

eoq



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About EOQ

EOQ , based in Hong Kong, is rooted in a spirit of enquiry and industrial adventure. Deliberately positioned within easy reach of the new frontier of manufacturing and innovation – we deliver classic design principles using a new and constantly evolving vocabulary.

Working with Michael Young on the first collections we aim to deliver perfectly executed future classics with a balanced offering of functions and finishes. We are committed to offering the highest quality and using the most sustainable methods.

These first collections are unified by the theme of aluminium extrusion and production process. Each piece originated in the observation of an existing factory process that Michael then diverted from forming a hidden component to the creation of a very visible and decorative product.

Our commitment to sustainability and environmental responsibility has informed our choice of recycled Aluminium as the key material for the first collections. Aluminium is the world’s most abundant metal, situated close to the earth’s surface, non-toxic and infinitely recyclable. It is one third of the weight of steel but once alloyed, stronger. Due to a lack of electrostatic charge it does not attract dirt and has a self-repairing natural oxide film that prevents corrosion.

EOQ is dedicated to developing products that are both accessible and useful.

“I realised that if I could capture the engineering skills employed by local industry and put that depth of knowledge in aluminium research into furniture and lighting design using a similar mass-produced nature, I could design a state of the art and relevant product.”

-- Michael Young



Michael Young

In a career that spans little more than 20 years, British-born, Hong Kong based designer Michael Young established himself from the beginning as one of the world’s leading figures in his trade. The uniqueness of Michael’s work lies in his constant questioning of typologies and habits, combined with the pioneering passion for technology that brought him to Asia.

He continually crosses boundaries and pushes innovation to its limits in a fresh approach, effortlessly blending east and west while marrying the industry to what is often seen as its very opposite: sheer poetry. “It is design as industrial art that interests me, not in a limited edition, but in mass production”.

Michael Young designed these collections for Hong Kong brand EOQ as a response to an open offer to create whatever he wanted to in their factory. These collections explore new technologies and typologies made available only by working with highly skilled engineering facilities in Shenzhen, China.

For Young these products were developed through observation of Mac book industries.



Industrial Process

The economic downturn triggered a unique set of circumstances that motivated a leading precision engineering electronics factory to consider something as alien as allowing a product designer loose on their machinery. They allowed Michael to challenge the capability and purpose of each one and the result of this dialogue is a product that truly represents a new standard in industrial product design.

Entering into this factory (in which all the products have been photographed) we found machines that extruded, stamped, folded and cut metal. They sandblasted and anodised and laser engraved.

We've taken these abilities and crafted designs that challenge their usual results. What we have delivered are new techniques and innovative production.

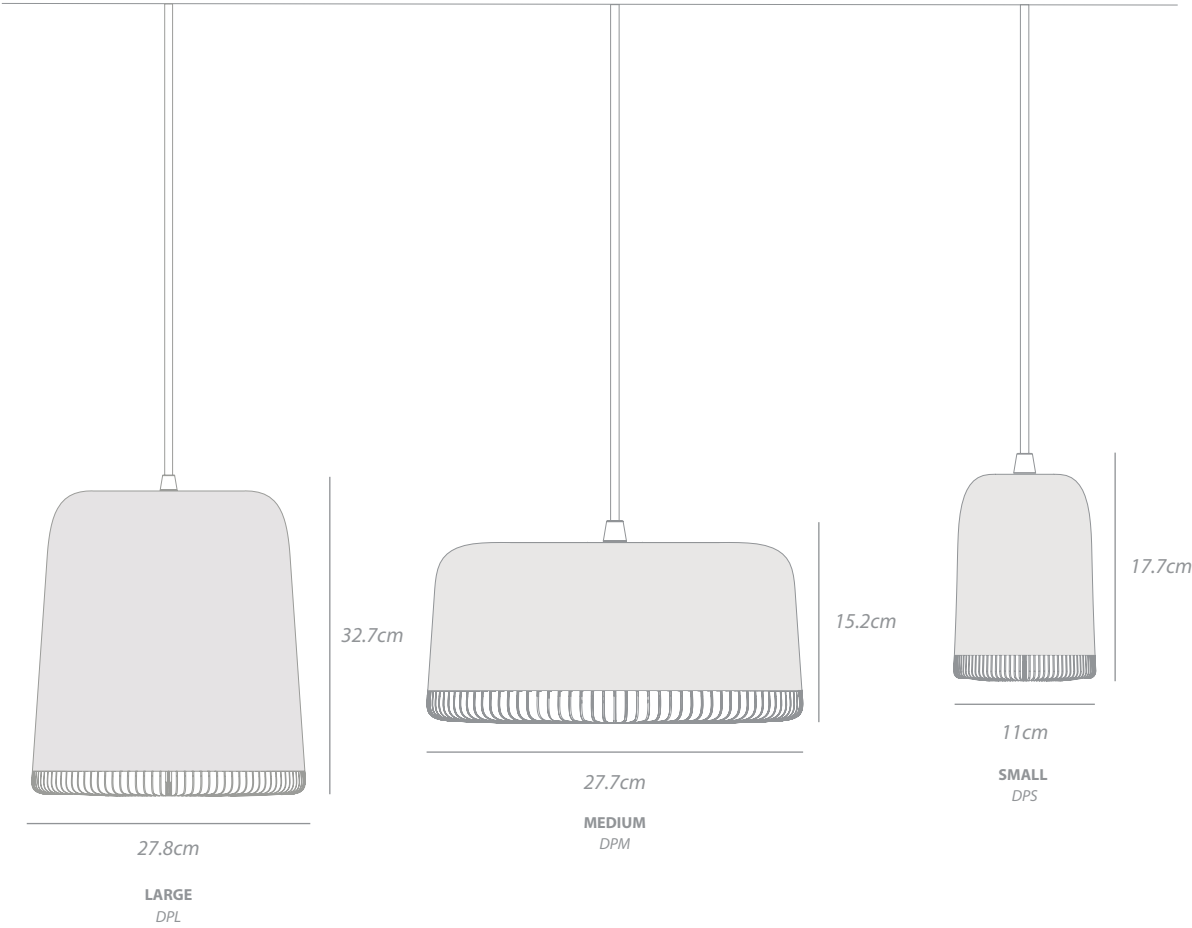




Lighting

These innovative lighting collections encapsulate the design principles of ΘΟQ – rooted in an industrial context, delivering useful products in a recycled material at an accessible price. There are a variety of silhouettes that combine to deliver a complete range in a variety of finish options and materials and offering a flexible solution for all environments.

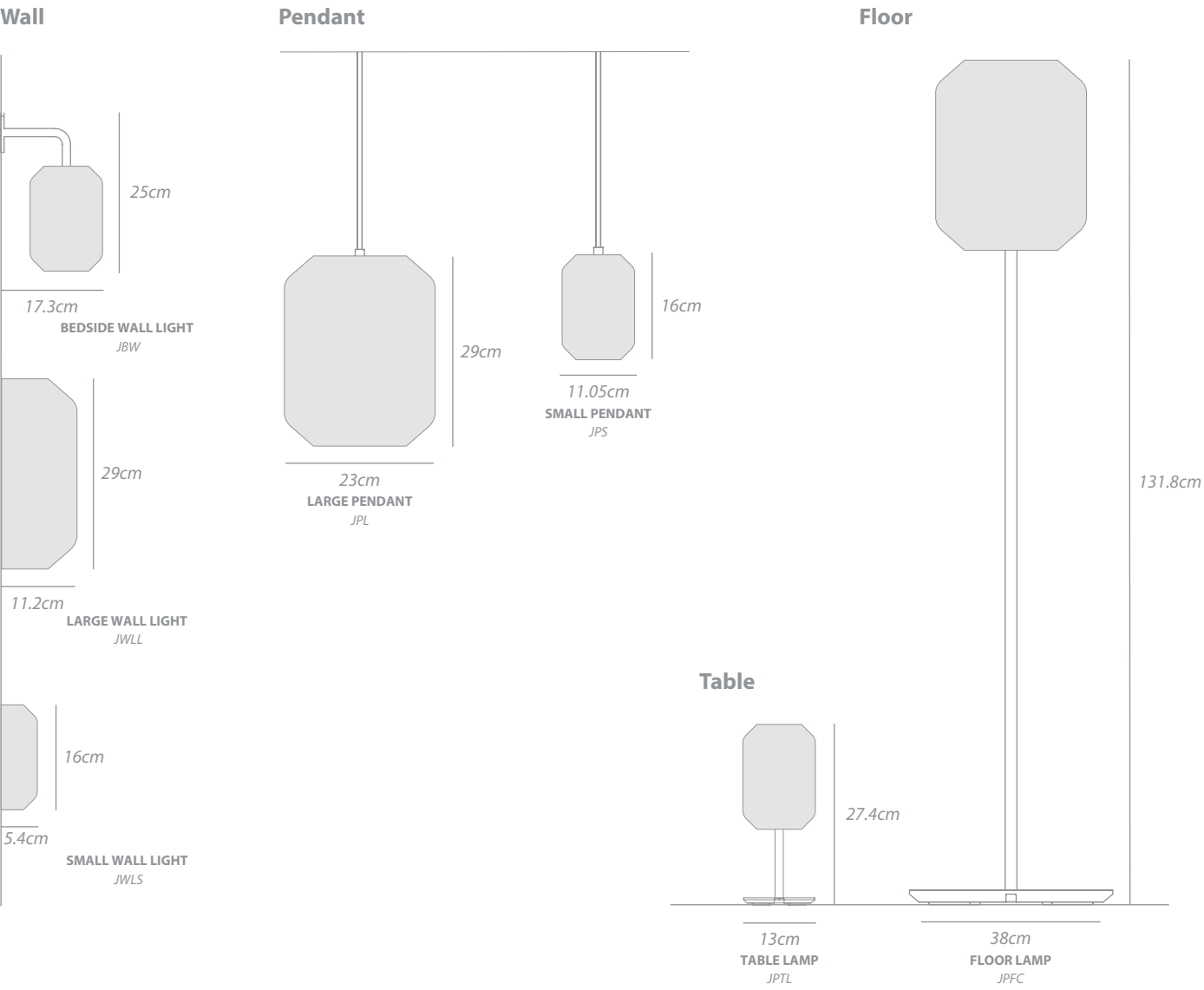
Dub Pendant



The Dub pendants are the newest addition to the lighting range. Starting with the same raw extrusion we have sculpted much softer forms by removing a lot more aluminium material. This allows us to encase the resultant space in beautiful hand blown glass from the Czech Republic.



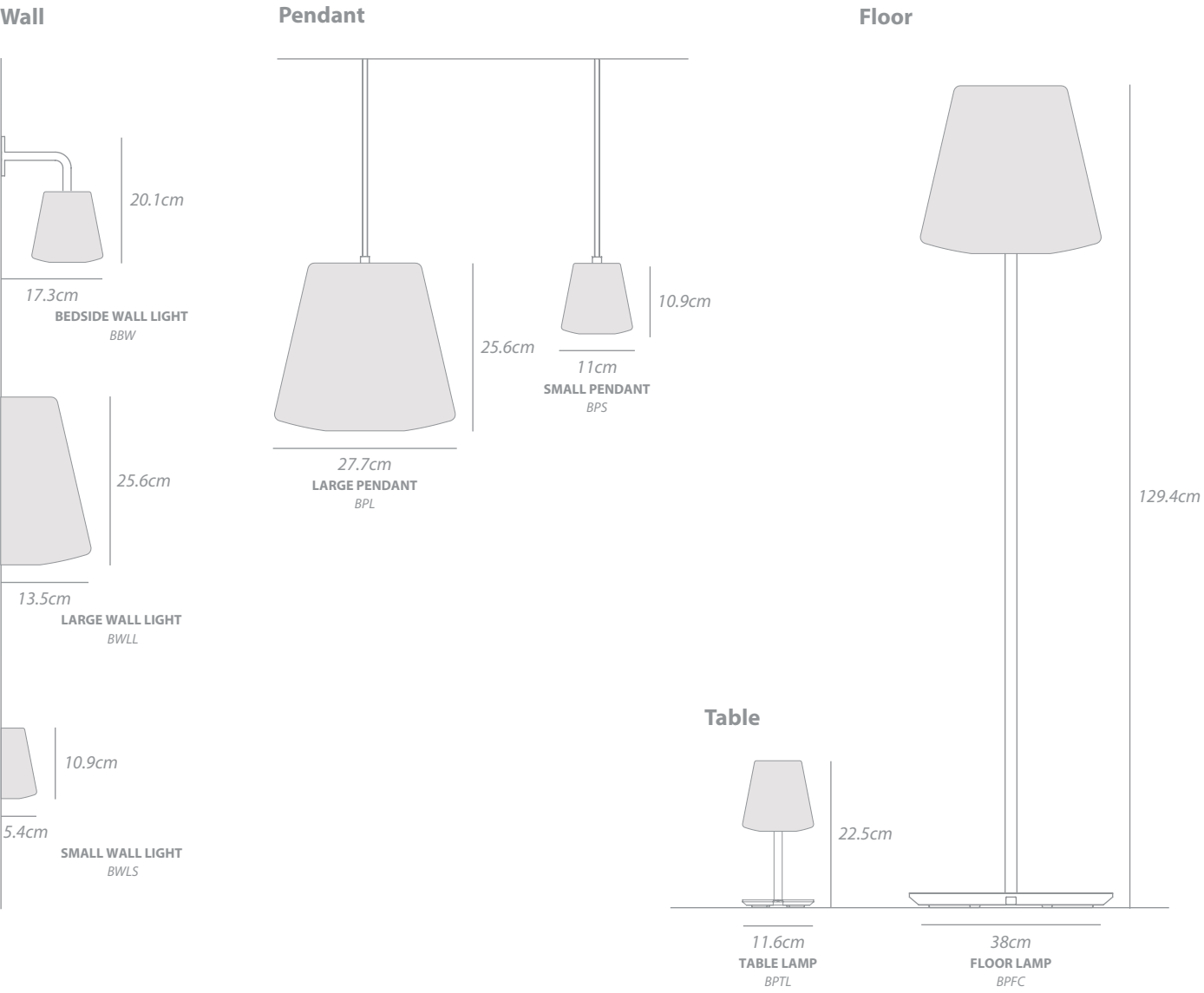
Joseph



The soft Asian silhouette of the Joseph collection belies the reassuring strength of an object crafted from a solid block of aluminium. Each piece is extruded into shape, softened with CNC cutting before being milled on a lathe to open up the core and allow the light to diffuse through the fins.



Bramah



Bramah represents our first exploration of lighting forms and this is reflected in the simple and recognisable silhouette. Extruded from a solid block of aluminium, the delicate shadows it creates are both beautiful and surprising.





Colour: Grey
Material: Aluminium
Finish: Anodised

Colour: Pale Gold
Material: Aluminium
Finish: Anodised

Colour: Copper
Material: Aluminium
Finish: Anodised

Lighting Finish Options

Every lighting product is available in both anodised and powder coated finish as shown on this page. Each of these finishes offers a myriad of colour options which creates great opportunities for custom orders. Do contact us with any custom enquiries.

Technical Specification

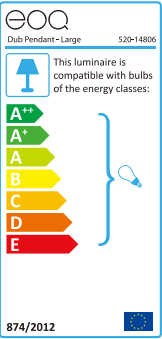
A comprehensive section detailing every technical detail of the lighting collections.

Dub by Michael Young

Product Category Pendant
Size Large
Material Aluminium & Glass

Aluminium
SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

Glass
G - Green
S - Smoke
A - Amber



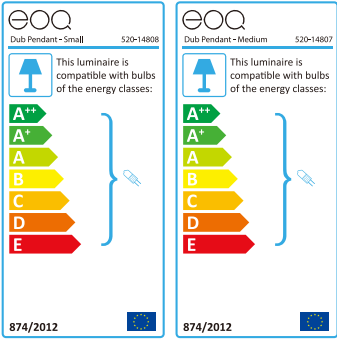
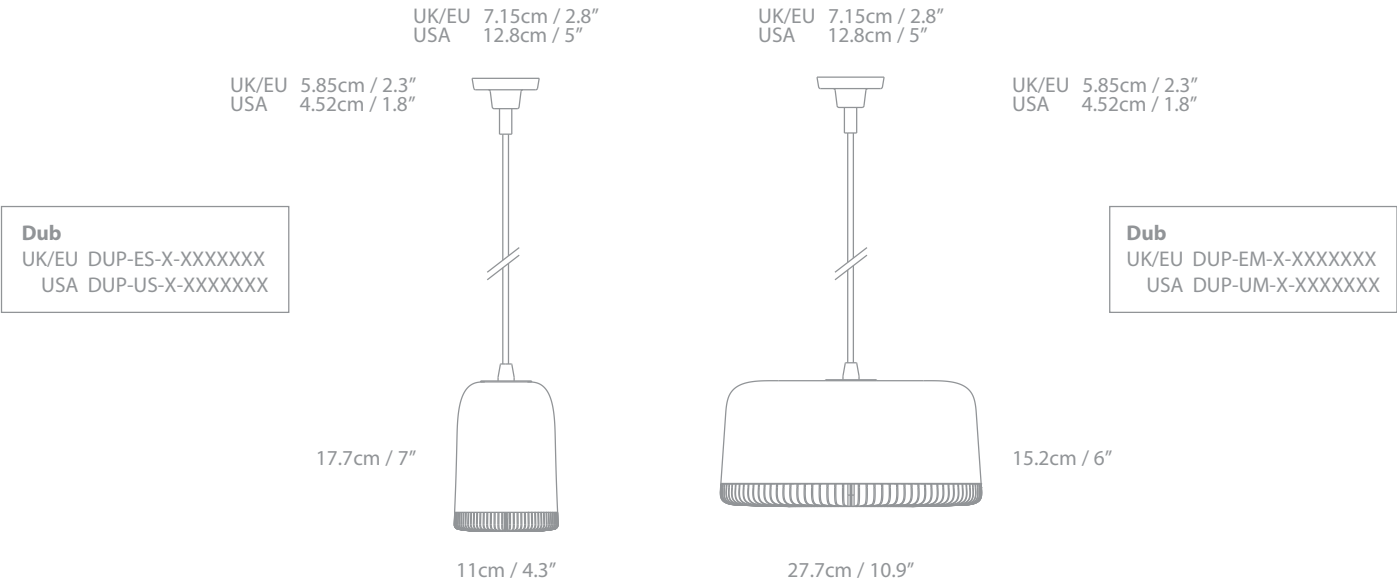
SPECIFICATION	Dub UK/EU DUP-EL-X-XXXXXXX USA DUP-UL-X-XXXXXXX
Lightsource	UK/EU E27, Max 60W USA E26, Max 60W Recommended Bulb: Filament or pearl LED Globe Bulbs with 300 - 500 Lumen output each and 2800K (for warmer with more colour).
Cable	4m / 157.5" Black braided cable with external tensile wire
Ceiling Rose	Same colour as the shade

Dub by Michael Young

Product Category Pendant
Size Small & Medium
Material Aluminium & Glass

Aluminium
SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

Glass
G - Green
S - Smoke
A - Amber

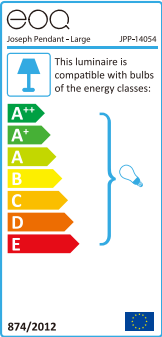
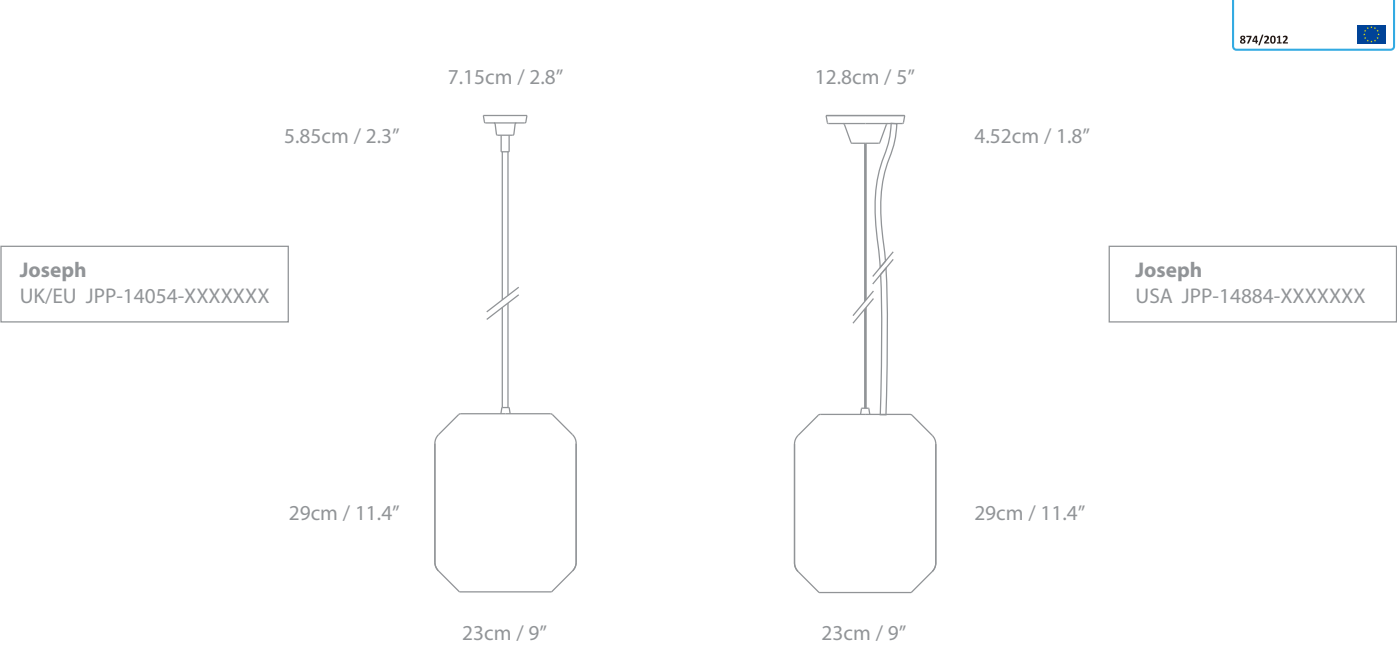


SPECIFICATION	Dub UK/EU DUP-ES-X-XXXXXXX USA DUP-US-X-XXXXXXX	Dub UK/EU DUP-EM-X-XXXXXXX USA DUP-UM-X-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin
Cable	4m / 157.5" Black braided cable	4m / 157.5" Black braided cable
Ceiling Rose	Same colour as the shade	Same colour as the shade

Joseph *by Michael Young*

Product Category Pendant
Size Large
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

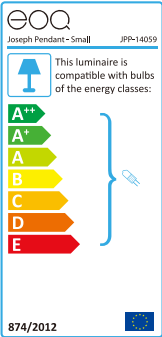
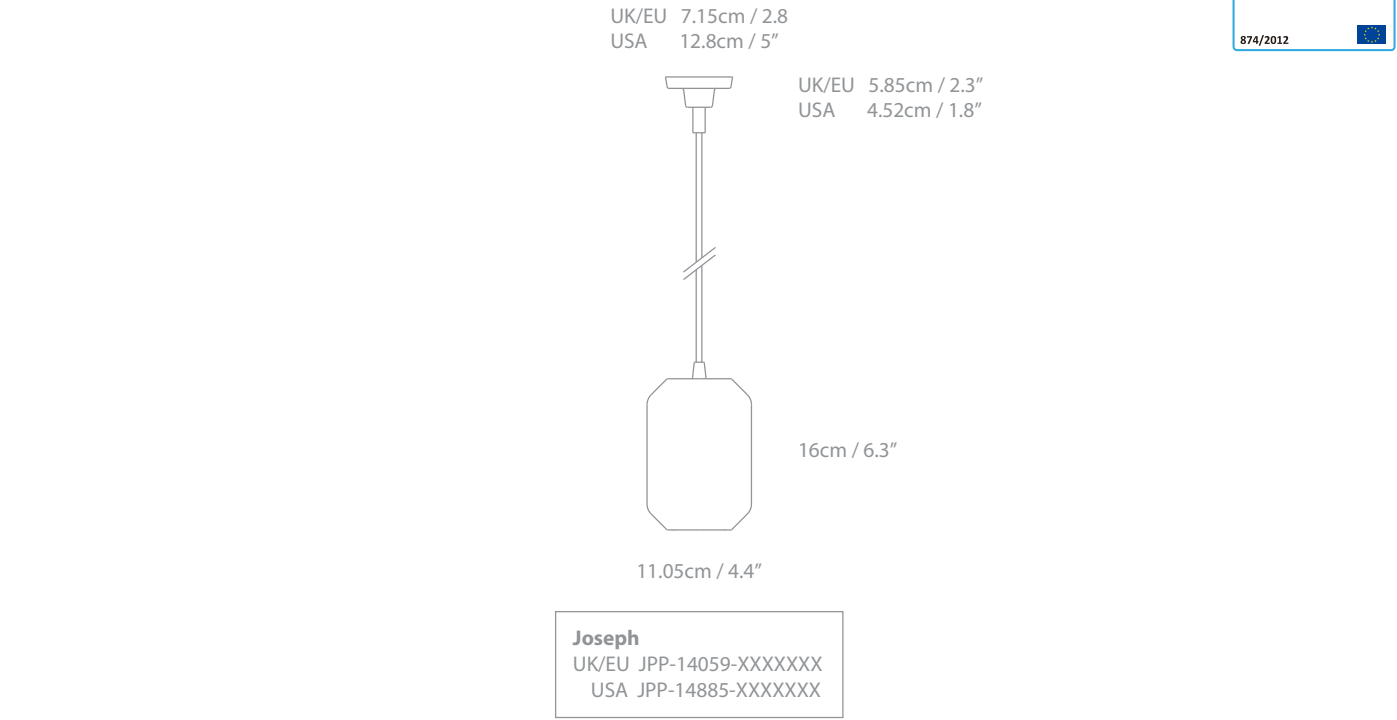


SPECIFICATION	Joseph UK/EU JPP-14054-XXXXXXX USA JPP-14884-XXXXXXX
Lightsource	UK/EU E27, Max 60W USA E26, Max 60W Recommended Bulb: Filament or pearl LED Globe Bulbs with 300 - 500 Lumen output each and 2800K (for warmer with more colour).
Cable	4m / 157.5" Black braided cable with external tensile wire (USA version)
Ceiling Rose	Same colour as the shade

Joseph *by Michael Young*

Product Category Pendant
Size Small
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

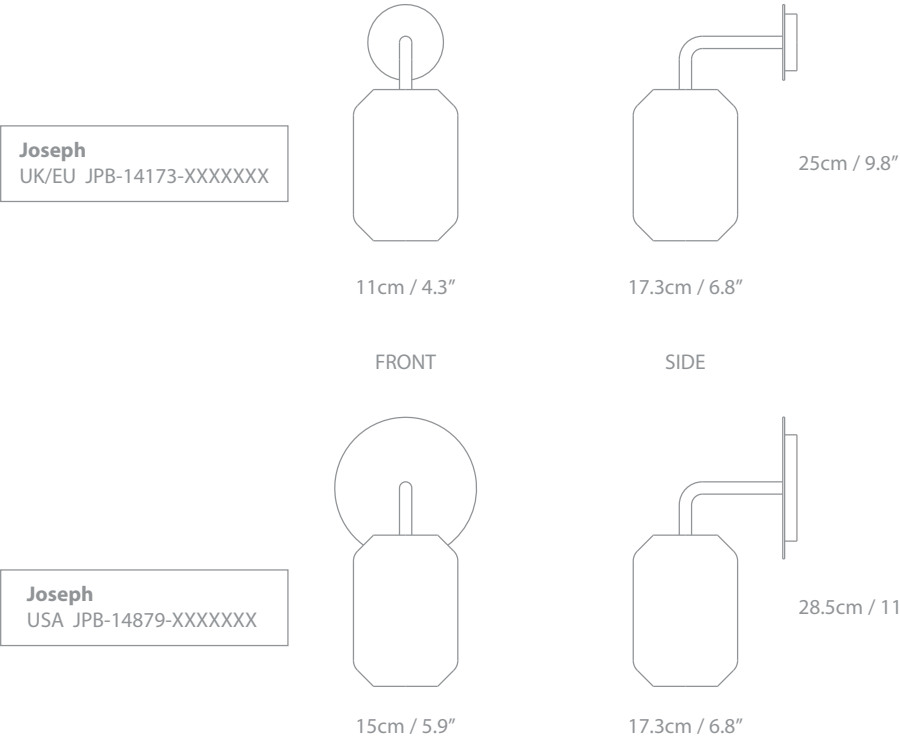
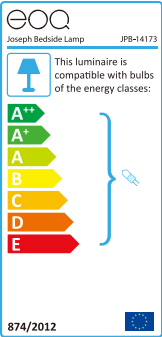


SPECIFICATION	Joseph UK/EU JPP-14059-XXXXXXX USA JPP-14885-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin
Cable	4m / 157.5" Black braided cable
Ceiling Rose	Same colour as the shade

Joseph *by Michael Young*

Product Category Bedside Wall Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

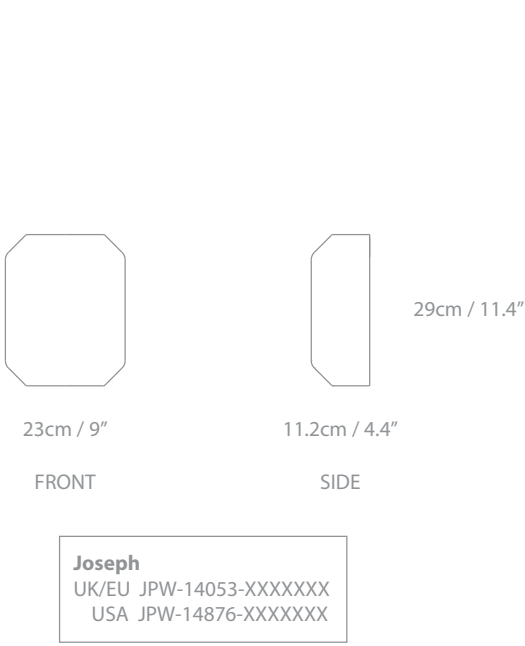
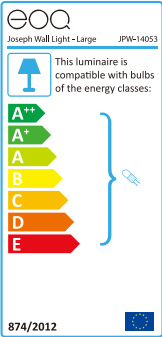


SPECIFICATION	Joseph UK/EU JPB-14173-XXXXXXX USA JPB-14879-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin

Joseph *by Michael Young*

Product Category Wall Light
Size Large
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

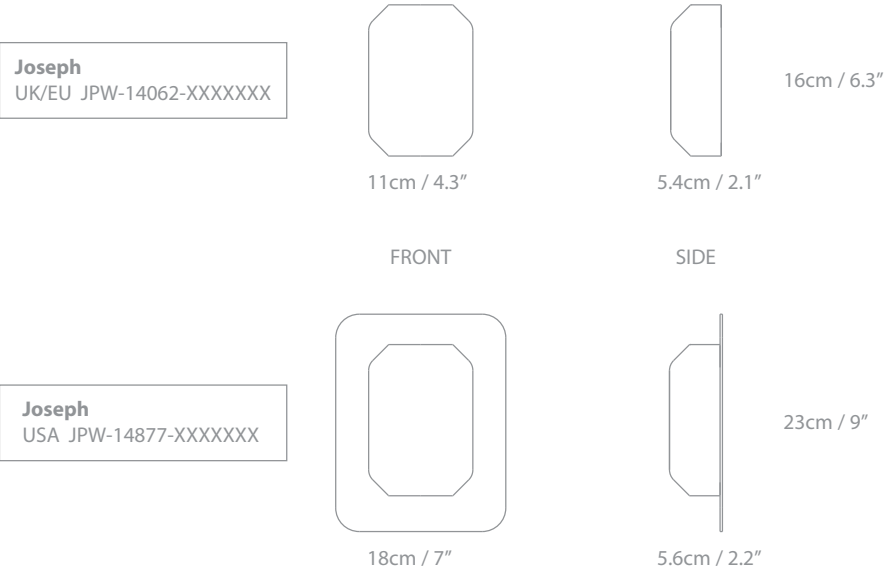


SPECIFICATION	Joseph UK/EU JPW-14053-XXXXXXX USA JPW-14876-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin

Joseph *by Michael Young*

Product Category Wall Light
Size Small
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

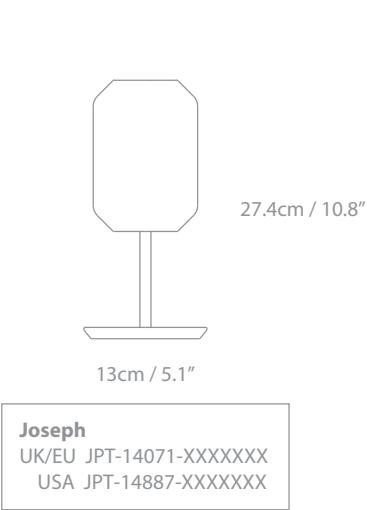
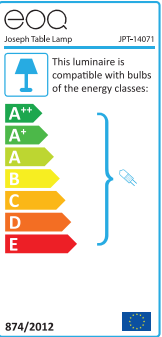


SPECIFICATION	Joseph UK/EU JPW-14062-XXXXXXX USA JPW-14877-XXXXXXX
Lightsource	Integrated 6x2.5W LED, 100 lumen, 2700K CRI 80, Cree chip, chip life 30,000 hours, beam angle 120°Single product is non-dimmable. Can be dimmable in multiples
Other Details	Driver must be housed inside wall cavity

Joseph *by Michael Young*

Product Category Table Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey



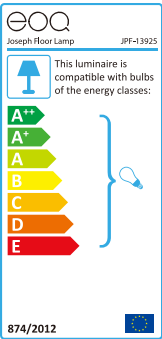
SPECIFICATION	Joseph UK/EU JPT-14071-XXXXXXX USA JPT-14887-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin
Cable	28.5cm / 11.2" to switch, 150.5cm / 59.3" to plug. Black cable
Switch	Inline rocker

Joseph *by Michael Young*

Product Category Floor Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

Joseph
UK/EU JPF-13925-XXXXXXX
USA JPF-14881-XXXXXXX



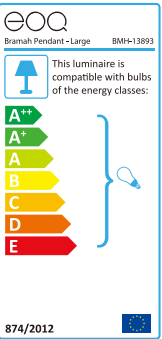
SPECIFICATION	Joseph UK/EU JPF-13925-XXXXXXX USA JPF-14881-XXXXXXX
Lightsource	UK/EU E27, Max 60W USA E26, Max 100W Recommended Bulb: Filament or pearl LED Globe Bulbs with 300 - 500 Lumen output each and 2800K (for warmer with more colour).
Cable	38cm / 15" to switch, 150cm / 59" to plug. Black cable
Switch	Inline foot

Bramah *by Michael Young*

Product Category Pendant
Size Large
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

Bramah
UK/EU BMH-13893-XXXXXXX



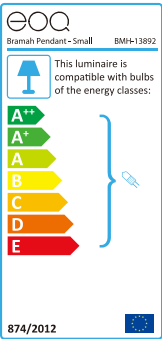
Bramah
USA BMH-14882-XXXXXXX

SPECIFICATION	Bramah UK/EU BMH-13893-XXXXXXX USA BMH-14882-XXXXXXX
Lightsource	UK/EU E27, Max 60W USA E26, Max 60W Recommended Bulb: Filament or pearl LED Globe Bulbs with 300 - 500 Lumen output each and 2800K (for warmer with more colour).
Cable	4m / 157.5" Black braided cable with external tensile wire (USA version)
Ceiling Rose	Same colour as the shade

Bramah *by Michael Young*

Product Category Pendant
Size Small
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey



UK/EU 7.15cm / 2.8"
USA 12.8cm / 5"

UK/EU 5.85cm / 2.3"
USA 4.52cm / 1.8"

10.9cm / 4.3"

11cm / 4.3"

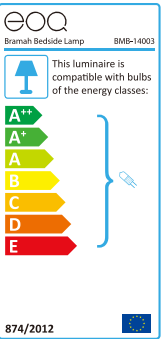
Bramah
UK/EU BMW-13892-XXXXXXX
USA BMW-14883-XXXXXXX

SPECIFICATION	Bramah UK/EU BMH-13892-XXXXXXX USA BMH-14883-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin
Cable	4m / 157.5" Black braided cable
Ceiling Rose	Same colour as the shade

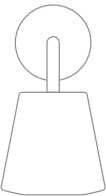
Bramah *by Michael Young*

Product Category Bedside Wall Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

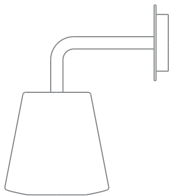


Bramah
UK/EU BMB-14003-XXXXXXX



11cm / 4.3"

FRONT

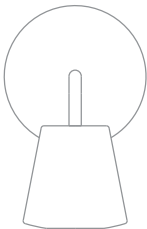


20.1cm / 7.9"

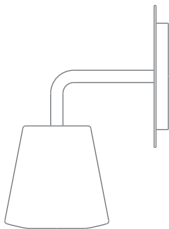
17.3cm / 6.8"

SIDE

Bramah
USA BMB-14878-XXXXXXX



15cm / 5.9"



23.6cm / 9.3"

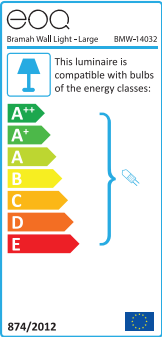
17.3cm / 6.8"

SPECIFICATION	Bramah UK/EU BMB-14003-XXXXXXX USA BMB-14878-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin

Bramah *by Michael Young*

Product Category Wall Light
Size Large
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey



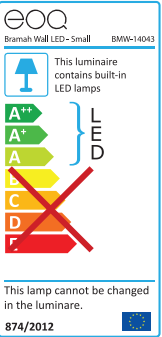
Bramah
UK/EU BMW-14032-XXXXXXX
USA BMW-14874-XXXXXXX

SPECIFICATION	Bramah UK/EU BMW-14032-XXXXXXX USA BMW-14874-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin

Bramah *by Michael Young*

Product Category Wall Light
Size Small
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey



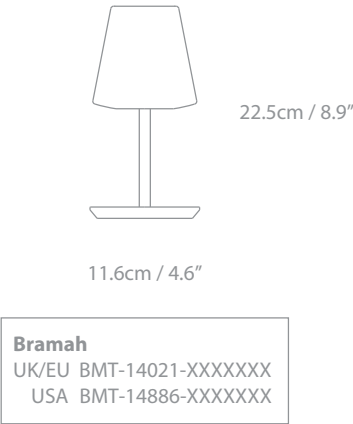
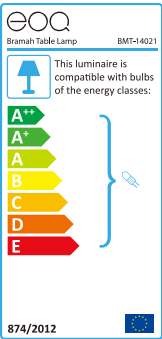
Bramah
USA BMW-14875-XXXXXXX

SPECIFICATION	Bramah UK/EU BMW-14043-XXXXXXX USA BMW-14875-XXXXXXX
Lightsource	Integrated 6x2.5W LED, 100 lumen, 2700K CRI 80, Cree chip, chip life 30,000 hours, beam angle 120°Single product is non-dimmable. Can be dimmable in multiples
Other Details	Driver must be housed inside wall cavity

Bramah *by Michael Young*

Product Category Table Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey

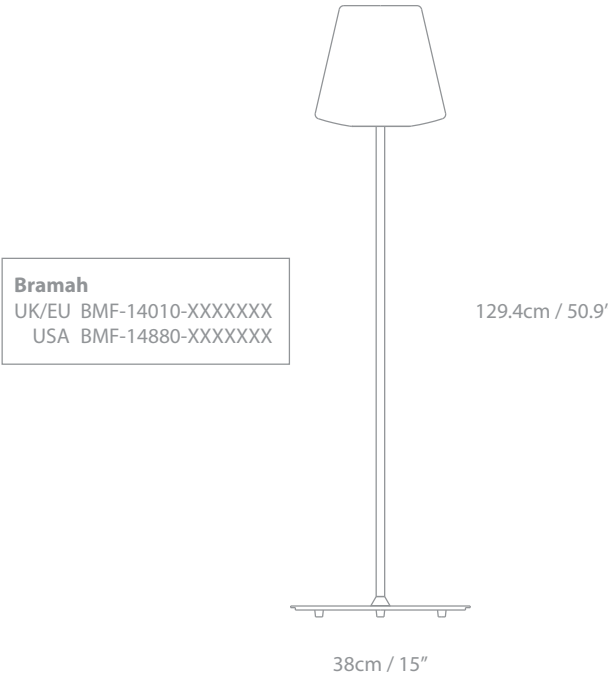
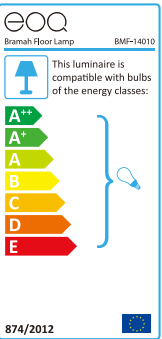


SPECIFICATION	Bramah UK/EU BMT-14021-XXXXXXX USA BMT-14886-XXXXXXX
Lightsource	G9, UK/EU, Max 25W USA, Max 25W Recommended bulb: Any G9 LED Bulb up to 180 - 500 Lumen output, dimmable Temperature 2200 - 2800 Kelvin
Cable	28.5cm / 11.2" to switch, 150.5cm / 59.3" to plug. Black cable
Switch	Inline rocker

Bramah *by Michael Young*

Product Category Floor Lamp
Material Aluminium

SXXXD15 - Pale Gold
SXXXD65 - Copper
SXXXK55 - Grey



SPECIFICATION	Bramah UK/EU BMF-14010-XXXXXXX USA BMF-14880-XXXXXXX
Lightsource	UK/EU E27, Max 60W USA E26, Max 100W Recommended Bulb: Filament or pearl LED Globe Bulbs with 300 - 500 Lumen output each and 2800K (for warmer with more colour).
Cable	38cm / 15" to switch, 150cm / 59" to plug. Black cable
Switch	Inline foot



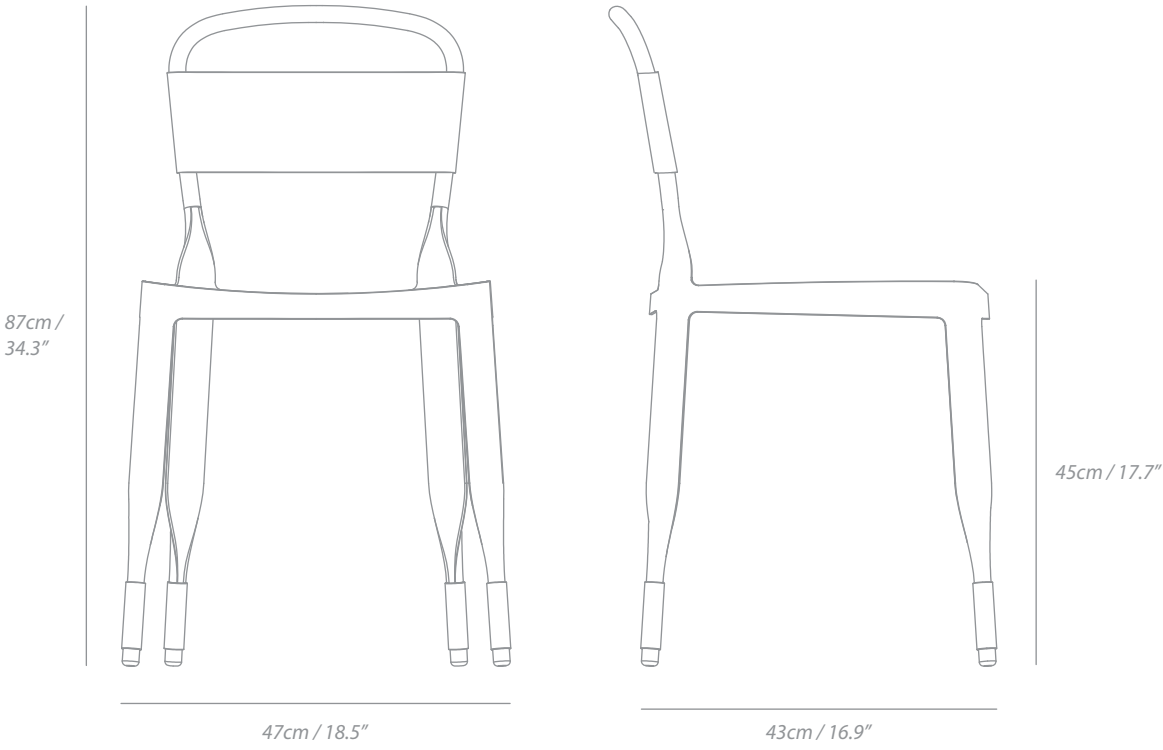


Furniture

The 4a chair was our first product and furniture continues to be at the centre of what we do. Whether it's a classic café chair or a stunning piece of shelving, each piece of furniture that we produce is perfectly conceived and executed with precision.

Photographer: Jonathan Leijonhufvud

Chair 4a
C4A

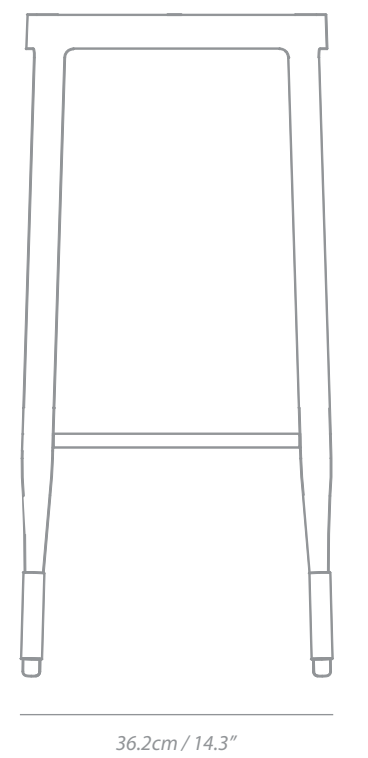


A classic shape re-interpreted through modern production. This chair is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



Barstool 4a

BS4A

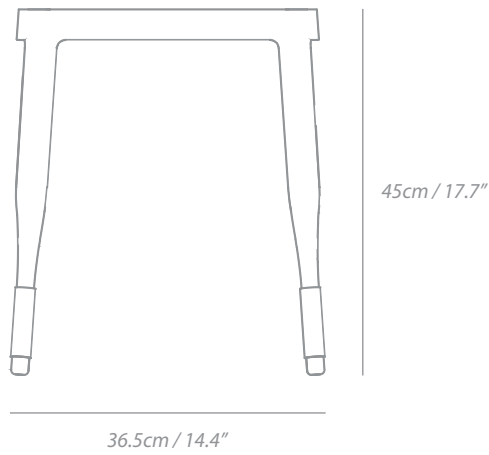


Designed to sit comfortably with most counter-tops, the barstool also features a useful footrest. It is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



Stool 4a

S4A

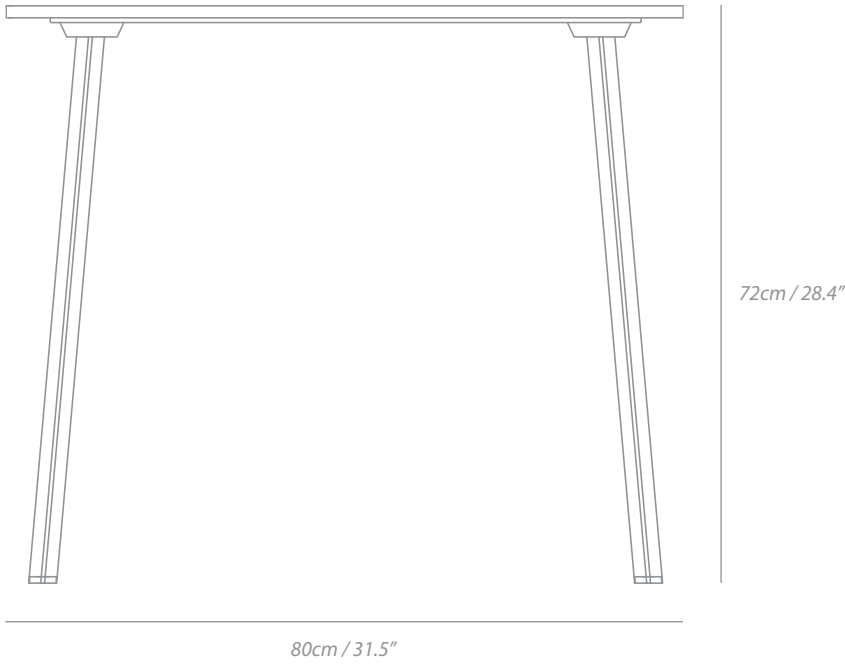


With the same seat height as the Chair 4a, this stool offers great flexibility especially in commercial applications. It is made using both extruded and stamped recycled aluminium, which is then subject to hand finishing before surface treatment.



Table 4a

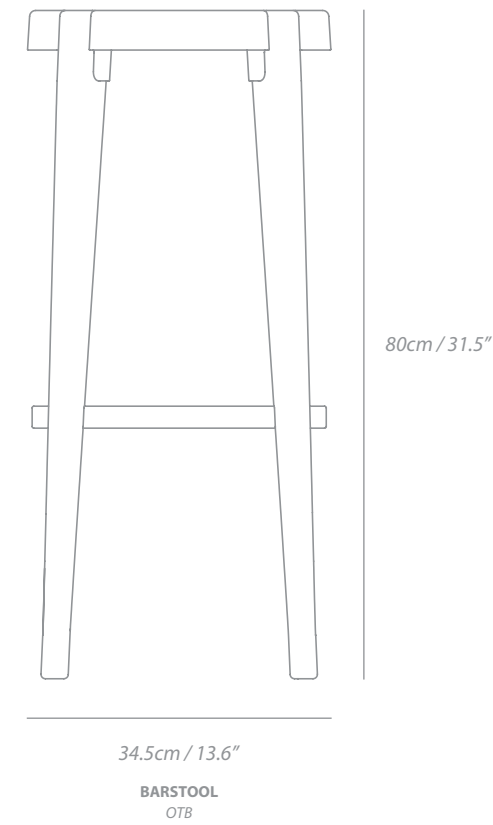
T4A



This elegant café table continues the use of extruded aluminium seen throughout the collection. Recycled extruded aluminium legs with a marble top. For project use the table base is available separately.



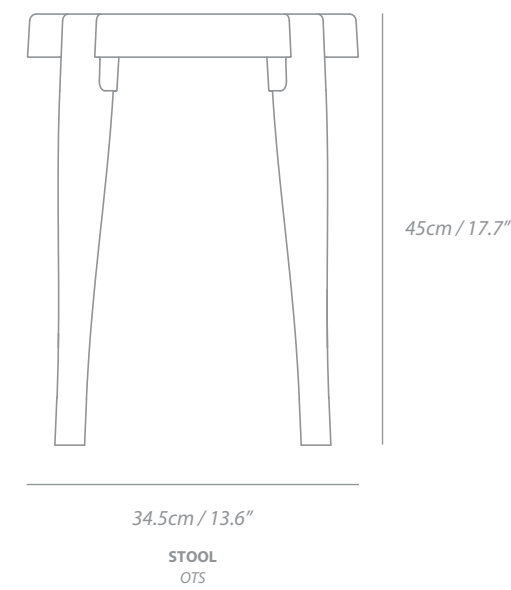
Otto Barstool



The Otto stool has a cast aluminium seat and legs in Oak or Walnut. It is a special casting process that allows us to anodise the seat in all the usual colour options giving a vast range of decorative possibilities.



Otto Stool



The Otto stool has a cast aluminium seat and legs in Oak or Walnut. It is a special casting process that allows us to anodise the seat in all the usual colour options giving a vast range of decorative possibilities.



Furniture Finish Options

Each metal component of our furniture is available in both anodised and powder coated finish as shown on this page. Each of these finishes offers a myriad of colour options which create great opportunities for custom orders. Marble tops are stocked in White and Black. Wooden shelves are stocked in Oak and Walnut. Leather is stocked in black and brown.



Material: Aluminium
Finish: Anodised

Material: Aluminium, Leather
Finish: Anodised
with brown leather seat



Material: Aluminium, Leather
Finish: Mirror Polished
with black leather seat

Colour: Cream
Material: Aluminium
Finish: Powder coated

Colour: Black
Material: Aluminium
Finish: Powder coated



Contract

The 4a collection was designed for a restaurant project and is therefore particularly suitable for the contract market. For all products we are able to custom manufacture any colour in the powder coat or anodised finish. EOQ is happy to supply literature, swatches and samples to aid in the decision process. For information on trade or volume discounts please contact: matt@eq-design.com

Materials

Aluminium – Available in either an anodised or powder coated finish which allows for almost any colour application.
Wood – Available in Walnut/Oak (other varieties on application)
Marble – Available in White and Black

All of our products have potential for custom finishes and materials.
Contact us with any specific requests.

Sustainability

Our commitment to sustainability and environmental responsibliity has informed our choice of recycled Aluminium as the key material for these collections.
Aluminium is the world’s most abundant metal, situated close to the earth’s surface, non-toxic and infinitely recyclable. It is one third of the weight of steel but, once alloyed, stronger. Due to a lack of electrostatic charge it does not attract dirt and has a self-repairing natural oxide film that prevents corrosion.

How To Buy

Our products are available in a growing number of authorised retailers/dealers around the world. Contact us to find the one nearest to you.

Our thanks to

Image on page 5-6
Architect: Simon Astridge Architecture Workshop
www.simonastridge.com
Photographer: Nick Worley

Image on page13
Photographer: Jonathan Leijonhufvud

Product photography
Ivy Photography

