paired with: Brass pendant



Squirrel Cage in Brass pendants at Bert & May



Aries in Oak pendant at Llanelli

ARIES



| | |
|------------|--------------|
| 6 WATT | 120-240 VOLT |
| 2200K | BASE E26/27 |
| 480 LUMENS | CRI > 95 |

The Aries bulb is a geometric light pattern that sits within a large sphere of traditional clear glass.

Best paired with: Oak pendant

UNUM



| | |
|------------|--------------|
| 3 WATT | 120-240 VOLT |
| 2500K | BASE E26/27 |
| 200 LUMENS | CRI > 95 |

The Unum bulb is the start of our exploration into advanced LED design. After years of research and development we are now able to safely bend and wrap filaments to follow a clean, minimalist approach. This concise and modern bulb complements an array of lamping needs.

Best paired with: Oak, Walnut, Brass or Basalt pendant

TOTEM I



3 WATT 120-240 VOLT
2200K BASE E12/14
180 LUMENS CRI > 95

The Totem design is a distinctive tubular glass shape and is great for creating linear decorative grids of light and works well with a range of fixture designs. The size and lumen output of the 3W Totem I make it versatile enough to be at home in series or alone in a desk lamp.

Best paired with: a variety of lamps and shades

TOTEM III



4 WATT 120-240 VOLT
2200K BASE E26/27
320 LUMENS CRI > 95

The Totem III is the longer, larger sibling of the Totem I. It is popular in series and its natural situation is to hang suspended from a cluster of pendants.

Best paired with: Brass pendant

ZION



6 WATT 120-240 VOLT
2200K BASE E26/27
480 LUMENS CRI > 95

The Zion embodies the iconic organic form of the classic incandescent bulbs but with an LED twist. Featuring twelve specialised sapphire filaments circling a central column of glass, this design emits a swirling pattern of warm light within a beautiful blown-glass envelope.

Best paired with: Oak touch lamp, Brass or Oak pendant



CLASSIC COLLECTION

TRADITIONAL - FUNCTIONAL

WARM - QUALITY - EVERYDAY

Tala's Classic collection comprises a set of iconic bulb shapes designed to retrofit a wide variety of general and decorative lighting needs. This collection consists of beautiful everyday solutions with a traditional look and feel.

The 2,500 Kelvin colour temperature characterising this range is unique to Tala, and allows our lights to perfectly mimic the hue of the original Edison filament bulbs with a high Colour Rendering Index (CRI). A home lit with bulbs from this collection is uniformly warm and inviting, at the same time as benefiting from the energy savings and increased longevity afforded by the use of pioneering LED technology.

Critical to the design of this collection was Tala's obsession with creating a shadowless, omni-directional light dispersion, allowing Classic collection bulbs to deliver uninterrupted light both naked and behind a shade.

The Edison lamp has changed little since its original conception in the 1870s, but this more industrial style of exposed lighting remains incredibly popular to this day. The Classic collection was conceived to mimic these timeless designs while endowing them with the technological advancements necessary to create an environmentally-friendly, long-lasting light solution.

CANDLE



4 WATT 120-240 VOLT
2500K BASE E12/14
320 LUMENS CRI > 95

Tala's 4W Candle is the perfect replacement for 35W incandescent candle lighting. This slender but powerful luminaire, with its dimmable functionality, gives even the most discerning clients the full range of luminous flux to create beautifully lit spaces.

CROWN



3 WATT 120-240 VOLT
2500K BASE E26/27
300 LUMENS CRI > 95

The Tala 3W Crown is beautiful and energy-efficient. Using LED chips layered onto industrial sapphire, this globe replaces 35W bulbs with the same rich, warm glow, as well as reducing energy bills by up to 90%.

GLOBE



6 WATT 120-240 VOLT
2500K BASE E12/14
480 LUMENS CRI > 95

The Tala 6W Globe is design-built to replace 45W incandescent lighting. Eight columns of sapphire substrate come together at the heart of this bulb to produce a strong, smooth and warm light. The Globe is comfortable naked or behind any lampshade.

LURRA



3 WATT 120-240 VOLT
2200K BASE E26/27
240 LUMENS CRI > 95

The T38 Lurra bulb has a discreet and charming design that partners well with a range of fixtures. As an alternative to the classic Edison bulb shape, the Lurra delivers on both performance and style with a contemporary glass form and a traditional filament arrangement.



From top left: Crown, Candle, Lurra, Pygmy, Globe

PLUTO



| | |
|-------------|--------------|
| 3 WATT | 120-240 VOLT |
| 2200/ 2500K | BASE E12/14 |
| 240 LUMENS | CRI > 95 |

Tala's 3W Pluto echoes a classic bulb shape and uses four elegant filaments in a traditional arrangement. The Pluto provides a warm, rich glow that will complement any interior. Tala also supplies a tinted version for those looking for low-lit ambient lighting.

PYGMY



| | |
|------------|--------------|
| 2 WATT | 120-240 VOLT |
| 2200K | BASE E14 |
| 120 LUMENS | CRI > 95 |

This modest shape is designed for delivering beautiful, warm light to discreet fixtures and challenging form factors. This style can offer a fun alternative to the classic candelabra shape. The Pygmy light can retrofit into a variety of existing and modern fittings. Retaining the custom warm tinted glass and high Colour Rendering Index (CRI), this bulb is a versatile essential.

*note: sadly not yet available in North America

RETAILERS

Illums Bolighus
Le Bon Marché Rive Gauche
ABC Carpet & Home
Crate & Barrel
Ferguson
Harrods
Heal's
La Rinascente
Rossana Orlandi
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EQ3
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"We think Edison would approve."

THE WALL STREET JOURNAL

"Those who are still mourning the demise of the incandescent light bulb can find solace in the Tala LED range, which fuses modern technology with classic design."

Telegraph Magazine

"[Tala] a London startup founded by four young Edinburgh University bright sparks, produce the closest I've seen to real, instant-on, flicker-free light, except they use 10 per cent of the energy and are expected to shine on for eight years plus."

FINANCIAL TIMES

"Founded by university friends, Tala LED's light-bulbs are poised to revolutionise the industry."

**Courier**

"Tala's exquisite products are a focal point of our lighting department. They're a brand with a strong, true philosophy that our customers are really buying into."


BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK
Illums Bolighus

"Tala's lights are very popular with our customers because they have a wide range of personalisation options when choosing between the different finishes and bulb and fixture pairings - they can create something truly unique. People are also very keen on Tala's great energy savings!"


RIVE GAUCHE



10
TEN TREES
planted for every
200 units sold

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