

Press release  
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## **The sensuous side of light** **The making of IYON**



An interview with Roman Delugan and Christian Schrepfer, Delugan Meissl Associated Architects about the requirements and changes in product design, using IYON as an example



Excellent efficiency and clear lines – the LED spotlight series IYON combines sensuous design language with maximum functionality. The spotlight's sophisticated design accommodates a unique lens/reflector system for high quality and efficient illumination of retail space.

IYON is a fascinating and very expressive combination of technology and design: a flowing synthesis of structure and technology, design and functionality. The special design of the die-cast aluminium housing allows for purely passive cooling of the LED modules, ensuring a long service life. The LED technology integrated in the spotlight structure impresses with luminous efficacies of up to 65 lm/W. The external appearance of the spotlight gives no indication whatsoever of the host of functionalities con-

tained within: the mat black or white surface together with the soft design language used permit harmonious integration in any kind of architectural environment, imparting the medium light with an unexpected versatility.

The spotlight was designed by the Viennese architecture firm Delugan Meissl Associated Architects. The architects always consider a building or an object as an interaction of diverse factors. The aim is to achieve something new every time – something of a kind that does not yet exist on the market. The idea behind the development of IYON was to use a flowing design language to express the sensuousness of light and to create something physiologically aesthetic and appealing to all the senses.



**What are the challenges involved in the development of lighting concepts for retail areas in your opinion?**

Roman Delugan: The permanent change in our living conditions has resulted in a broader perception of our behaviour as consumers: the shopping experience has become a natural component of our everyday life; shops have turned into 'third homes'. The importance of sensuality and atmosphere in their design is therefore increasing accordingly. This is the requirement that has to be met, in terms of architectural as well as lighting design.

**To what extent does the spotlight series fulfil these requirements?**

Christian Schrepfer: The spotlight can be adjusted in many ways – from brightness, colour temperature dynamics, to different luminous fluxes. The sensuous aspects of light are reflected by the structure of Lyon.

**What is the objective of the design of Lyon?**

Roman Delugan: Retail spaces can be compared to a changeable stage setting – this major element was central in our considerations. The adaptability and formal restraint of the product is ideal for meeting the needs of such a situation. Lyon is characterised by a maximum usability and the shape, surface structure and function-oriented lighting technology selected were coordinated to achieve a coherent design. The neutral colouring of the product, deep black or

white, allows optimal integration of the object in rooms, and results in a focus on the impact of the light.

Christian Schrepfer: In the design of Lyon, we accommodated complicated technology in a classical reflector body. The fusion of the two components results in a harmonious interplay between the object and the medium light.



**Tradition and innovation – where would you place Lyon between these two contrary parameters?**

Roman Delugan: Innovation forms the central theme in our approach to every design. Tradition is however not a negative component, but rather often even a starting point. Product design implies both tradition and innovation.

Christian Schrepfer: This is a really nice thought with regard to Lyon, which is a fusion of both parameters in that sense. On the traditional side: a highly modern, patented mixing chamber lens



B1 | The sophisticated spotlight design accommodates a unique lens-reflector system. This permits precise and even accent lighting with a range of different light emission characteristics. The special design of the die-cast aluminium housing allows for purely passive cooling of the LED modules, ensuring a long service life.

that follows the natural laws of light, directing the refracted light precisely to the object via the reflector. On the other side: the LED board constructed as a module and meeting the fast pace of technological development. The two components – the highly innovative illuminant, as well as the optical system that follows the laws of nature – are combined in the product.



**Considering product design then and now – what do you think has changed?**

Christian Schrepfer: Whole product worlds seem to disappear in the digital world these days. That's why I think it is extremely important to create valuable products. This means: pro-

ducts with special physical and haptic properties – as is the case with Lyon. Surface and shape generate an object here which consciously differentiates itself from other products.

**What do you think will change in the illumination of retail areas in the next few years? Do you have a vision?**

Roman Delugan: Online shopping is becoming increasingly important because it is getting easier and easier to use corresponding platforms. Maybe this will even involve entering three-dimensional spaces in the near future. Virtual worlds cannot however replace the ability to actually perceive the physical atmosphere of real retail spaces. New LED technologies or colour temperature dynamics offer highly individual options for product presentation, which can for instance be adapted to the time of day or year. Lyon makes this kind of use possible in the shape of a spotlight. Such impressions on the senses cannot be gained in the web or on a monitor, which brings me back to my original statement: the shop as ‚my third home‘ in which I feel comfortable and where different moods, atmospheres and sensuality represent central elements of physiological perception.



B2 | The high-performance LED modules of Lyon offer excellent colour rendition and high energy efficiency. Two different sizes in mat black or white are available for flexible integration in various different shop concepts.

**Fact box:**

Delugan Meissl Associated Architects is an internationally operating architectural office based in Vienna. Founded by Elke Delugan-Meissl and Roman Delugan in 1993, the company was initially called Delugan Meissl ZT GmbH. It was transformed and enlarged to Delugan Meissl Associated Architects (DMAA) in 2004. Having been part of the company team for many years, Dietmar Feistel and Martin Josst are now also partners of DMAA. The company had its first successes in the field of residential construction at the end of the 1990s. The new Porsche Museum in Stuttgart is one of DMAA's most well-known projects. The firm is active in urban development as well as in interior and product design.

More information:



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