

# RIBAG



reddot award 2019  
winner

## **Media release: VIOR from RIBAG receives its second Design Award Red Dot Award: Product Design 2019**

*Safenwil, 25.03.2019 RIBAG Licht AG has won this year's Red Dot Award: Product Design 2019 with VIOR. The coveted "Red Dot" award is the internationally acclaimed seal for outstanding design quality. RIBAG's universal lighting solution has thus received its second consecutive design award.*

### **About VIOR**

Planners, developers and designers at RIBAG spent two years of intensive development to realise their vision. The vision of combining two different lighting moods with a single LED and precise light control: brilliant direct light with room-opening indirect light. This can be experienced in a product that appears stylish and surprises with a special light and room effect.

The compact, sensual form blends timelessly into any interior design. The transparent materialisation is characterised by lightness, supports the architecture and sets precise, restrained accents. Whether as basic or mood lighting, in private or commercial settings - VIOR enables a new approach to the medium of light and makes rooms an experience.

### **Creative quality unites excellent products**

"I would like to congratulate the winners on their great success. The fact that their products were able to stand up to the jury's strict judgement is testimony to their excellent design quality. The winners are thus setting trends in the design industry and showing where we can go in the future," says Professor Dr. Peter Zec, initiator and CEO of Red Dot, about the winners.

### **About RIBAG**

For almost 25 years, the success of the Swiss family-owned company has been based on its high innovative strength. Pioneering spirit, commitment and a passion for lighting aesthetics are the hallmarks of RIBAG's philosophy. The fact that the brand has been able to assert itself on the domestic and foreign markets for years is based on the constant striving for outstanding lighting solutions for sophisticated architecture, unique design and distinctive quality.

### **About the Red Dot Award**

The Red Dot Award: Product Design is one of the largest design competitions worldwide. In 2019, designers and manufacturers from 55 nations submitted more than 5,500 products for the award. The international jury, consisting of 40 experienced experts from various specialist fields, tested the products in an evaluation process lasting several days, discussed them and finally made a well-founded judgement on the design quality. True to the motto "In search of good design and innovation", the evaluation focused on criteria such as degree of innovation, functionality, formal quality, durability and ergonomics. The winning product VIOR will be on display at the "Design on Stage" exhibition in the Red Dot Design Museum Essen, which will present all the award-winning products.

For further information and pictures please find the press contact below. Für weitere Informationen und Bilder wenden Sie sich bitte an untenstehenden Pressekontakt.