

EUROPEAN DESIGN COMPETITION “LIGHTS OF THE FUTURE”

Name of Luminaire	<i>Hi-lusion</i>
Design Category	<i>Table/floor</i>
Dimensions of Luminaire	<i>Two measures: 240 mm X 240 mm X 240 mm and 160 mm X 160 mm X 160 mm</i>
Type of Lamp, Wattage	<i>Bigger Hi-lusion: compact 4 tubes TC-F (FSQ-18-E-G24q =2) Little Hi-lusion: compact 6 tubes (osram delux T/E - Gx24 q-1)</i>
Class of Ballast Used	<i>Celma classification scheme: A2</i>
Main Production Materials	<i>Cube in rigid translucent polypropylene with 2 mm – density, that encase into the aluminium (18 mm) box. The material selection reverts to these materials because: PP it's a resistant material, relatively cheap, can be translucent and easy to get colours. The aluminium was selected too, because it's a light material, which can attain an agreeable final touch.</i>
Intended Target Market	<i>Middle consumer market</i>
Estimated Production Cost in Euro	<i>Bigger hi-lusion cost without the lamp-ballast combination: 17,5 €; little hi-lusion – 12,5 €</i>
Estimated Retail Price Class in Euro, excluding pin-based bulb and value added tax	<i>Bigger hi-lusion – 60 Euro Little hi-lusion – 40 Euro</i>
Product Description:	
<p><i>Hi-lusion results of the fusion by notions like high-tech and illusion. This illusion is materialized under a cube form in rigid polypropylene, which encase in a brushed aluminium box, where an illusory image appear clipped. Illuminated provoke an effect of optical illusion, that reflect its own image in the environment surfaces.</i></p> <p><i>This table or floor luminaire was designed in a large chromatic scale, to contribute for a better choice by the consumer.</i></p> <p><i>It can be also found in two different dimensions, which can be applied single or conjoined, according the consumer preference, decoration and space.</i></p>	
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