

## Press Information

March 30, 2015

### Red Dot: Best of the Best 2015

#### Behind the scenes: a talk with the winning designers

[See the full press release](#)



#### LumiStreet LED Roadlight (BGP213, BGP214)

A cost-effective, simple solution for large roads and smaller streets in residential areas designed to transform the perception of the street environment into a more modern, energy efficient, lighting installation.

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#### Designers:

Mat Bembridge

Jos van Roosmalen



reddot award 2015  
best of the best lighting design

#### 1. What do you particularly like about your award winning product?

Since LED lighting is such an important green technology, we designed LumiStreet so that people could experience the full benefits of digital lighting. The product's flatness and pixelated light surface is the very icon of LED lighting. The product is designed to celebrate these qualities in a way that it has a positive impact in creating a contemporary residential and urban environment.

#### 2. Is there a certain design approach that you pursue?

Designing a new product is an opportunity to deliver the next level brand experience to customers, and bring the full benefit to end-users. First we have to understand the user and the context. What are the needs? How will the user utilize the product? What are all the possible application contexts and (lighting) requirements? It's important to have a clear vision at the beginning, carry out a good analysis and ask the right questions.

#### 3. What inspires you?

We draw on inspiration from a variety of things. Such as the environments where we live, from different cultures that we come across during travel, as well as from visionary thinkers in this world, or the design work of others. Inspiration also comes from within our profession, as digital lighting technologies make it easier to create a light experience relevant to people's lives and so much more is possible today, and ideas can come to life much faster.

#### 4. Is there a product/project that you have always dreamed about designing someday?

Everything is always changing... so we never stop looking for things to design. We have interests in issues such as circular economy, local-for-local and utilizing excess available materials. For

example, Mat is interested in finding new ways of integrating nature within the urban environment such as city farming, or ways of supporting sharing and bringing the community together. Jos is very interested in circular economy, and would like to be involved in projects that take this new thinking into account.

**5. Is there a designer that you particularly admire?**

**Oki Sato** of the Nendo design firm stands out for the way he crafts materials across a very broad range of applications. He gives materials new functionality, and combines simplicity and practicality with uniqueness and surprise. But we admire the work of lots of designers, mostly for their own authentic approach, especially the designers we work with every day.

**6. Do you have a motto for life?**

Jos: Make it beautiful - in all meanings of the word.

Mat: Team up, share your skills, be empathetic and have fun.

**7. How do you define quality / design quality?**

Quality lies in the balance between what you want to achieve with a product or service and how it is expressed. It's all about fitting the context of use, the right choice of materials and functionality, and fine tuning proportions and detailing. Quality is achieved when all the complexities of a proposition have been carefully thought through to result in a simple product which is easy to use.

**8. What do you see as being the biggest challenges in your industry at present?**

Within professional lighting, we have to think in systems and take a more holistic approach. Products are rarely standalone, and while they may cater for a specific application, they still need to complement and communicate with other products within a total environment. While with LED lighting, we are still exploring the right balance between functional benefits, such as low-cost, material reduction and connectivity, with the emotional benefits, such as fitting naturally and seamlessly with people's daily lives and needs.

**9. What trends are currently having a particularly large influence on design?**

With the incredible pace of technology and the shift from physical to digital, lighting is becoming more open-source for creatives. The overarching trend in lighting is the creation of new and unique experiences. So we are increasingly thinking of our products as a platform to create lighting solutions that can also facilitate specific services. It goes far beyond simply turning a light on and off.

**10. What does winning the Red Dot: Best of the Best mean to you?**

From the very start of the project, we wanted the product to be noticed as the best design solution possible for functional outdoor lighting. Gaining the highest level recognition from within the design industry with the Best of the Best award, is the ultimate confirmation that it was achieved.