

EUROPEAN DESIGN COMPETITION “LIGHTS OF THE FUTURE”

Name of Luminaire	<i>Aura 55</i>
Design Category	<i>Floor lamp</i>
Dimensions of Luminaire	<i>Height 2000mm, Depth 365mm x Width 340 mm</i>
Type of Lamp, Wattage	<i>55 watt, T5 Circular</i>
Class of Ballast Used	<i>A1</i>
Main Production Materials	<i>Stainless steel fixture column, white satin acrylic cover ring and black metal components.</i>
Intended Target Market	<i>High end consumer market</i>
Estimated Production Cost in Euro	<i>212.35 Euro</i>
Estimated Retail Price Class in Euro, excluding pin-based bulb and value added tax	<i>450,- Euro</i>

Product Description:

The Aura 55 is the first 55W T5-Circular floor standing fixture with standard a digital dimmable ballast that we have designed. Herewith we bring the latest lighting technique into the residential environment. The Aura 55 floor standing fixture is an ideal replacement for the traditional floor standing uplighters. Together with an optional daylight sensor it can save up to 80% electricity. The Aura 55 is designed for residential use. It fills in the lack of good design fixtures with an energy saving light source. The use of only durable and recyclable materials like the stainless steel fixture column, the white satin acrylic cover ring and the black metal components makes it an elegant and easy to use fixture. The design belongs to our design philosophy that we have and which is basic and geometrical by shapes. Beside its elegance it is also a very practical fixture, because it has the ideal lighting distribution proportion for a floor standing fixture of 30% direct and 70% indirect light, and because of its very good light output, it is also an ideal fixture for the home offices in a residential environment. An ideal lighting solution for the increasing number of home workers. Only one Aura 55 floor standing is needed to give the user enough light to read and at the same time to light up the rest of the room.

Company Name	<i>QC FACTORY BV</i>
Contact person	<i>Etienne Bindels</i>
Designer	<i>QC Design Team, designteam@qcfactory.com</i>
Street, House Number	<i>Gr. Egtenrayseweg 76</i>
Town/City	<i>Venlo</i>
Postal Code	<i>NL-5928 PA</i>
Country	<i>The Netherlands</i>
Tel.	<i>+31-77-3244888</i>
Fax	<i>+31-77-3244889</i>
URL	<i>WWW.qcfactory.com</i>
E-mail	<i>info@qcfactory.com (for enquiries)</i>