

PRESS RELEASE

Villingen-Schwenningen, March 2015:

Seal of quality for ViVAA

Room luminaire awarded for Red Dot Design Award 2015

The luminaire ViVAA from Derungs – a brand of Waldmann – receives Red Dot Design Award 2015 for high design quality. With a record number of almost 5,000 entries it has been the largest competition for 60 years. The room lighting ViVAA convinced the jury by its seamless, elegant luminaire design and its biologically efficient light management system VTL.

ViVAA proved its design excellence in the most important competition for product design, which is celebrating its 60th anniversary this year. The international experts discussed and assessed each of the 4,928 entries from 56 countries. But only the designs that won over the jury with their quality and innovative power were given an award. The LED luminaire of the Waldmann Derungs brand succeeded in convincing the jury members, deservedly winning the sought-after Red Dot seal of quality.

Throughout the world and across different industries, Red Dot is seen as the award for high design quality. The international Red Dot jury bestows the sought-after seal of quality only to those products that stand out clearly from comparable entries thanks to their excellent design.

About ViVAA

The graceful and powerful LED luminaire was developed in co-operation with Zeug Design GmbH in Salzburg (Austria). Its seamless design in polished stainless steel is only 36 mm high and therefore grants a pending, elegant appearance to the ViVAA. Its reduced luminaire design puts emphasis on its comfortable light. The high indirect-light component bathes corridors, offices, entry and waiting areas into a warm white

or daylight white atmosphere. Thanks to its high luminous flux output up to 11`000 lm it is a very economic luminaire as less luminaires are required in a room.

The name ViVAA stands for living light, which has a natural influence on the human organism. The light management system VISUAL TIMING LIGHT (VTL) replicates natural daylight – from sunrise until sunset and night. The cold tone light activates and stimulates while the warm tone light relaxes and supports rest periods. So the internal biological clocks will be re-synchronised daily. So the day/night cycle gets back to balance. Especially people suffering from sleep disorders, chronic fatigue and depression; but also people suffering from dementia or people who are not able to enjoy enough natural daylight will benefit.

2015 – A record year for Red Dot Award

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: “For 60 years, the most-respected design experts have been convening every year in Essen to seek out the best designs. This year we had a record number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product, and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world’s largest design competition.”

The internationally respected product competition will culminate in the Red Dot Gala in Essen on 29 June 2015. The glamorous award ceremony with more than 1,200 guests will be hosted by Professor Dr Peter Zec in Essen’s Aalto-Theater. At the subsequent Designers’ Night after-show party, the winners celebrate into the early hours in the midst of award-winning products in the Red Dot Design Museum Essen. The winning products are then presented for four weeks in the special exhibition “Design on Stage” before being included in the museum’s permanent exhibition.

Red Dot Design Museum Essen

With roughly 2,000 exhibits over 4,000 square metres, the Red Dot Design Museum presents the world's largest exhibition of contemporary design. The successful entries in the Red Dot Award: Product Design 2015 will be shown from 29 June to 26 July 2015 in an impressive special exhibition in the midst of the historical industrial architecture of the Zollverein World Heritage site. In "Design on Stage", visitors will experience the current top achievements up close and personal, because this hands-on exhibition expressly encourages visitors to touch and try out the exhibits. In this way, fans of design can find out about the trends in international product design and see for themselves the good quality of ViVAA.

About the Red Dot Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept.

The Red Dot Award was created by Design Zentrum Nordrhein Westfalen and with around 17,000 entries each year is one of the best-respected design competitions in the world. In 2015, it is celebrating its 60th anniversary: It was in 1955 that a jury convened for the first time to assess the best designs of the day. The sought-after award, the "Red Dot", is the revered international seal of outstanding design quality.

Award-winning designers, manufacturers and agencies use the Red Dot winner label and receive numerous other winners' privileges, such as the presentation of the award-winning product on Red Dot Online, in the Red Dot Design Yearbook, the Red Dot App and on Red Dot 21. Additionally, the winning products are communicated in the international PR activities of Red Dot and exhibited in the Red Dot Design Museum Essen for a whole year.

Captions:



B1_ Elegant design for lounges and waiting areas
© Constantin Meyer Photographie



B2_ Efficient room light for corridors
© Constantin Meyer Photographie



B3_ Biologically effective light managed by iPad App
© Derungs Licht AG

About Waldmann

Waldmann stands for innovative lighting solutions. The medium-sized family business was founded in 1928 and is today run in its third generation by owner Gerhard Waldmann. The company develops and manufactures high quality luminaires for industrial, office, care and health applications as well as systems for medical photo-therapy. The comprehensive know-how of the Waldmann lighting engineers stands for Quality Made in Germany and the continuous optimisation of productivity, safety, health and energy-saving. Head offices of the company and its 850 employees worldwide, are the Herbert Waldmann GmbH & Co. KG in Villingen-Schwenningen, Germany. Derungs is a brand name of

Waldmann. The Derungs Licht AG is based in Gossau, Switzerland, and is the Competence Centre for the sectors Care and Health.

For more information, please go to www.waldmann.com

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