

## Press information

### ***the editions* #02 from Zumtobel**

**Crafting light moods, triggering emotions, shaping aesthetics and bringing a space to life through the duality of light and shadow – these are the design visions of the team responsible for latest version of *the editions*. Martin Jost and Roman Delugan from Büro Delugan Meissl, architects Adolf Krischanitz and Hermann Czech and lighting designer Thomas Mika from reflexion have joined forces to help shape a fascinating new special portfolio from Zumtobel.**

*Dornbirn, 18. July 2018* – Alongside a fine mix of technical finesse and functionality, the new luminaires from *the editions* collection once again catch the eye with their outstanding aesthetics: extravagant, attractive and, as always with this unique series, individual and timeless. Three new fittings are now available as part of *the editions* #02 collection.

#### **TEELA – adds a special aura to a space**

The versatile and high-contrast TEELA luminaire is the perfect answer to the modern working environment. TEELA has been primarily designed for the people rather than the space, providing tranquillity and well-being while at the same time supporting effortless accuracy where clear, loud accents and pin-point presentation are required. This combination creates a real atmosphere, adding a special aura to the space. The switch between ambience and clarity and between diffusivity and precision makes the room seem almost dematerialised. On the one hand, the luminaire delivers colour temperatures based on the course of daylight by carefully replicating the spectrum of the four light dimensions down to the very last detail. On the other, a series of spots cast clear and exact beams of light onto the work surface – exactly where people need it most. And TEELA can do more. An acoustically optimising fabric cover allows the light to merge into the textile body, creating a cloud of light that simultaneously absorbs any sounds that might disturb this special atmosphere. In this way, TEELA both dresses and defines the space, going far beyond notions of pure functionality. TEELA may be as versatile as a human being, but with its defining feature – adding a special aura to spaces – it sometimes seems almost superhuman.

#### **ALVA – discrete, yet very much in vogue**

Giving rooms a certain sense of scale – one of the core attributes of ALVA. The clear and simple spherical shape takes inspiration from the sun and the stars, without appearing mundane or general. It works individually and autonomously or grouped together in a series. ALVA can be used anywhere, boasting the flexibility to adapt to every situation. ALVA is unique. The fitting emits its luminous flux variably, indirectly and diffusely upwards or directly and precisely downwards, depending on the activity and the person. ALVA freely allows multiple light situations in one room and thereby supports people with their extraordinary ability to be both simultaneously logical and exceptional. ALVA is

unobtrusive and subtle, yet also intriguing and attractive. It can remain discretely in the background or present itself as a distinct object to match the particular situation. The spherical illumination of the actual sphere and the additional integrated spot bring an element of disruption to the otherwise familiar value system. Discrete, yet very much in vogue.

### **FREELINE – infinite light with limits**

FREELINE is reserved, extremely modest and inconspicuous – yet it still somehow manages to make a real visual statement. Worlds without borders and the need for a connecting element were the original ideas: That is how FREELINE came about. An unusually slim form gives the luminaire graphic structure and power, enabling it to blend functional and restrained artistic lighting with an individual and object-specific character. FREELINE delivers a visual statement with its exceptional charisma. The light has a shimmer and a captivating brilliance, looking almost corporeal as it sparkles and glistens. Yet it is also restrained and low-glare. The narrow shape allows FREELINE to extend for miles if necessary, giving an illusion of infinity. Although of course we know that everything is somehow countable – even luminaires with this level of sophistication. Infinite light with limits.

### **About *the editions***

*the editions* are an annual collection of tailor-made luminaires created as part of a special project driven by special customer requirements. Each product has its own unique development history and is therefore only offered as part of a limited edition. The exclusive mini-collection epitomises the innovative power and pioneering spirit of the Zumtobel brand and is designed for projects with uncommon requirements and new challenges. The core concept of *the editions* takes inspiration from the fashion scene, where chic *haute couture* is carefully evolved into an accessible range of select “ready-to-wear” garments.

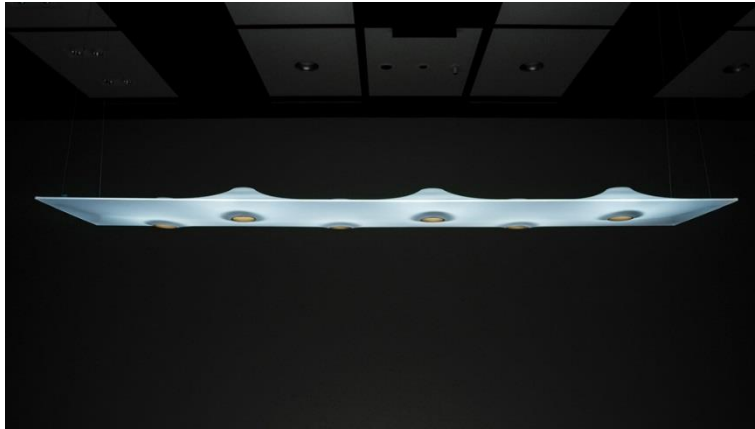
Zumtobel first launched an exclusive compact collection under the name of *the editions* #01 in December 2016. This latest exclusive compilation represents *the editions* #02. Together these collections contain a total of seven luminaires. Created in collaboration with renowned architects and designers, the products are shaped by two core factors: aesthetics and innovative design. As part of *the editions*, these special lighting solutions are given an exclusive stage on which they can stand out from the standard portfolio. Another mini-range, the *extended collection*, was launched in 2017. This features four existing products that have been technically enhanced specially for this portfolio.

### **Further Information**

Each special luminaire from the two mini-collections has its own unique history. Comprehensive information about *the editions* can be found on the dedicated website, including interviews with project members, technical data and references: [editions.zumtobel.com](https://editions.zumtobel.com)

**Photo captions:**

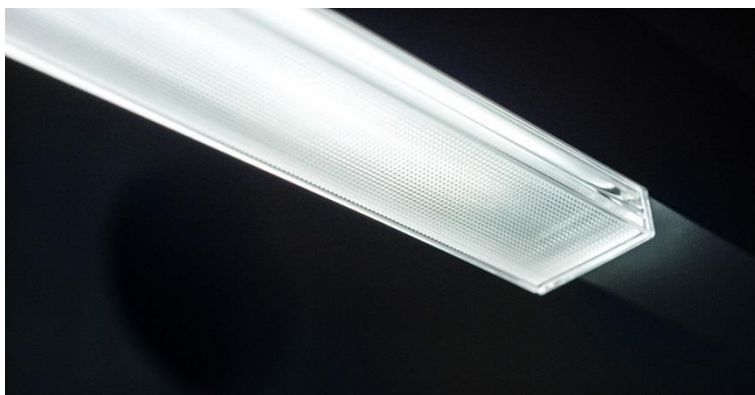
(Photo credits: Zumtobel)



**Fig. 1:** While TEELA is as versatile as a human, an ability to give spaces a special aura makes this luminaire seem almost superhuman.



**Fig. 2:** Giving rooms a sense of scale – that is exactly what ALVA can do. This fitting can discretely fade into the background or present itself as a distinctive object to match the particular situation.



**Fig. 3:** FREELINE is reserved, extremely modest and inconspicuous – yet it still somehow manages to make a real visual statement. Infinite light with limits.

**Press contact:**

Zumtobel Lighting GmbH  
Donna Dederding  
Brand Communications Manager  
Höchsterstraße 8  
6850 Dornbirn

Tel: +44 7817 54 2883  
[donna.dederding@zumtobelgroup.com](mailto:donna.dederding@zumtobelgroup.com)  
[www.zumtobel.com](http://www.zumtobel.com)

Zumtobel Lighting GmbH  
Andreas Reimann  
Brand PR Manager  
Schweizer Strasse 30  
6850 Dornbirn

Tel: +43 5572 390 26522  
[andreas.reimann@zumtobelgroup.com](mailto:andreas.reimann@zumtobelgroup.com)  
[www.zumtobel.com](http://www.zumtobel.com)

ZG Lighting (UK) Limited  
Jennifer Sewell  
Marketing Communications Manager  
Chiltern Park, Chiltern Hill  
Chalfont St Peter  
Buckinghamshire SL9 9FG

Phone: +44 0 7785 232 294  
[jennifer.sewell@zumtobelgroup.com](mailto:jennifer.sewell@zumtobelgroup.com)  
[www.zumtobel.com](http://www.zumtobel.com)

**About Zumtobel**

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

**Zumtobel. The Light.**