

PRESS RELEASE

Landscapes in light – innovative and creative

"Candela" is presenting lighting expertise from the house of Baulmann for the eleventh time

Just in time for the 2010 spring trade fairs, the new edition of "Candela" provides an up-to-date insight into the innovative and creative activities of Baulmann Leuchten in Sundern. Over 16 pages, the lighting magazine illustrates the lighting expertise of the Sauerland company with a range of projects at home and abroad that is rich in contrast. Reference projects include renowned hotels such as "The George", the latest establishment of Hamburg hotelier Kai Hollmann, the "Crowne Plaza Towers" in Copenhagen or a number of Marriot hotels in Great Britain as well as the new SAP conference centre in Walldorf.

Once again, a variety of big pendant and ceiling lights from Baulmann create an impressive ambience in lighting design. And what is more, a plethora of sample applications demonstrate the flexible uses to which LEDS can be put. As the technology of the future, they already ensure energy-efficient lighting in a variety of designs and applications.

Photo: *BM_1.jpg*

The title picture for the 11th edition of "Candela", the lighting magazine from Baulmann, shows the big circular pendant lights in the "in" pub, "Depot 1899" in the Frankfurt suburb of Sachsenhausen. **(Photo: *Messe Frankfurt – please be sure to include this!*)**

The new lighting magazine Candela 11 can be obtained free of charge from:

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PRESS RELEASE

LEDs – small light source, big effect

Investment in the highly efficient lighting technology of the future is already paying dividends today

The brake on investment in the hotel sector seems to have been lifted since the VAT rate was reduced from 19% to seven percent from 1 January of this year. Results to this effect have been recorded in surveys carried out by the IHA (German hotel federation) and the German hotel and restaurant association (German Federal Association, DEHOGA). The projections drawn up by the IHA predict the release of an additional investment figure of approx. 330 million euro for the current year as a result of the change in VAT.

According to many hotels, a large proportion of the funds will go towards renovation work and new acquisitions. For economic and ecological grounds alike, the trend here is towards investment in sustainable technologies and energy efficiency. One technology which is in the spotlight in relation to lighting: LEDs. Light emitting diodes have highly efficient energy-saving capacity: they convert up to 40 percent of the power into light. (By comparison, the good old light bulb barely manages five percent; the rest is blown on heat!) LEDs are also small, sturdy, durable and, when it comes to light colour, decidedly versatile. From a design perspective, these characteristics make the light-emitting diodes into a coveted lighting design medium. What is more, thanks to the energy savings and the far lower maintenance costs, the extra expense of the innovative lighting technology is amortised in a very short time in the hotel sector in particular.

Baulmann Leuchten in Sundern quickly recognised the potential offered by this technology and has perfected it over the last number of years. With a comprehensive range of innovative products – some of which have won awards – the Sundern company has demonstrated its sophisticated expertise in the field of LEDs.

Photo: BM_2.jpg

By using LEDs for this elegant wall light from Baulmann, a high degree of functionality and energy efficiency on the one hand can be combined with sleek design on the other - an all-rounder which makes for atmospheric room lighting in addition to a reading light for flexible use. **Photo: Baulmann – please be sure to include this!**

Photo: BM_3.jpg

A lighting solution which has proven particularly successful in hotel rooms: the LED Baulmann reading light fitted to the headboard provides targeted light for reading in bed without disturbing anyone sharing the bed with unwelcome light diffusion. **Photo: Marriott Hotels – please be sure to include this!**

Photo: BM_4.jpg

LED standard lamp from Baulmann. This lighting product, designed by Pierre-Yves Rochon, was specially manufactured in Sundern for installation in the Grand Hôtel du Cap Ferrat. **Photo: Baulmann – please be sure to include this!**

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PRESS RELEASE

Lighting design with its own dimensions

Baulmann Big Lights are leading the way in architecture

At Baulmann Leuchten in Sundern, big lights for the project sector are a very hot topic. In the latest reference lighting projects too, a number of different pendant and ceiling lights produced by the Sauerland company have created the required ambience.

In the XXL format, the "Big Lights" place the medium light and the relevant architecture in a new dimensional relationship. In line with the "scaling" theory outlined by the multi-award-winning and internationally renowned architect Peter Eisenman (born in 1932, currently living and working in New York), the over-dimensioned scale of the lights dispenses with the usual standards applied in architecture. Liberated from human standards, light as an element appears in a newly defined relationship with the other elements in the room so that it shines with a new appeal. Over the last number of years, Baulmann has perfected its range of big lights, including a great variety of models that vary enormously in shape, colour and texture as well as in their technical fittings.

"Scaling liberates architecture
from the metaphysics of normal standards."
(Peter Eisenman)

Photo: BM_5.jpg

With their sleek design, Baulmann's big pendant lights lead the way in modernity in the salesroom of the Max Müller I vineyard in the Frankonian area of Volkach. ***Photo: Stefan Meyer – please be sure to include this!***

Photo: BM_6.jpg

The modern ambience of the "cha chà – positive eating" restaurant chain is just as fresh and simple as Asian wok cuisine. With their glare-free radiance, pendant lights from Baulmann set the scene in the dining area.

Photo: Andrea Flak – please be sure to include this!

Photo: BM_7.jpg

The imposing Baulmann pendant light looks like a sculpture in light in the dining area of the Frankfurt branch of the "cha chà – positive eating" restaurant. **Photo: Andrea Flak – please be sure to include this!**

Photo: BM_8.jpg

The "highlights" in the hotel restaurant of "The George", the latest establishment of Hamburg hotelier Kai Hollmann, are the Baulmann pendant lights, whose design creates a strong impression. With their black pleated and gold-coloured lining, they emphasise the exclusive interior setting, and with their particularly warm light colour, they make for a feel-good ambience. **Photo: Andrea Flak – please be sure to include this!**

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