

Press release  
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## Fagerhult recognised for thinking outside of the box

Fagerhult joined a host of leading design companies at the Red Dot Design Awards ceremony, where their Open Box luminaire collected the Best of the Best prize in the lighting category. The Awards, held in Essen on the 25 June, not only celebrated the winning entries, first announced in June 2007, but also the launch of a new exhibition showcasing some of the worlds finest designs.

Open Box is part of Fagerhults 'Art of light' collection, a series of luminaires that push the boundaries of lighting and what is possible. Open Box takes a different approach to other fluorescent pendants by using contrasts between the open and enclosed. Instead of enclosing the light sources in a conventional luminaire housing, the space between them is accentuated, with the light sources being hidden in the lower and upper body. The onlooker sees only the consequences of the design rather than the technical solution as the location of the light source is not immediately obvious, creating a small illusion.

An illusion obviously appreciated by the hard to please Red Dot jury, who decided to give Open Box the distinction Red Dot Best of The Best. In total 2548 products had been entered into the competition, 666 received a diploma and only 44 were awarded Best of The Best, of which three were in the lighting category.

The prize was awarded at the Aalto theatre in Essen on June 25 to Fagerhult's product manager Håkan Johansson and designer Gustav Nord who designed the luminaire together with his colleagues Casper Asmussen and Filip Sauer at Propeller AB. This was followed by a banquet at the Design museum in Essen, and the opportunity to see the new design exhibition featuring Red Dot awarded product designs. The exhibition, where Open Box is represented, runs for the remainder of the year and is housed in a piece of industrial history – the Zeche Zollverein coal mine's former boiler room. The building is classified on the World Heritage List and has appropriately been called "a cathedral of industrial culture".

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*The international design elite gathered for the presentation of the 2007 Red Dot Design Awards for outstanding product design. Fagerhult's product manager Håkan Johansson (right) and designer Gustav Nord were present to receive the Red Dot Best of The Best in the lighting category.*

*The Fagerhult Group with approximately 1,700 employees is the largest lighting group in the Nordic region and a leading force in Europe. We develop, manufacture and market professional lighting systems for public environments as well as offering a range of decorative lighting. The group has sales companies in Sweden, Norway, Denmark, Finland, United Kingdom, Ireland, the Netherlands, France, Germany, Estonia, Poland, Russia, Dubai, Australia and China. Production facilities are located in Habo, Varberg, Falkenberg, Borås and Åhus in Sweden, Manchester in England and in Suzhou, China. The group, which includes Fagerhults Belysning, Ateljé Lyktan, Belid, Fagerhult Retail, Elenco and Whitecroft Lighting, has a turnover of SEK 2,200 million. AB Fagerhult is quoted on the OMX Nordic Exchange in Stockholm, Mid Cap.*