German Design Award 2017: Double recognition for Zumtobel

Zumtobel has further underlined its status as a truly pioneering company in the world of international design. The innovative LINETIK and ONICO luminaires were commended with a dual “Special Mention” for the Austrian supplier of integral lighting solutions at the German Design Awards 2017. This is the fourth time in a row that Zumtobel has been honoured for its combination of outstanding design performance and highly efficient lighting technology.

Dornbirn, 10th February 2017 – “The annual winners of the German Design Award not only lead the way in respecting the economic and cultural value of outstanding design, but also offer orientation and reflect the latest issues and design directions” – this is the assessment of the German Design Council, who were this year bestowing awards for the sixth time. The jury honours top-class products and projects that set new milestones in the design landscape. The presentation ceremony for the German Design Awards 2017 will take place on 10th February 2017.

“We are delighted with the double acknowledgment that this “Special Mention” from the German Design Awards 2017 represents,” confirmed Daniel Lechner, Marketing Director Zumtobel. “This kind of recognition further strengthens our constant efforts to develop truly innovative products that can be adapted to suit every user requirement, while simultaneously achieving new standards in lighting design.”

LINETIK – A minimalist luminaire for maximum lighting comfort

LINETIK challenges the established concepts of office lighting. Whether as a free-standing or pendant luminaire, LINETIK catches the eye with a delicate and minimalist design language that conceals a revolutionary lighting concept – light exactly where the user needs it most. Innovative lighting technology enables the user to precisely illuminate the work surface with direct and indirect light that can be individually and separately controlled, depending on the visual task. An integrated motion sensor turns off the luminaire when no one is present. In this way, LINETIK blends optimum visual comfort with maximum energy efficiency and an elegant appearance.

ONICO – A versatile lighting tool for brilliant presentation

ONICO is a versatile lighting tool for the configuration of individual lighting concepts in Presentation and Retail applications. The modular concept means that the optimum LEDs are combined with the appropriate reflector to meet the demands of specific lighting tasks. The beam angle and luminous flux can be selectively adapted to reflect particular lighting tasks, while the spotlight can also be precisely altered by hand to suit the products on display. The clear, consistent luminaire design and the integrated converter support this holistic approach. The reduced form language and clear design
of the ONICO range add a tasteful degree of neutrality and help the spotlight adapt to any architectural setting.

**About the German Design Award**

The [German Design Award](https://www.germantdesign.com) is the premium prize organised by the German Design Council and has established itself as one of the most distinguished international design competitions. “Since its inception in 1953, it has been one of our key tasks to observe, analyse and evaluate developments in the world of international design,” explained Andrej Kupetz, CEO of the German Design Council. This independent institution helps companies to effectively showcase their design competence and aims to strengthen general design awareness among the wider public. The jury for the German Design Award includes recognised design experts from the business, science and design sectors. The award is divided into the categories of Excellent Product Design, Excellent Communications Design and Universal Design. This year saw for the first time more than 4000 contributions from 50 countries.

**Captions:**

(Photo Credits: Zumtobel)

**Fig. 1:** LINETIK challenges the established concepts of office lighting – while simultaneously integrating perfectly into any office application.
Fig. 2: The reduced form language and clear design helps ONICO adapt to any architectural setting.

Fig. 3: Official “Special Mention” logo of the German Design Award 2017.

Fig. 4: Daniel Lechner, Director Marketing Zumtobel.
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About Zumtobel

As a leader in innovation, Zumtobel develops sustainable lighting solutions tailored to the needs of people in their respective applications. With a comprehensive portfolio of high-quality luminaires and intelligent lighting management systems, the Austrian company provides optimum indoor and exterior products for working and living spaces - the right light for every activity at any time of day. The applications office, education, presentation and retail, hotel and wellness, health, art and culture and industry are now perfectly complemented with portfolios for living and outdoor areas. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.