

Press release  
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## Zumtobel to join the Designers' Saturday 13th edition in Langenthal



B1 | Display of the stand design. Zumtobel's presentation focuses on the interaction of daylight and artificial lighting.

On 6 and 7 November 2010, the thirteenth Designers' Saturday will be held in Langenthal, Switzerland. In line with tradition, Zumtobel will be present at the design event with a stand on the premises of Glas Trösch. At six venues in and around Langenthal, some 60 international exhibitors are going to present their concepts for the Designers' Saturday, which is expected to be attended by more than 14,000 visitors this year.

Since 1987, the Designers' Saturday in Langenthal has effectively communicated the added value of design to both an expert public and interested consumers. Contrary to a furniture exhibition, the Designers' Saturday does not only present an overview of outstanding new products, but also - and above all - wants to enable visitors to gain some insight into the world of design by showing installations, unconventional presentations and prototypes. This year again, the unique atmosphere of the two-day event will among others be created by the exhibition venues in the city centre and in the factory buildings of the host companies:

Création Baumann, Girsberger, Glas Trösch, Ruckstuhl and Hector Egger Holzbau.

„Light is design“ - in the building of Glas Trösch, one of Europe's largest industrial halls made of glass, Zumtobel will set up an attractive point of lighting communication. In order to also visually emphasise the company's joy of communication, the exhibition cubes will be opened and integrated into the factory setting. The two open cubes seem to communicate with each other, offering a variety of seating options for visitors to stay and talk. Statements by Zumtobel networking partners will be shown in video interviews or quotations set in the floor. This is to demonstrate the complexity of the design process, which can lead to exceptional results through communication only. Numerous product innovations will be presented in practical application, impressing visitors with effects created by light. The Panos Infinity LED downlight range is an exceptionally sophisticated product that will be presented at the event. By means of the Tunable White model, dynamic lighting scenarios with

optimum lighting quality in the range between 2700 K and 6500 K, and providing a unique lighting experience can be implemented with a single luminaire.

An outstanding installation featuring Starbrick, which was created in collaboration with Olafur Eliasson, is going to be a special highlight. The LED luminaires will not be exhibited as individual

items but will create an exciting interaction with space. The unconventional installation shows the modules apparently floating towards the trade fair stand, connecting it with the space around it. This is also meant to be a symbolic invitation to all visitors to experience Zumtobel as a source of lighting inspiration and to get involved in communication about this exciting subject.



B2 | An extraordinary installation of Starbrick luminaires attracts attention. As an individual module or as a cluster, the luminaire, which was developed in collaboration with Olafur Eliasson, creates a space-defining effect.



B3 | Thanks to its outstanding design and excellent lighting quality, the Discus spotlight system won the 2010 iF product design award.

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B2: Udo Titz

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