

AWARD

Albertans light up the world

Designers' unique Hoodoo lamps net global interest

LISA KADANE
CALGARY HERALD

What stands waist-high, emits a ghostly blue glow and looks like a piece of the Alberta badlands?

It's the Hoodoo Lamp, an award-winning floor lamp invented by Calgary industrial designer Greg Ball and colleague Shoko Cesar of Edmonton.

The two Albertans leave for Toronto on Tuesday to accept their 2006 Canadian Interiors Best of Canada Award, one of seven awarded in the product category.

Ball, who holds a Bachelor of Industrial Design degree from the University of Alberta, created the lamp in his spare time from his home workshop, with help from Cesar.

The designers chose to model their lamp after the province's badland topography because the eerie rock formations are markedly different from the mountain and prairie scenes so many people associate with Alberta.

"All of the products we design are inspired by the local landscape," says Ball.

"Nowadays, the province is really on the radar.

"We're trying to get something Albertan into the global market."

So far, the Hoodoo Lamp — just one element in Ball's and Cesar's Hoodoo Series, which also includes a wall-hung coat rack and a bottle opener — has generated tremendous buzz. Ball has been contacted by people as far away as China interested in the sculptural lamp.

And Ball, 31, and Cesar, 28, were just featured in a newly released book called *Young Designers Americas* — all because of the landscape-shaped light.

The 1.2-metre-tall (four feet) lamp is made of layers of coroplast (a corrugated plastic sheet material) that have been precision-cut by a computer-driven milling machine. The coroplast layers are evocative of the tiers of sediment that make up Alberta's eroded sandstone formations. The Best of Canada Award recognizes, in part, the designers' innovative use of coroplast



Greg Ball invented the Hoodoo Lamp, which has won a Best of Canada award for the most innovative product.

Lorraine Hjalte, Calgary Herald

in the lamp's design.

Ball hopes the award and subsequent recognition will help him find a manufacturer for the Hoodoo Series products. Currently, he and Cesar are hand-making individual units for clients around the world.

The Hoodoo Lamp will be on display as part of the Best of Canada exhibit at the Design Exchange in Toronto from Sept. 26th to Oct. 12th.

More information about the lamp and other products in the Hoodoo Series is available at www.hoodooos.ca.

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Courtesy, Greg Ball

The Hoodoo Lamp designed by Greg Ball and Shoko Cesar.

