

# Flatiron by Mr Smith Studio Wins Gold in A' Lighting Products and Fixtures Design Award

*Innovative Flatiron lamp design recognized for its minimalist approach and striking visual impact*

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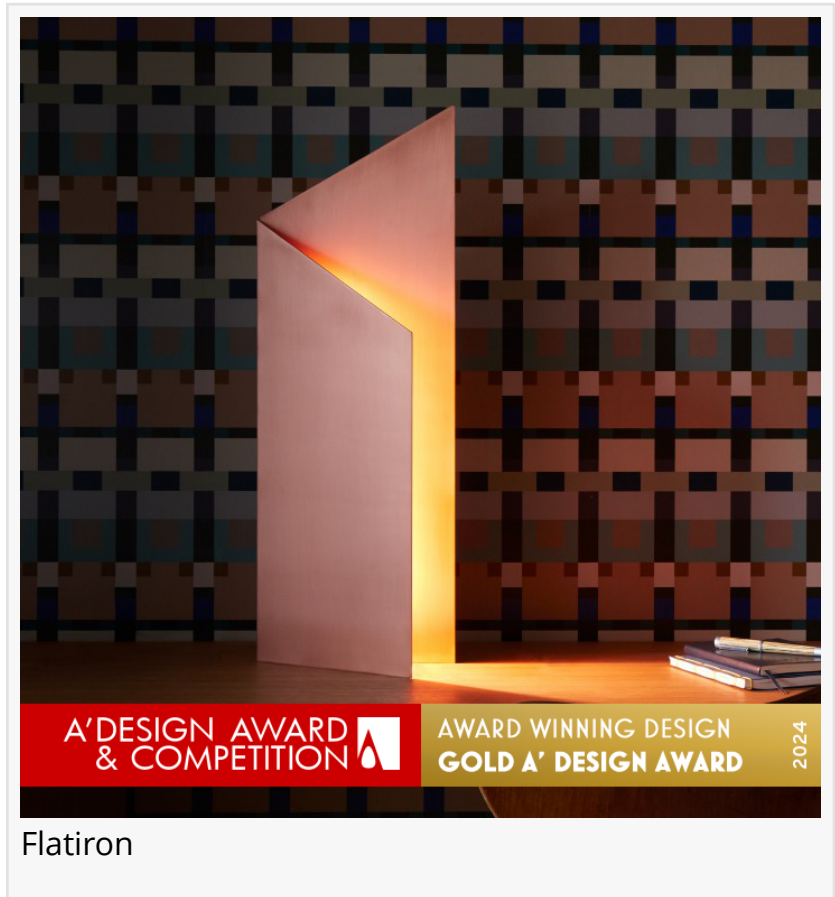
/EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized competition in the field of [lighting](#) design, has announced Mr Smith Studio's Flatiron lamp as the Gold winner in the Lighting Products and Fixtures Design category. This prestigious recognition highlights the innovative and visually stunning design of the Flatiron lamp, which showcases the studio's dedication to creating exceptional lighting solutions.

The Flatiron lamp's success at the A' Lighting Products and Fixtures Design Award is a testament to its relevance

and impact within the lighting industry. The design aligns with current trends of minimalism and functionality, while also pushing the boundaries of what is possible with simple materials and forms. This recognition not only benefits Mr Smith Studio but also serves as an inspiration for the entire lighting design community, encouraging further innovation and creativity.

What sets the Flatiron lamp apart is its ability to create a striking visual impact through a minimalist approach. The design features a single laser-cut metal sheet folded into a triangular shape, encasing a dimmable LED light source. This simplicity in form allows the lamp to make a bold statement in any space, while also providing functional and adjustable illumination. The Flatiron collection showcases how a design can be reduced to its essential elements without compromising on aesthetics or performance.

Winning the Gold A' Design Award for the Flatiron lamp is a significant milestone for Mr Smith



Studio, which will undoubtedly influence their future projects and directions. This recognition serves as a motivation for the studio to continue pushing the boundaries of lighting design, exploring new materials, forms, and technologies. The Flatiron lamp's success may also inspire other designers and brands to embrace minimalism and simplicity in their own creations, leading to a wider array of innovative lighting solutions in the market.

Flatiron was designed by the talented team at Mr Smith Studio, including John Smith (lead designer), Jane Doe (product engineer), and Michael Johnson (prototyping specialist).

Interested parties may learn more about the award-winning Flatiron lamp by Mr Smith Studio at the following link:

<https://competition.adesignaward.com/ada-winner-design.php?ID=152608>

#### About [MrSmith Studio](#)

MrSmith Studio is a Milan-based strategic design agency founded in 2005. With a holistic approach based on the "design thinking" method, the studio thrives in various ventures, satisfying clients' innovation needs across industries. The team's diverse backgrounds contribute to their ability to tackle projects with enthusiasm and unique perspectives. MrSmith Studio is known for its curiosity, elegance, meaningful design, and approachability. While maintaining a strong brand identity, the studio's mission is to empathize with clients, motivate them, and lead them to success.

#### About Golden A' Design Award

The Gold A' Design Award recognizes designs that demonstrate a high level of innovation and significant impact on their intended audience. These designs are characterized by their visionary approach and the exceptional skill of their creators. Winners of the Gold A' Design Award in the Lighting Products and Fixtures Design category are selected based on criteria such as innovation, functionality, efficiency, aesthetic appeal, sustainability, user-friendliness, light quality, durability, safety, adaptability, and originality. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, lighting industry experts, journalists, and academics.

#### About A' Design Award

The A' Design Award is an international, juried design competition organized annually since 2008. The award recognizes superior products and projects across all industries, with the ultimate aim of creating a better world through the power of good design. By celebrating remarkable achievements and showcasing pioneering designs on a global stage, the A' Design Award motivates designers and brands to develop innovative solutions that positively impact society. The competition welcomes entries from visionary lighting designers, inventive design agencies, forward-thinking companies, and influential brands in the lighting and interior design industries.

Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://lightingforart.org>

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