

EUROPEAN DESIGN COMPETITION "LIGHTS OF THE FUTURE"

Name of Luminaire	<move>
Design Category	floor lamp
Dimensions of Luminaire	Height 170 mm, Length 505 mm, Width 360 mm
Type of Lamp, Wattage	3 x Biaxial CFL, 11 watt, 4 pins CF-SE 11W/840 11; Coolwhite Deluxe ; 2G7 ; L: 220 ; D: 28 ; Light output: 900 lm; Average life: 10000h ; Code: 25629
Class of Ballast Used	A
Main Production Materials	Profile foam (packaging material) Aluminium (brushed) Polycarbonate (not included in the prototype)
Intended Target Market	High end consumer market
Estimated Production Cost in Euro	Estimated cost of luminaire without the lamp-ballast combination: EU 103,-
Estimated Retail Price Class in Euro, excluding pin-based bulb and value added tax	EU 200,- (max)
Product Description:	
<p><u>Concept:</u> <moVe> is designed as an ambient light source located on floors. The depth of the foam, used as the diffusing material, becomes visible through the light emitted from the inside. This gives the impression of a solid translucent body.</p> <p>Where the two ends of the foam are joined a slot was introduced, providing a more directional beam of light. As the foam is rotated around the body the slot, creating a directional spot light, also changes its position and the whole lamp gains a different mood and function.</p> <p><moVe> can sit on the foam as well as stand on its side. The dynamic shape was chosen to encourage the interaction with the object. When packed and shipped the foam will play its known role in protecting the other parts. When the customer receives and assembles the lamp he realizes, that the packaging, conventionally the least valued material, becomes the most significant component.</p> <p><u>Future development + new markets:</u> Looking at the growing market of security appliances protecting your house and belongings; objects that deter burglars by simulating the presence of an inhabitant will experience a greater demand.</p> <p><moVe> could be supplied with a driving system, enabling it to change the lighting situation within a room or whole apartment by moving around. The changing position and direction of the spot light would change the illumination significantly, with the low rate of energy consumption allowing for a rechargeable unit. Combining the markets of aesthetic lighting and security could open a new segment in the field of domestic illumination.</p>	
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