



PRESS RELEASE

W+ introduces Babel by ThamVidegård - Light with something to say Malmö, Sweden – June 2026

Expressive without being loud, Babel combines playfulness with poise, its striking form giving it bold confidence and clear sense of direction. Available in two sizes, Babel can read as a quiet accent or a more pronounced statement – or, when used together, as a dynamic dialogue.

Babel provides rich, dimmable light with directional clarity and a comfortable, high-quality feel. A smooth hinge ball allows for accurate, effortless adjustment.

The distinctive, graphic cone shape gives Babel its character and presence, adding playful personality without losing its sense of refinement. Two sizes allow for interesting combinations and spatial variation.

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About ThamVidegård

Bolle Tham and Martin Videgård founded their office in Stockholm in 1999. Since then, ThamVidegård has evolved with an innovative approach into a substantial practice with global reach. ThamVidegård has won several national and international awards, including Sweden's most prestigious title, the Kasper Salin Prize, on two occasions – for the Kalmar Museum of Art and the KTH School of Architecture in Stockholm. These projects join a diverse portfolio that spans educational buildings, modern art museums, housing, object design and the very influential Tree Hotel in Harads.

About W+

W+ merges the emotional legacy of Swedish lighting pioneer Wästberg with the technical lighting expertise of XAL Group, opening up new ways of designing, developing, and experiencing light.

Drawing on the culture of a family-run company, the resources of a global group, and close collaborations with leading designers and architects, Wastberg+ creates lighting that is functional, emotional, sustainable, and accessible – their definition of good light.

Based in Malmö, Sweden, the brand's products can be found in offices, hotels, homes, and museum collections worldwide, earning international recognition and more than 60 prestigious awards for design excellence.