

Press release

IRIO S receives Red Dot: Best of the Best for ground-breaking design quality

Lucerne, 30.03.2020. The Red Dot Jury has made its decision: IRIO S emerged victorious from the Red Dot Award: Product Design 2020 and won a Red Dot: Best of the Best, the highest distinction, for its ground-breaking design. This means BALTENSWEILER is one of the winners in the world's most renowned design competition.

IRIO S

The IRIO floor luminaire combines maximum volume and variability of light with a minimalist and understated design.

The three luminaire heads can be moved to any position along the linkage using the magnetic contacts (no need for tools) as well as rotated or tilted.

Various light scenarios can be played out to suit the space and use.

The attachable optic offers the option to concentrate the beam angle as well, which is perfect for when the lamp is being used as a reading light. The two buttons on the linkage make it easy to operate the lamp from the sofa. Both the indirect light with two luminaire heads and the direct / reading light with one luminaire can be switched on or dimmed separately. During dimming, the light colour automatically adjusts from pure white at full intensity to a muted, reddish candlelight feel. The lamp also features a very high colour rendering of an impressive CRI > 90.

A main switch is integrated into the base too, so the lamp can be disconnected without using any standby power. There is also an integrated cable storage feature for uncoiling the cable to the desired length and securing it accordingly.

Red Dot CEO Professor Dr. Peter Zec on the laureates

"Our experienced jury only awards the Red Dot: Best of the Best to the most convincing products in a category. This is why only a small percentage of the objects entered win this award. It is proof that every detail of the design is coherent and well thought through. Consumers can trust our experts' decision entirely and can rest assured that the products are of top quality. I want to congratulate the laureates very sincerely on their wonderful success," said Professor Dr. Peter Zec, founder and CEO of Red Dot.

Detailed evaluation of the products entered

The Red Dot Award: Product Design offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered more than 6,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for around 65 years in order to select the year's best designs. The adjudication process lasts several days and is based on two essential criteria: The jurors test all of the entries in order to assess not just the aesthetic but also the materials selected, the level of craftsmanship, the surface structure, ergonomics and functionality. After intensive discussions, they make a decision on the design quality of the products. True to the motto "In search of good design and innovation", only the best designs receive an award. Just 1.2% of the objects entered received a Red Dot: Best of the Best.

IRIO S in exhibitions, online and in the yearbook

On 22 June 2020, IRIO S will be added to the exhibition "Milestones in Contemporary Design" in the Red Dot Design Museum Essen, where all of the award-winning products will be on show. The museum will thus be a hot spot for best-in-class industrial design. From that date, the winning product BALTENSWEILER will also be presented in the online exhibition on the Red Dot website. The Red Dot Design Yearbook 2020/2021 comes out in July 2020.

About BALTENSWEILER:

For more than sixty years Baltensweiler creates and produces luminaires for the living and work space. The designing, production, and the assembly of the luminaires are under one and the same roof.

We are proud of our 60 year history as a family-owned business. The knowledge and dedication of our employees is our most valuable asset. We encourage the personal development of staff because every employee should identify with our company. Our team consists of 40 people from around ten different nations.

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

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