

# RIBAG

## **Press release: RIBAG makes a successful appearance at Swissbau**

*Around 100,000 visitors flocked to Swissbau in Basel. As an exhibitor, RIBAG was able to showcase itself beautifully and delight the visitors with innovative lighting solutions.*

Visitors were wowed by various new products at RIBAG's stand at Swissbau. The new filigree AROA lighting range was the subject of particularly high praise. In various existing lamps, RIBAG also presented several prototypes for the first time, such as the AROA standard lamp and a MESH standard lamp.

"A standard lamp offers a lighting solution that integrates perfectly or shows great versatility in different architectural scenarios. The most impressive quality of the MESH example is its combination of excellent quality of light with its filigree and unmistakable shape", remarks Andreas Richner, CEO, on the new developments.

A particular highlight were the projects from the Design Studio. RIBAG presented possible new use of materials for the first time, such as different anodised variants in the new AROA as well as VERTICO pendant lamps. Special emphasis was given to the regional collaboration with the two companies from Aargau: Intertime and .wogg. Using Intertime's skilled leather workmanship, RIBAG has created ARVA lamps in different leather finishes. In keeping with the furniture on the exhibition stand, ARVA shades were displayed in .wogg colours. "We look forward to realising special requests from architects and builders in the future. With the use of new materials, a specific and suitable living environment can be created through furniture and light", continues Andreas Richner. Through the use of these new materials, RIBAG has opened the door into the residential sector and is expanding its skills and collaborations further.

Part of the Swiss lighting manufacturer's presentation also contained a project from its young talent development programme. RIBAG has been assisting students from the University of Applied Sciences of Northwestern Switzerland with its expertise and technical support for several years now. The students on the Industrial Design degree programme designed the "mobile light" for RIBAG as part of the current project POETRY OF LIGHT. Three projects from young designers were presented and exhibited at the stand.

The various lamp displays were not just found at RIBAG's stand. Design Preis Schweiz exhibited the VERTICO pendant lamp with its various material finishes and the entire Food-Corner on the lower floor was fitted with RIBAG lamps: Showcases of ARVAs, the MESH special edition, VERTICOs and two AROA displays provided perfect ambient lighting for diners. The kitchen company Wesco designed the entire bar lighting with VERTICO, the enterprise Schneider exhibited a mirror cabinet with METRON, digitalSTROM displayed recessed LUNIK lamps and the bar of the Innovation Lab was fitted with VERTICO pendant lamps and VERTICO mounted spotlights.

Visitors could experience first hand the extent of RIBAG's amazing versatility, not just as a lighting manufacturer, but also as a lighting designer, partner for lighting concepts and project supervisor. A successful appearance with a personal touch from the family business.