

EST. 2015

# J. ADAMS & Co

LONDON - BIRMINGHAM



UNDER EMBARGO UNTIL 3 JUN

J. Adams & Co Debuts at 3daysofdesign

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APEX AT 3DAYSOFDESIGN

2026 marks J. Adams & Co's debut presentation at 3daysofdesign. In collaboration with exclusive Copenhagen partner Møller & Rothe, the British lighting studio will fully occupy the brand's historic Pavilion, transforming the space into an immersive exhibition dedicated to the Apex Collection.

The presentation will showcase a carefully curated selection of existing Apex designs, alongside an exclusive preview of new additions to the Apex Collection launching later in the year. Set within the architectural character of the Pavilion, the installation invites visitors to experience the collection as both lighting and sculpture.

Apex is a contemporary lighting collection that explores the relationship between structure, material and light. Each fixture features kiln-formed glass suspended within a solid brass framework, where layered, rippled glass refracts and softens illumination into a warm, ambient glow. The collection embodies J. Adams & Co's philosophy of lighting as an integral part of a space.

“With Apex we wanted to show structure and lightness in the same breath. By layering the glass and wrapping it around the simple lines of its frame, you get a beautiful distortion that has a stillness but is never static in a space.” *Will Earl, Design Director*

LOCATION: MØLLER & ROTHE, KRONPRINSESSEGADE 3,  
1306 COPENHAGEN



## ABOUT J. ADAMS & CO



J. Adams & Co is a British lighting manufacturer known for elegant, enduring luminaires that balance beauty, clarity and function. Founded in 2015, the studio combines heritage craftsmanship with modern engineering, guided by an honest, intuitive design process that draws on traditional techniques and refines them through a clean, minimalist lens. The result is lighting that is purposeful, sophisticated and built to last.

## ABOUT WILL EARL, DESIGN DIRECTOR



Will Earl leads the creative direction at J. Adams & Co, shaping the brand's engineering-led approach to contemporary lighting. Since joining the studio in 2019, Earl has worked closely with the craftsmen at J. Adams & Co's Birmingham factory, maintaining a direct connection between design and making, and reinforcing the brand's ambition to position British-made lighting at the intersection of craft and architecture.