

RIBAG



Press release: VIOR won iF DESIGN AWARD 20199

Safenwil, 29.01.2019 // RIBAG was a winner of this year's iF DESIGN AWARD, a world-renowned design prize. The winning product, VIOR, won in the discipline products, in the lighting category. Each year, the world's oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD.

VIOR won over the 67-member jury, made up of independent experts from all over the world, with its innovative lighting technology and its extraordinary design. The competition was intense: over 6,400 entries were submitted from 50 countries in hopes of receiving the seal of quality.

About VIOR

Planners, developers, and designers at RIBAG take two years of intensive development time to realise their vision. The vision of uniting two different lighting moods with one single LED and precise light control: brilliant direct light and space-creating indirect light. This can be experienced in one product emerging discreetly, timelessly, and with style. The result, VIOR, provides a surprisingly unique lighting and spacial effect.

With only a point light source, it combines brilliant, narrow-beam direct light with soft, ceiling-illuminating indirect light. The brilliant direct light creates clear accents. Surfaces appear particularly colourful and brilliant. Indirect ceiling lighting opens the room, creating a particularly pleasant and unique atmosphere.

The microfacet reflector was developed in close cooperation with the Bartenbach Lichtlabor. Its complex surface geometry distributes the indirect percentage of light (10%) shadow-free, perfectly homogeneous and even across the ceiling. The percentage of direct light is guided through calculated lenses, glare-free – in selectable beam angles of 40°, 50°, or 60°.

The compact, sensual form can be integrated into any interior design. The transparent materialisation is characterised by lightness, supports the architecture, and emphasizes specific, conservative features. As ambient or as mood lighting, privately or in the object area – VIOR allows new interaction with light as a medium and provides spaces for experience.

About RIBAG

A high level of innovation is the driving force behind the success this Swiss family business has enjoyed for nearly 25 years. RIBAG's philosophy is characterised by a pioneering spirit and a passion for the aesthetics of lighting. The fact that the RIBAG brand has asserted itself for so many years in both domestic and foreign markets can be attributed to the company's relentless research in outstanding lighting solutions for discerning architecture, a unique design and distinctive quality.

About the iF DESIGN AWARD

For 66 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design/UX, Architecture and Interior Architecture as well as Professional Concept. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition Hamburg.

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