

Press release: AROA – the revolutionary lighting range

The new AROA generation of lamps is the continuation of a success story. Reflecting RIBAG's work to cultivate space, AROA is a truly exceptional lamp with innovative technology and original design. A lighting range full of distinction and simplicity which adds a subtle note of delicacy and effortlessness to any interior design.

Begun over 20 years ago with the original TRAPEZ lamp, and with the technological and formal developments of the SPINA and SPINAled models, AROA marks another milestone in RIBAG's history. "Simplicity is the top priority even for the latest innovation," explains Pascal Amacker – Creative Director at RIBAG. And yet the new range surprises with sophistication and sensuality. The design evokes the earlier T8 fluorescent lamp and retains the same diameter, creating the optimal ratio of lighting aesthetics and luminous efficiency.

Internally, AROA is fitted with the latest LED technology and surpasses its original predecessor in terms of efficiency and service life many times over.

With its streamlined silhouette and distinguished, smoothed lamp ends, AROA is the universal solution for different space requirements. The multifunctional lighting range is equally suitable for cultivated public areas and private spaces. For example, as a bathroom mirror lamp or as a solution for optimal lighting conditions in the kitchen – AROA always looks good, be it as a pendant lamp, mounted lamp or spray-protected mounted element with external control gear.

The AROA lighting range is available in lengths of 600 mm to 1500 mm.