

Midcentury design lamps

Collection 2019

www.anvia.nl

Past meets future



Algemeene Nederlandsche
Verlichtingsindustrie Almelo
Established in 1933

Anvia
Retro design lamps
Collection 2019

Past meets Future

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The comeback of ANVIA

More than 80 years after ANVIA was established, the new ANVIA company introduced the first retro design lamps to the market late 2015.

The ANVIA retro design lamps are handmade in the Netherlands and based on the original and timeless mid century designs of J.J.M. Hoogervorst for ANVIA.

Every lamp is unique and has its own authentic character.





The story so far...

In 1906, the Berlin based entrepreneur Max Liebert bought a decoration company from Lessmann Moset. In almost 30 years he managed to build a succesful decoration and lighting company, consisting of 3 factories. Shortly after the installation of the National Socialist administration, 2 of the 3 companies were taken away from Max Liebert. The factory that manufactured lighting fixtures could be saved and was moved from Berlin to Almelo, The Netherlands. By the end of 1933 this factory was registered as Algemeene Nederlandsche Verlichtings-Industrie Almelo (ANVIA)



Together with his son Werner and son-in-law Fritz Kaufmann, Max and Käte Liebert managed to rebuild a succesful company in the Netherlands. The Liebert family was forced to transfer ANVIA to a German administrator in 1942. Unfortunately in 1943 Max, Käte and their son Werner were arrested and murdered in Sobibor and Auschwitz. Unfortunately in 1943 Max, Käte and their son Werner were arrested and murdered in Sobibor and Auschwitz.

Ilse, daughter of Max and Käte, and Fritz Kaufmann managed to survive the war. Shortly after the liberation of the Netherlands they were asked by the factory people to restart ANVIA again and so they did.

A challenging time. Raw materials were hardly available. Fritz Kaufmann traveled to Amsterdam each month to learn how much steel was provided for the production. In 1952 Fritz Kaufmann suddenly died. As from that moment onwards the company was managed by external directors.

In the early 1950s ANVIA started a cooperation with an industrial designer from Haarlem, Jan (J.J.M.) Hoogervorst. This was the beginning of a very succesful period in the history of the company. Jan Hoogervorst designed all collections for ANVIA until 1982. Many of his designs were very pure and functional yet highly subtle.

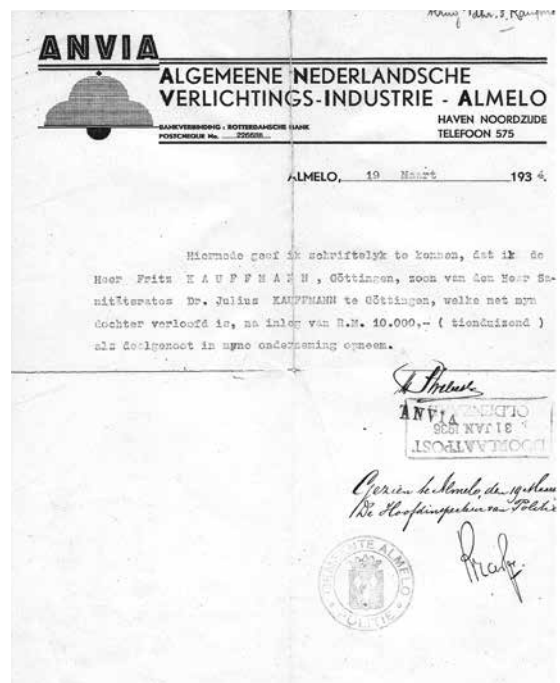
In the 1950's and 1960's ANVIA appeared to be one of the 3 largest Dutch lighting companies together with Philips in Eindhoven and Hala in Zeist. In the early 70's the company was sold by Ilse Kaufmann-Liebert to an external director. He managed ANVIA through a period of further industrialisation. In the mid 80's ANVIA was taken over by a Dutch window decoration company. A few years later ANVIA ceased to exist.

Then approximately 30 years nothing happened with the ANVIA brand.

In the summer of 2014 an initial idea to revive the renowned ANVIA brand was followed by an inspiring search for the history of ANVIA. On 5th January 2015 the ANVIA company was officially re-established.

Read more at www.anvia.nl > **The story so far.**

All new ANVIA lamps are based on the original mid century designs of J.J.M. Hoogervorst and carefully made by hand in Almelo. Every lamp is unique. Designed and made in the Netherlands.



Nº 1501

Table lamp The Director

Table lamp No. 1501 is based on the original and rare type 6019. The lamp shade is adjustable in various positions. The name "Director" is a tribute to the founder of ANVIA, Max Liebert.

Specifications



42cm high



The diameter of the lampshade is 24 cm



E27 fitting / LED

Available colors

signal yellow
black
white
concrete grey





Nº 1502


Floor lamp The Grasshopper

Floor lamp No. 1502 is based on a grasshopper type of lamp produced on a limited scale around 1955. The foot of the floor lamp is quite special. The angle can be changed by moving the foot up or down. In addition the lampshape is adjustable into various positions.

Specifications

 159cm high

 The diameter of the lampshade is 26 cm

 E27 fitting / LED

Available colors

cherry red
black
white
concrete grey



Past meets future

Nº 1503

Floor lamp The Stiletto

The design of this lamp originates from the very early 1950's. A remarkable yet elegant lamp with a beautifully simple T-foot and subtle details.

Specifications



145 cm high



The diameter of the lampshade is 13 cm



GU10 fitting / LED

Available colors

cherry red
black
white





Nº 1504

Table lamp The Attorney-in-fact

The name of the lamp, the Attorney-in-fact, is a tribute to Jan Meulenbelt who held this position as from 1952. Jan Meulenbelt also designed the post-war ANVIA logo. Table lamp No. 1504 is based on a design from the early 1950's. The lampshade is adjustable in various positions.

Specifications

 42 cm high

 The diameter of the lampshade is 23 cm

 E27 fitting / LED

Available colors

signal yellow
black
white
concrete grey





Nº 1505


Floor lamp The Horse Shoe

Greatly designed floor lamp with C-shaped foot. One of a kind design. Floor lamp No. 1505 is based on the original ANVIA type 8025, designed in the mid 1950's. The lamp can be mounted in 2 different positions.

Specifications

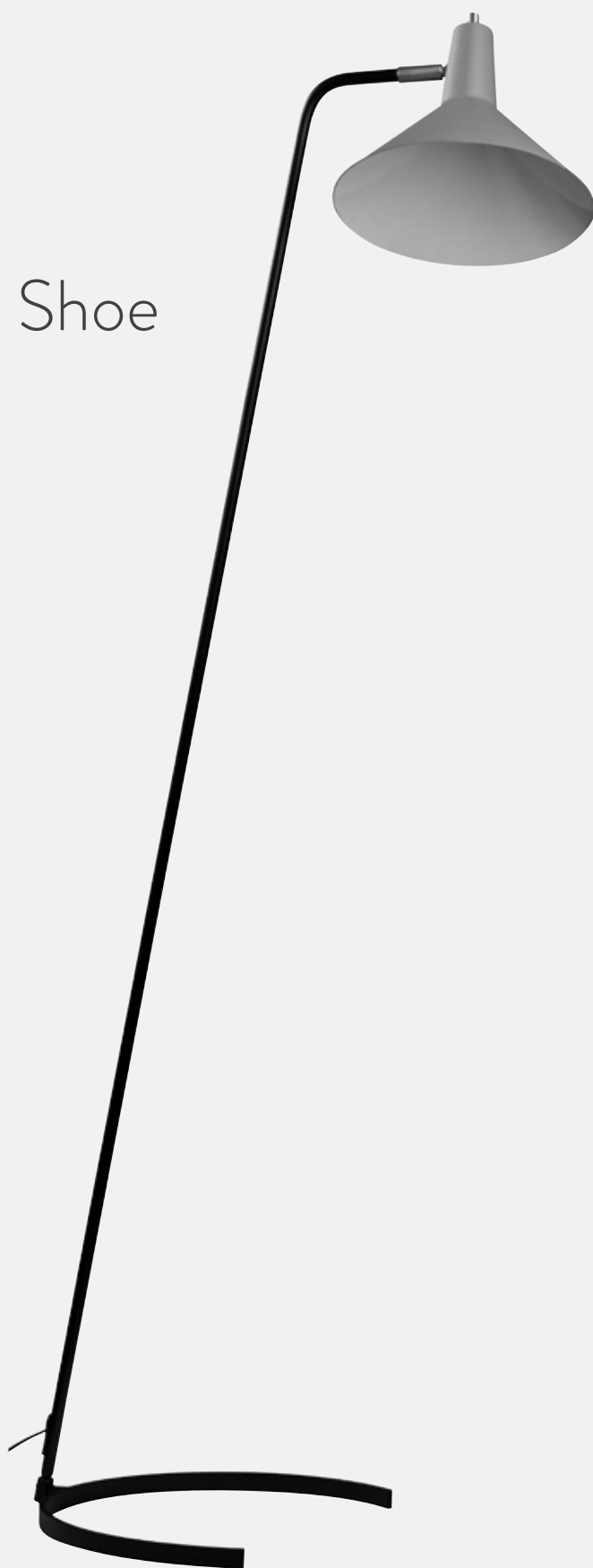
 145 cm high

 The diameter of the lampshade is 26 cm

 E27 fitting / LED

Available colors

signal yellow
cherry red
black
white
concrete grey




Nº 1506


Ceiling lamp The Upper King

The counterbalance lamp of J.J.M. Hoogervorst is probably one of the most iconic dutch lighting products from the last century. Ceiling lamp No. 1506, The Upper King, is based on a design from the late 1960's. By twisting the weight at the end, the shade of the Upper King can be moved up and down. The shade itself can also be adjusted in any direction.

Specifications

 106 cm long

 The diameter of the lampshade is 33 cm

 E27 fitting / LED

Available colors

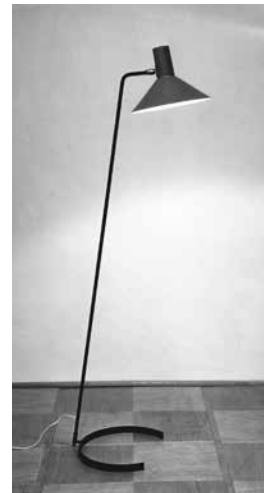
white
black



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J.J.M. Hoogervorst

Designer of Anvia lamps



J.J.M. Hoogervorst is often mentioned as being one of the most important Dutch mid-century designers together with Pieter Zwart, Floris Meydam and Andries Copier.

Johannes Joseph Maria Hoogervorst was born on 14th April 1918 in Haarlem. He studied architecture and was a talented designer & painter. In the beginning of his career he drew furniture pictures to be used in catalogues of manufacturers. In a later stage he designed furniture and lamps himself. In the beginning of the 1950's he met Ilse Kaufmann-Liebert at the Jaarbeurs Trade Show in Utrecht. This appeared to be a start of a cooperation that would last for 30 years.

Hoogervorst traveled around the world for design inspiration. Many of his ANVIA designs have become true collector items such as the famous

counterbalance lamp or the famous horse shoe floorlamp. Next to designing lamps for ANVIA, Jan Hoogervorst also designed lighting for theatres, offices, churches, cinemas, cruiseships and public spaces like at the Schiphol Airport in 1967.


He also designed a famous lighting solution for the Luxor Theatre in Rotterdam with 1000 mirror head incandescent lamps. In 1980 Jan Hoogervorst visited his sister in Canada. He was convinced that he could set up a lighting business in Canada and decided to emigrate. A few months before he left for his new adventure he got ill and died on 28th September 1982.


Nº 1601


Floor lamp The Merchant

Floor lamp No. 1601 is a derived design from an ANVIA floor lamp from the early 1950's. A tribute to Fritz Kaufmann (Kaufmann is the german word for merchant) one of the people who rebuild ANVIA shortly after the war. An elegant lamp with subtle details. The lampshade can be turned into various directions.

Specifications

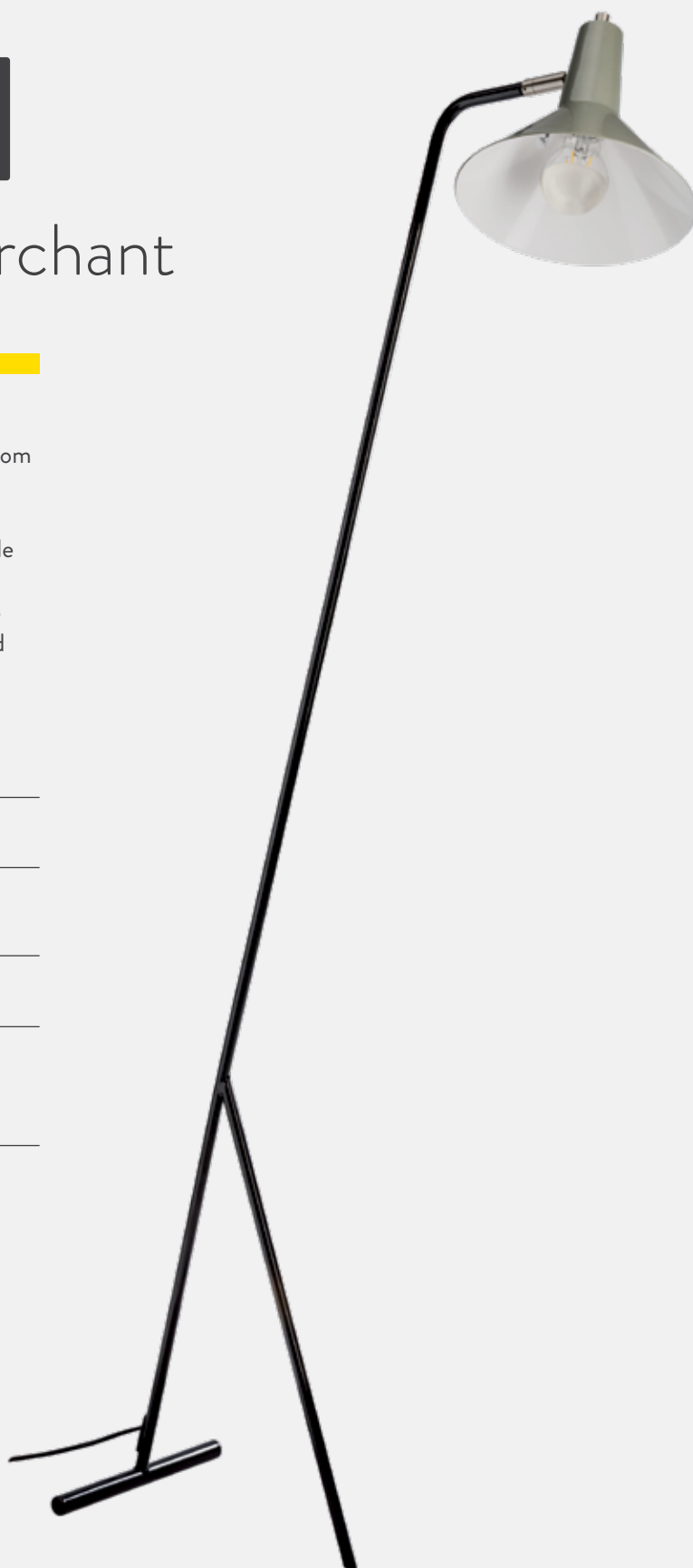
 145 cm high

 The diameter of the lampshade is 23 cm

 E27 fitting / LED

Available colors

signal yellow
black
white
concrete grey





Nº 1602


Wall lamp The Paperclip

Wall lamp No. 1602 is based on an „early“ ANVIA elbow or swinging arm lamp from 1955, originally sold under number 748-08. Throughout the years the lamp became known under number 7058. The Paperclip has a very subtle and minimalistic appearance in modern mid-century style.

Specifications

 The maximum length of the Paperclip is 100cm. By applying the „elbow“ technique, the lamp can be turned into many positions. In addition the lampshade can be moved into various directions.

 The diameter of the lampshade is approx. 25,5 cm

 E27 fitting / LED

Available colors

signal yellow
cherry red
black
white
concrete grey



Nº 1603




Pendant The Shade No. 17

Pendant No. 1603 is named „The Shade No. 17“. This number is based on a pendant from 1957. In those days to be ordered by number 456/2. It refers to a popular shade which was also used for other type of lamps.



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Specifications

-  The length of the black fabric cable can be easily adjusted.
-  The diameter of the lampshade is approx. 24 cm
-  Opal E27 LED Globe or a mirror head LED globe in chrome, gold or copper.

Available colors

signal yellow
cherry red
black
white
concrete grey

Nº 1604

Pendant The Shade No. 43

Pendant No. 1604 is named „The Shade No. 43“. This number is based on a pendant from 1957. In those days to be ordered by number 455/2. It refers to a popular shade which was also used for other type of lamps.



Specifications



The length of the black fabric cable can be easily adjusted.



The diameter of the lampshade is approx. 25,5 cm



Opal E27 LED Globe or a mirror head LED globe in chrome, gold or copper.

Available colors

signal yellow
cherry red
black
white
concrete grey

Nº 1605

Pendant The Modernist

The shade of pendant no. 1605 originally was mounted on an ANVIA swinging arm from the 1950's. The openings in the lamp give a very nice effect and are all inserted by hand, just as in the early days.

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Specifications



The length of the black fabric cable can be easily adjusted.



The diameter of the lampshade is approx. 30 cm



Opal E27 LED Globe

Available colors

black
white
concrete grey


Nº 1606


Pendant The Ridge

The name of this pendant is related to the name Hoogervorst, which originates from the Dutch word „Nokpan“, the ridge tile. This pendant consists of two pieces and resembles the construction of a roof including the ridge „tile“ on top.



Specifications

 The length of the black fabric cable can be easily adjusted.

 The diameter of the lampshade is approx. 33 cm

 opal E27 LED Globe or a E27 cold cathode lamp.

Available colors


black
white
concrete grey


Wall lamps No. 1701, 1702 and 1704 are part of the “Paperclip” lampfamily and based on an early version of the ANVIA elbow or swinging arm lamp from the 1950s. These wall lamps have a very subtle and minimalistic appearance in modern mid-century style.

Nº 1701

Wall lamp The Cobra

Specifications

 The maximum length of the Cobra is 100cm. By applying the „elbow“ technique, the lamp can be turned into many positions. In addition the lampshade can be moved into various directions.

 The diameter of the lampshade is approx. 13 cm

 GU10 fitting / LED

Available colors

cherry red
black
white





Nº 1702

Wall lamp The Elbow



Specifications

 The maximum length of the Elbow is 100cm. By applying the „elbow“ technique, the lamp can be turned into many positions. In addition the lampshade can be moved into various directions.

 The diameter of the lampshade is approx. 24 cm

 E27 fitting / LED

Available colors


signal yellow
cherry red
black
white
concrete grey


Nº 1704

Wall lamp The Guatamala



Specifications

 The maximum length of the Guatamala is 100cm. By applying the „elbow“ technique, the lamp can be turned into many positions. In addition the lampshade can be moved into various directions.

 The diameter of the lampshade is approx. 30 cm

 E27 fitting / LED

Available colors

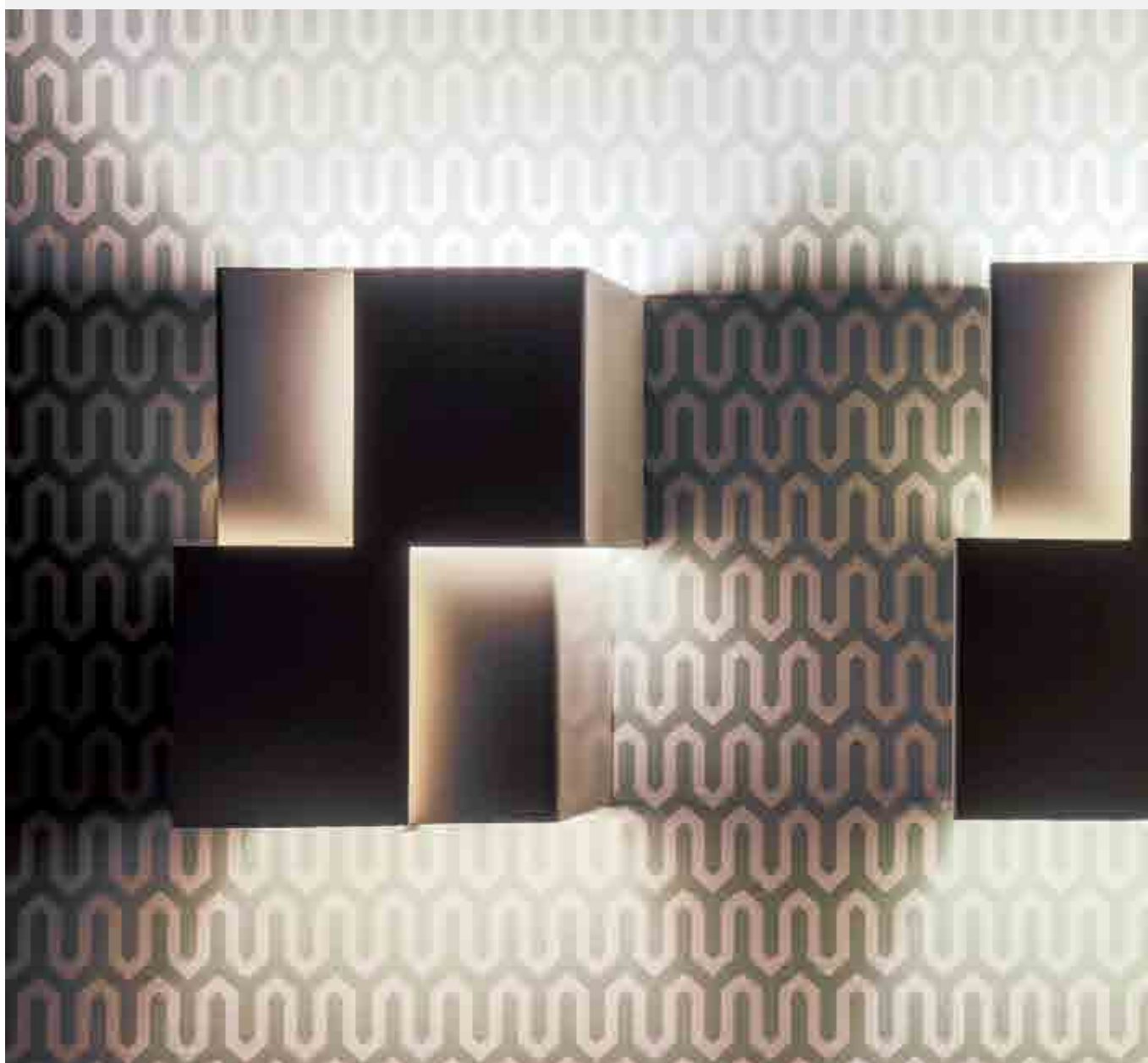
black
white
concrete grey

Nº 1703

Wall lamp The Miro

The original version of the Miro was designed in the early 1960s. Jan Hoogervorst created numerous modernist cubic wall sconces. This wall lamp is open on all sides and creates a fantastic light effect when lit.

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Specifications

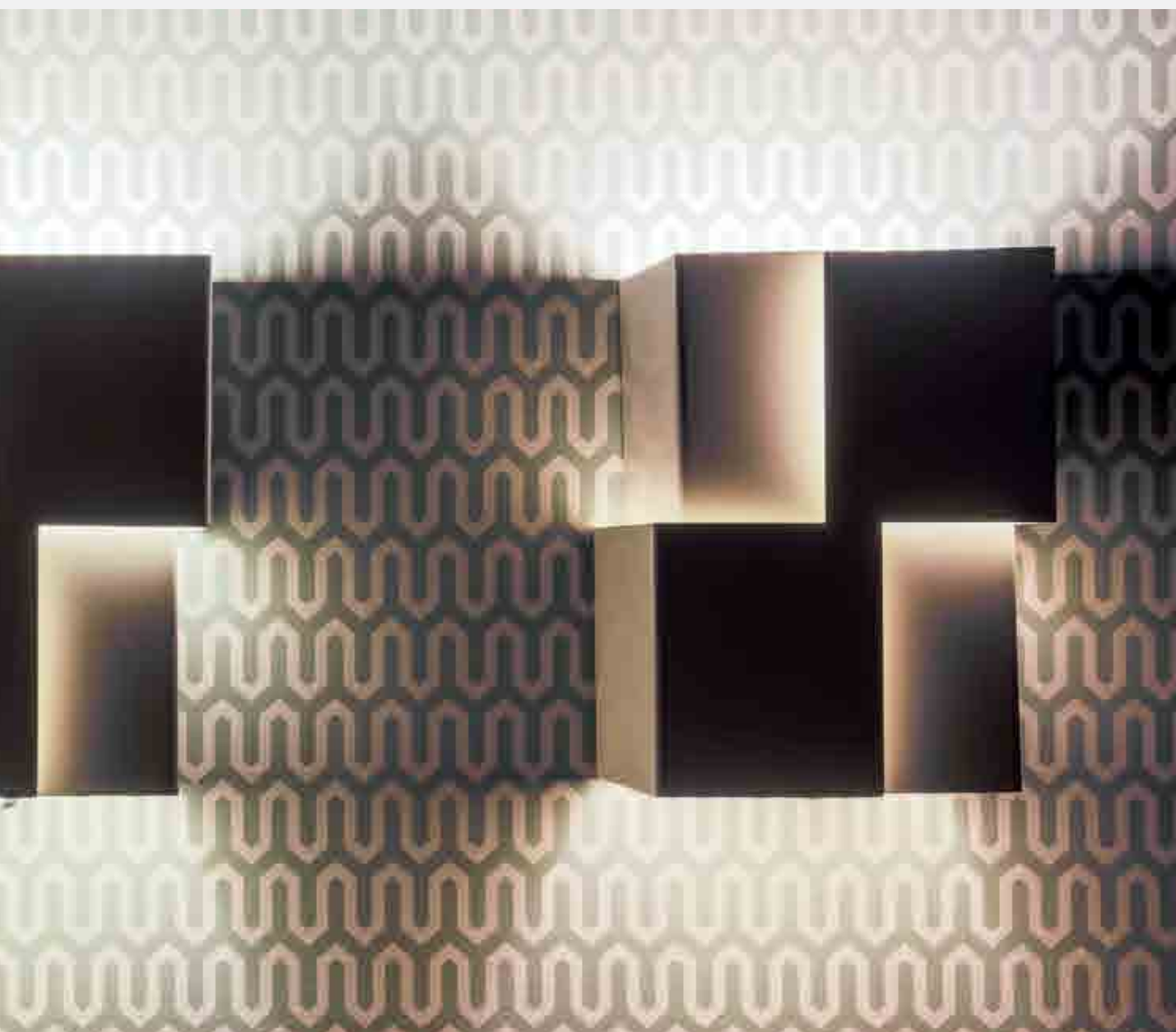
Height 18 cm
width 12
depth 8 cm



E27 LED mirror head
filament bulb

Available colors

matte white
matte white/matte grey



Nº 1801

The little Marionette


Table lamp No. 1801, The little Marionette, is a typical dutch mid century tripod table lamp. The lamp is based on ANVIA table lamps 625 & 634 from 1957. The tripod part can be moved up and down. As the base part carries a hook, the table lamp can also serve as a wall lamp.




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Specifications

 45cm high

 The diameter of the lampshade is 12,5 cm

 E14 fitting / LED

Available colors

Yellow
Black
White
Signal grey

Nº 1802

The Marionette

This rare fifties design tripod floor lamp is a combination of a minimal asymmetrically positioned metal pole and a perforated larger ANVIA shade No. 05.

Specifications



149cm high



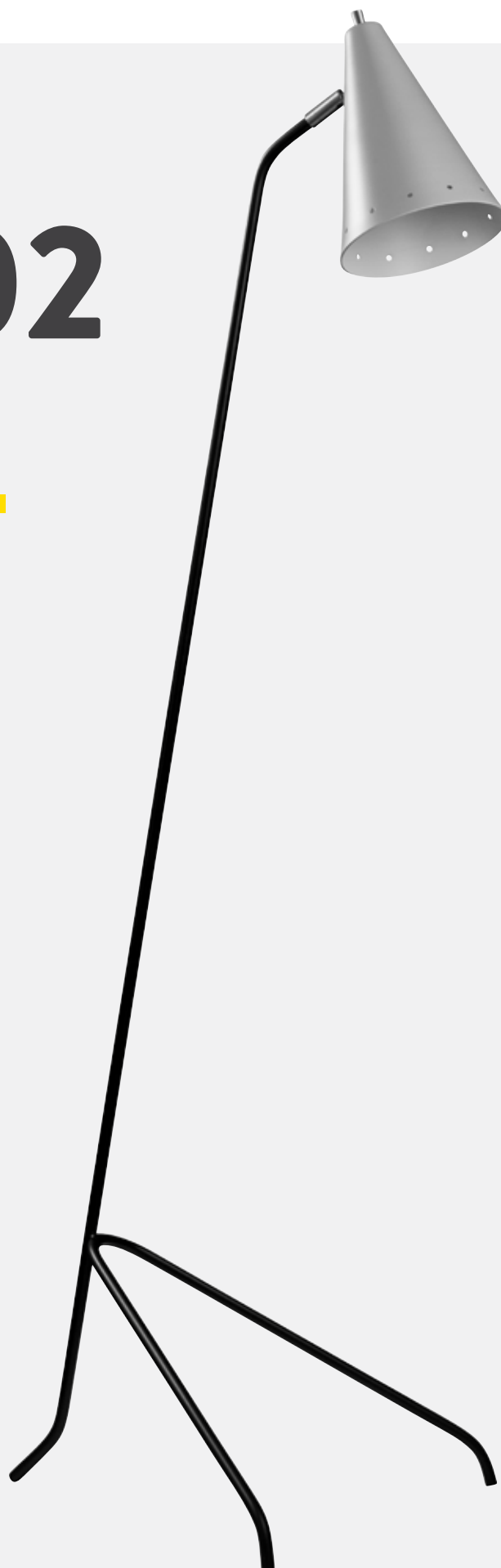
The diameter of the lampshade is approx. 17cm



E27 fitting / LED

Available colors

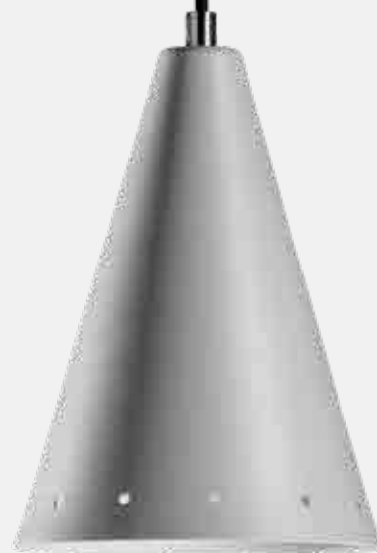
Yellow
Black
White
Signal grey



Nº 1803

The hanging Marionette

Pendant version of the original
perforated larger ANVIA shade
No. 05.



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Specifications

↔ Diameter 17cm

💡 E27 fitting / LED

Available colors

Yellow

Black

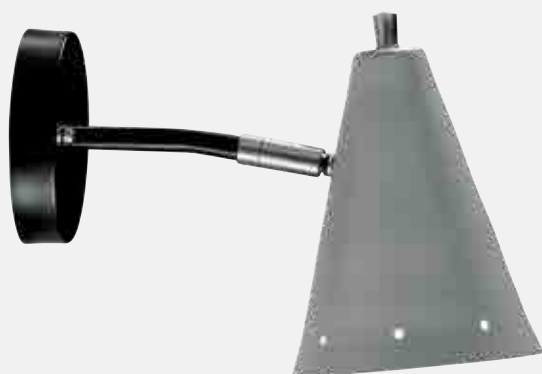
White

Signal grey

Nº 1804

The Marionette on the wall

Typical 1950's wall light available with small & larger shade.



S - Specifications



Length 25 cm



Diameter 12,5 cm



E14 fitting / LED

Available colors

Yellow
Black
White
Signal grey



L - Specifications



Length 25 cm



Diameter 17 cm



E27 fitting / LED

Available colors

Yellow
Black
White
Signal grey

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