

## Press release: AROA won iF DESIGN AWARD 2018

*Safenwil, 30.01.2018* // RIBAG was a winner of this year's iF DESIGN AWARD, a world-renowned design prize. The winning product, AROA, won in the discipline *products*, in the *lighting* category. Each year, the world's oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD.

AROA won over the 63-member jury, made up of independent experts from all over the world, with its technology and unique design. The competition was intense: over 6,400 entries were submitted from 54 countries in hopes of receiving the seal of quality.

### About AROA

The new AROA luminaire collection is the continuation of a success story. Clearly in line with RIBAG's aspirations to cultivate spaces, AROA is a truly unusual luminaire possessing innovative technology and unique design. A family of luminaires with character, simplicity, and a subtle touch of finesse that integrates well into any interior design.

With its beginnings over two decades ago with the original TRAPEZ and the advancements in form and technology in the models SPINA and SPINAled, the history of RIBAG has now reached a new milestone with AROA. The new collection has a surprising sophistication and sensuality. AROA is fitted with the latest LED technology and surpasses its predecessor in efficiency and longevity many times over.

Its slim silhouette and characteristic, soft light diffusion makes AROA the universal solution for a variety of room lighting requirements. This multifunctional luminaire family is ideal for use in sophisticated commercial and home areas alike. AROA makes a fine impression as a hanging or mounted lamp, or as splash-resistant mounted element with external control unit, for example as a mirror light in the bathroom or as solution for optimum lighting in the kitchen. Available in lengths from 600 mm to 1500 mm.

### About RIBAG

A high level of innovation is the driving force behind the success this Swiss family business has enjoyed for over 20 years. RIBAG's philosophy is characterised by a pioneering spirit and a passion for the aesthetics of lighting. The fact that the RIBAG brand has asserted itself for so many years in both domestic and foreign markets can be attributed to the company's relentless research in outstanding lighting solutions for discerning architecture, a unique design and distinctive quality.

### About the iF DESIGN AWARD

For 65 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design/UX, Architecture and Interior Architecture as well as Professional Concept. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition Hamburg.

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