

BIRCH & WILLOW'S

Designer FAQ

Birch & Willow is a woman-owned business that creates unique lamps and luminaries from naturally harvested materials. We make each fixture and shade to order in our sunny studio in Boston's Fort Point Arts District. Our lighting designs are inspired by the natural play between light and shadow. We embrace the design process by developing unique relationships between client and artist.

What natural materials do you use and where do you get them?

Our primary lamp making materials are saplings, vines, twigs and beach stones. With very few exceptions, we collect natural materials that are not native to New England. These exotic vines and trees: Norway maple, bittersweet vines, wisteria vines and grapevines, overrun indigenous species and harvesting them can provide space for native species to grow. The exotics are ideal for our use because of their beauty, flexibility and abundant availability. We gather them from wild spaces, overgrown edges of parking lots and along roadways and untended hedges in Massachusetts, Vermont and Rhode Island. The beach stones we use for our table lamps are washed up by New England winter storms. Since beach goers prefer sandy beaches, they are pleased to have some of these piled up stones cleared away and put to another use.

Is Birch & Willow a green business?

Yes, respecting and preserving the environment has been one of our guiding principles for over ten years. Birch & Willow is proud to be in compliance with the guidelines of the American Society of Interior Designers (ASID) ReGreen Initiative for ecologically sensitive businesses.

As specified above, most of our materials come from renewable resources. At all points in our designing, manufacturing and shipping processes, we encourage energy efficiency and reuse of byproducts. The byproducts of one design can spur the creation of a new design that uses those materials. Visit our web site at www.birchandwillow.com to find out more about our environmentally conscientious business practices.

How does Birch & Willow work with designers and architects?

Our business model is a blend of service and manufacturing. Birch & Willow offers the service of customizing size, color, material and lamping specifications. We work with our clients to create design solutions ranging from making a single decorative lamp to creating signature looks for large commercial spaces. All Birch & Willow lamps and luminaries are made to order so many of these design specifications are included in the base designer pricing.

We collaborate with designers to integrate our lighting fixtures with your lighting designs and to coordinate our fixtures with other design elements. We are happy to scale up our production for larger orders and to customize our designs to meet building specifications. We also create client-designed fixtures and make lampshades to order for existing lamps.

Birch & Willow creates both decorative and ambient lighting; our lamps and luminaries can be used as design focal points and/or to provide soft overall illumination that fills a room with a warm glow. Our fixtures are used as design elements emphasizing the organic, eco-friendly and natural orientation of a single space or an entire building design. Designers also use them as artistic and sculptural focal points in rooms or at the end of long spaces or passageways. Birch & Willow lamps and luminaries create perfect connecting points between interior environments and the outdoors.

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How would you characterize your customer base?

Birch & Willow works with individual clients, designers, architects, small and mid-size companies and large corporations. Our lighting has been specified for restaurants, spas and hotels, as well as retail spaces, conference centers and healthcare facilities.

Does Birch & Willow comply with industry standards?

Yes. Birch & Willow fixtures are Underwriters Laboratories, Inc. (UL) Listed and we comply with the guidelines of ASID's ReGreen Initiative

What are the lamping specifications of Birch & Willow lamps and luminaries?

The options for lamping fixtures and lamps in both commercial and residential settings are expanding. Traditionally, we have specified incandescent bulbs. Clear and iridescent incandescent bulbs enhance the sparkling effect of our woven fixtures. Warmer temperature compact fluorescent bulbs work very well in our Cocoon Sconces and Pod Pendants. Our beautiful handmade paper serves as a wonderful diffuser for the compact fluorescent light bulbs (CFLs). Our table lamps and floor lamps with shades include either two-way or three-way sockets. CFLs (suitable for dimming) can be successfully used with these lamps.

We look forward to the possibilities of integrating light emitting diodes (LEDs) into our fixtures and lamps. LEDs offer the opportunity to create sparkling and twinkling light sources. In the meantime, we are working on several design concepts to integrate CFLs to taking advantage of the wider color temperature range and dimmable features being offered. We will post future design developments on our web site.

Does Birch & Willow have a catalog?

As part of our environmental commitment, we urge you to view our work on our web site at www.birchandwillow.com. Images of illuminated and unlit lamps, the effects of different light bulbs on paper color and shadow-effect, paper samples, weaving texture samples and fabric samples are viewable in high resolution. Also, high and low resolution cut sheets are available for downloading. If you are interested in obtaining a copy of our limited edition hard copy catalog, please contact us directly by phone or e-mail.

Does Birch & Willow send samples of available materials?

Birch & Willow is happy to mail paper, fabric or weaving material samples upon request, as well as sample cut sheets and swatches. Please see our sample materials pages.

Does Birch & Willow offer discounts?

While wholesale discounts are not available, we do offer courtesy concessions to the trade. Please contact us by phone or e-mail to receive our designer price list.

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