

Design prize for Florin Baeriswyl and dai design Zürich

'Natural SKY', the lighting module designed for ZUMTOBEL, receives the red dot award: product design 2010.



A great honour for Florin Baeriswyl and his design agency dai Zürich. With 'Natural SKY', a lighting module that can be either ceiling or wall-mounted, dai has won the coveted red dot award: product design 2010. The light was designed for ZUMTOBEL, the international leader in the provision of all-round lighting solutions: a jury of international experts selected the innovative light.

The successful product design of the module's surface, which is made of sound-absorbent Techtexsil, combined with the light's energy-saving, dynamic responsiveness meets the highest standard regarding functionality, aesthetics and design. With its ideal module area, square shape and translucent plastic frame that is only 12 centimeters deep, ZUMTOBEL 'Natural SKY' is suited to different needs and can be used in almost all environments. It is ideally suited for schools, offices, congress centres, hotels, doctors' practices and for situations requiring large-scale overhead lighting. Its design and mounting technique permit its rapid, straightforward and efficient installation. The lighting system has already been successfully used at Zurich Airport. 'We are very honoured to have again received this award from an international jury', says Florin Baeriswyl, the light's designer and the owner of the dai design agency in Zurich. Last year dai received the same award for Twinflex, the innovative kitchen and bathroom tap it designed for ARWA/Laufen. Winning the red dot award for a second time confirms that dai's innovative design ideas and its focus on their technical feasibility enable it to create excellent, long-life products for its clients.

The red dot design award, which has been given since 1955, is one of the most prestigious awards of its kind given anywhere in the world. A seal of quality for good design, it is highly esteemed in expert circles. The determining evaluation criteria are the product's innovativeness, functionality and quality. In the past the renowned prize has always been given to companies that stand for innovative design. On 15 March 2010 dai was included for the second time on the list of the innovative, quality-oriented winners of this coveted prize.

This year 1,636 firms from 57 countries submitted a total of 4,252 proposals for the sought-after design award. Together with the other products that received a prize, a 'Natural SKY' light module will be included in July 2010 in the exhibition 'Design on stage – winners red dot award: product design 2010' in the red dot design museum in the 'Zeche Zollverein' in Essen, a world cultural heritage site. A 'Natural SKY' light module will then be displayed for at least one year in the permanent collection of the red dot design museum. With around 1,500 products spread over 4,000 square meters, the museum is the largest permanent exhibition of contemporary design anywhere in the world and confirms dai's credo: 'enhancing our clients' brand value through design'.

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