

Press release  
Dornbirn, September 2010

## **Light for the Middle Kingdom** Zumtobel opens Light Center in Shanghai



B1 | Opening gala for the new Light Center in Shanghai. More than 120 architects, designers and business partners came to enjoy the festive atmosphere of the evening event.

A gala was held on 28 September on the occasion of the opening of Zumtobel's first Light Center on the Asian continent. Innovative lighting solutions for a variety of applications are presented in the combined office/showroom area of more than 240 square metres. The Shanghai Light Center focuses on Offices and Communication, Hotel and Wellness, Art and Culture, as well as Shop and Retail. The maintenance and development of customer relations by means of high-calibre architectural events are other key functions of the lighting communication venues. Moreover, they serve to illustrate Zumtobel's lighting philosophy for both customers and employees who work and meet directly in the Light Center: the first thing is the application, then comes the product. In three Light Forums and fifteen Light Centers across the globe, Zumtobel is now offering a

quality of encounter that goes far beyond mere product presentation.

For the time being, 14 Zumtobel employees will develop the Chinese market from the Shanghai Light Center. In coming years, growth in markets outside Europe in particular will be a major goal for Zumtobel. Using high-quality lighting solutions and sophisticated products, Zumtobel has implemented prestigious projects over the past years, such as the Beijing Fine Art Academy, the Huawei Building Complex in Shanghai and the Zhejiang Art Museum in Hangzhou. The new Light Center is intended to reinforce the presence of the Vorarlberg-based luminaire manufacturer in this important growth region.

Martin Böwe, Director Emerging Markets, explains: „For Zumtobel, the rapidly growing eco-

conomic area of China is of major importance. The newly opened Light Center in Shanghai allows us to present our innovative lighting solutions and high-quality products to our partners and customers in an even more impressive manner. We are also highlighting that we consider the Asian market to be of great strategic importance. In coming years, we seek to establish ourselves as a supplier of high-quality lighting solutions in the region.“

As early as in the 1980s, Zumtobel was the first company in the luminaire industry to develop an application-oriented presentation of luminaires in special cubes, as these allowed to present the effects of light in a particularly impressive way. Based on this concept, the first Light Fo-

rum was created in Vienna in 1996, indicating that Zumtobel had effectively turned from a luminaire manufacturer to a professional lighting solution expert, a position the organisation has consistently expanded ever since. In line with the vision to communicate a passion for light, worlds of lighting experience are created, which reveal the full creative power of this versatile building material. As part of the basic idea, renowned architects are engaged to create places that respond to local conditions while clearly reflecting cross-cultural ambitions. The Vienna Light Forum, for instance, reflects the style of Hans Hollein, Berlin's Light Centre was designed by Sauerbruch-Hutton architects, and the design of the Lemgo Light Forum was created by architects Bolles + Wilson.



B2 | from left to right: Sunny Liu, General Manager Zumtobel China; Martin Böwe, Director Emerging Markets Zumtobel Group; Raymund Gradt, Österreichisches Konsulat; Zhu Shao Long, Vice President of CIES China; Rao Liang Xiu, Vice President of Interior Design Association; Martin Brandt, COO Zumtobel Group



B3 | The Shanghai Light Center in the vibrant megacity's attractive Xuhui District is intended to foster exchange on the subject of light and innovative lighting solutions.



B4 | Unmistakably Zumtobel: the new Light Center suggests regional proximity while clearly demonstrating the brand's international claim.

From left to right: Martin Böwe, Director Emerging Markets Zumtobel Group; Martin Brandt, COO Zumtobel Group; Sunny Liu, General Manager Zumtobel China



B5 | Global and regional – Zumtobel is living up to this claim with its Light Forums and Light Centers at 18 locations across the globe.

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