

Press information

The Zumtobel Light Forum shines at the iF Design Awards 2018

How do you visualise the fascinating spectrum of light? Zumtobel and video artist Andreas Waldschütz teamed up to tackle this intriguing question – and brought the Dornbirn Light Forum to life in a philosophical-futuristic short film. The result has now been honoured with one of the most important design awards in the world: the iF Design Award 2018.

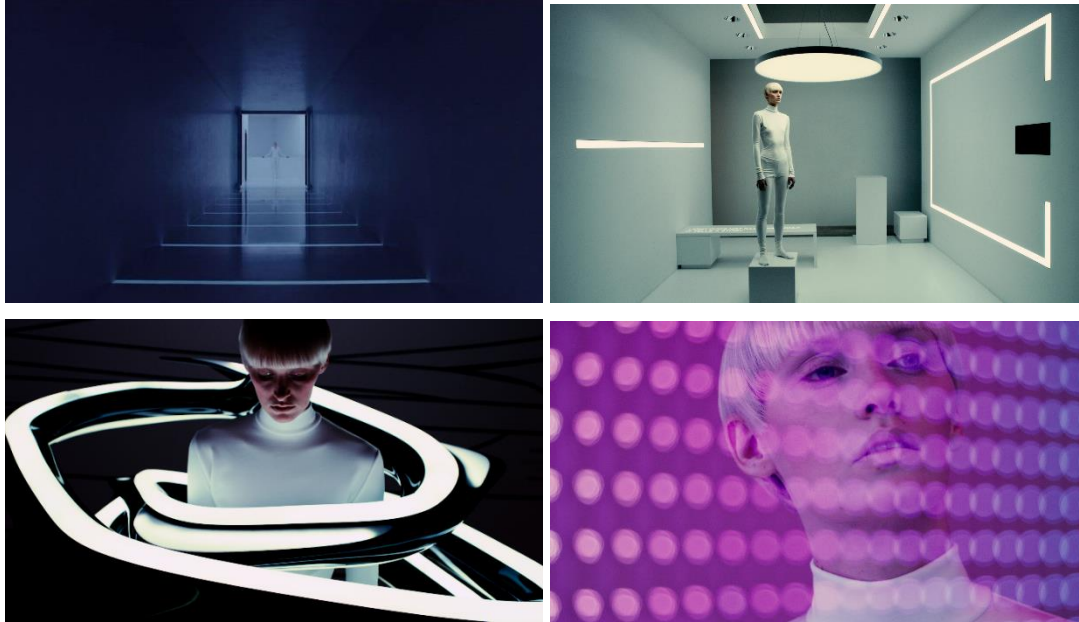
Dornbirn, 12. March 2018 – The Light Forum in the Austrian town of Dornbirn is Zumtobel's creative showroom – a place where light becomes a tangible element and where the passion and innovation of the Vorarlberg company can truly be experienced. At the same time, this space offers an inspiring venue for events and exhibitions about light, technology and architecture. In the [Zumtobel](#) image film, photographer and video artist [Andreas Waldschütz](#) – supported by creative director Lauren Cooke – captures the philosophical essence of this special place by personifying the Light Forum. In other words, he lets it speak. The result is both passionate and graceful, daring to break new ground as it discovers the fundamental purpose of light: to improve quality of life. The imagery utilised by Waldschütz is based on a unique aesthetic that is simultaneously progressive and avant-garde. “The light forum appears very futuristic and, in my opinion, really represents the soul of Zumtobel,” said Waldschütz. [His expressive interpretation](#) of the “Zumtobel heart” convinced an independent jury of 63 experts from across the world at International Forum Design, claiming a coveted iF Design Award 2018 in the Communications Design category. The iF Design Award has been recognised as one of the leading worldwide design awards for the last 65 years.

The internationally renowned works of Andreas Waldschütz are famed for their strong aesthetics. Born in Vienna in 1976, the autodidact leaves nothing to chance during the creation of his distinctive worlds. People, music, light, costumes and places – every detail of his films is precisely planned to perfectly visualise his unique ideas. Waldschütz has already worked behind the camera for a number of Zumtobel product videos. The first joint project was a film in the Kunsthaus Bregenz gallery about an [exhibition by Wael Shawky](#). The image film for the Dornbirn Light Forum is the most recent collaboration. “The special thing about the cooperation with Zumtobel is that it gives me the opportunity to work with equally creative people who trust me and value my work. That is the basis of everything – if the energy is right, then the result will match,” explained Waldschütz.

Close working relationships with artists is an established part of the Zumtobel corporate culture. The interdisciplinary dialogue fueled by the topic of light is an inspiration and a catalyst for the leading international provider of holistic lighting solutions, helping to create something that is both innovative and authentic. This approach is illustrated by numerous projects with creative designers. A prime example is the [artistic annual report](#), which is designed by a different artist, architect or designer every year.

Zumtobel has collected a total of three iF Design Awards 2018. The [VAERO](#) LED pendant luminaire and round [ONDARIA](#) fitting, with its harmonious look and homogeneous design, have also been awarded one of these top design prizes.

Photo captions:



Photos 1, 2, 3 + 4: A futuristic journey through the spectrum of light – filmed on location in the Zumtobel Light Forum in Dornbirn and realised by photographer and video artist Andreas Waldschütz.



Photo 5: Official iF DESIGN AWARD logo.

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About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.