



## Media release: VIOR is nominated for the Design Prize Switzerland

*Safenwil, 30.08.2019 – The jury of the Design Prize Switzerland nominated 44 projects in 12 categories for the most prestigious design prize in Switzerland as part of Edition 2019/20. The VIOR luminaire from RIBAG, which has already received two awards for its design, convinced the Swiss jury and received one of the coveted nominations.*

From a total of 262 competition entries, 31 experts from all design disciplines selected the products and projects for nomination in an elaborate two-stage process. According to the jury, all the nominations have in common that they are above-average in terms of maturity and are an expression of a reawakened self-image. The Swiss design industry has nothing to fear from international comparison. "There is something consistent about Swiss designers. Their ambition is to make a real contribution to how we live now and in the future," says Kim Colin, American designer and member of the jury.

### About VIOR

Planners, developers and designers at RIBAG spent two years of intensive development to realise their vision. The vision of combining two different lighting moods with a single LED and precise light control: brilliant direct light with room-opening indirect light. To be experienced in a product that appears stylish, restrained and timeless. The result is VIOR and surprises with a special light and room effect. The compact, sensual form blends timelessly into any interior design. The transparent materialisation is characterised by lightness, supports the architecture and sets precise, restrained accents.

### About RIBAG

For almost 25 years, the success of the Swiss family-owned company has been based on its high innovative strength. Pioneering spirit, passion and passion for lighting aesthetics are the hallmarks of RIBAG's philosophy. The fact that the RIBAG brand has been able to assert itself on the domestic and foreign markets for years is based on the constant striving for outstanding lighting solutions for sophisticated architecture, unique design and unmistakable quality. The VIOR luminaire has already received the iF Design Award and the Red Dot Award this year.

### About the Design Prize Switzerland

First held in 1991, the Design Preis Schweiz is now a leading institution of the Swiss design industry. The competition is aimed at Swiss designers, brands, companies and institutions working here or abroad, as well as foreign designers studying, working or working for Swiss companies in Switzerland. In a biennial rhythm, top performances from all business-relevant design disciplines are honoured. We are committed to the consideration of design as an economic factor with high social, societal and sustainable relevance and reward high-quality design achievements that embody innovative strength, ability, values and identity. The jury sees innovative design as the result of an integrated development process that brings together the possibilities of the value chain.

For more information and images, please contact the press contact below.