

# PHOENIX

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## Press Release



### German Design Award "Winner" 2019 for SCALE Luminaire Design Language Phoenix Design wins together with its client LEDVANCE

**Stuttgart, 6 November 2018: Phoenix Design, together with its client LEDVANCE, receives the coveted prize by the German Design Award. The international panel of jurors recognises the SCALE design language for innovative lighting products created by Phoenix Design with its "Winner" Award.**

The panel of jurors met in August, and now the first German Design Award 2019 winners have been chosen. Among the winners in the "Lighting" category: LEDVANCE with SCALE, the new luminaire design language created by Phoenix Design.

In close cooperation with LEDVANCE, the global market leader for innovative lighting products and intelligent lighting solutions, Phoenix Design has developed a visual design language for SCALE which combines the corporate values of courage, dynamics, and flexibility with the emotional aspect of light and transforms them into a modern design that's typical for the brand. It offers maximum flexibility of application while at the same time allowing for a consistent brand tonality for all future products.

Reduced and premium at the same time in its overall appearance – that's how SCALE presents itself with straightforward shapes and cleverly highlighted details. A case in point: the LEDVANCE logo was integrated into the design as a "signature", three-dimensional and thus a haptic experience. (The Corporate Design including the logo for the LEDVANCE brand was developed and designed by KMS TEAM.)

After SCALE was first presented at the Light+Building 2018, the German Design Award "Winner" is the next big success for the multi-disciplinary LEDVANCE/Phoenix Design project team which started in mid-2017.

By awarding the German Design Award, the German Design Council recognises innovative products and projects and their manufacturers and designers which prove to be trend-setters in the German and international design landscape.

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The award-winning ceremony will take place on 8 February 2019 as part of the "Ambiente" trade show in Frankfurt am Main, Germany. We are very happy about this success, together with our client.

Please find all information about the design language at [www.phoenixdesign.com/en/geschichten/advancing-light-visual-design-language-scale](http://www.phoenixdesign.com/en/geschichten/advancing-light-visual-design-language-scale). Or watch a video about SCALE on [YouTube](#).

### **About the German Design Award:**

The German Design Awards are the international premier prize awarded by the German Design Council. Its goal: to discover, present, and honour unique trends in design. Every year, high-calibre entries in the fields of product and communication design are honoured, each of which blazes new trails in the international design landscape. The German Design Awards, launched in 2012, are among the most prestigious design competitions worldwide and have an excellent reputation far beyond specialist circles. More information at [www.german-design-award.com/en](http://www.german-design-award.com/en).

### **About Phoenix Design:**

Phoenix Design is a studio for design and innovation, creating smart, meaningful, and substantial brand experiences which touch people – today, for tomorrow, and always driven by Logic, Morals, and Magic. Phoenix Design has received more than 800 design awards and prizes to date. Among them, more than 200 accolades within the context of the Red Dot Award: Product Design, most recently the honorary award of "Red Dot: Design Team of the Year 2018". With a clear user focus and typical for the brand: That's how Phoenix Design develops products as well as entire product portfolios. Focussed on the needs of the user and on self-explanatory interaction with the product. With the aim of bringing to life the brand identity in a way that's both brand-typical and emotionally touching. More than 75 staff at the Stuttgart, Munich, and Shanghai locations are working on creating Product and Interaction Design. More information at [www.phoenixdesign.com/en](http://www.phoenixdesign.com/en).

### **About LEDVANCE:**

With offices in more than 50 countries and business activities in more than 140 countries, LEDVANCE is one of the world's leading general lighting providers for professional users and end consumers. Having emerged from the general lighting business of OSRAM GmbH, LEDVANCE offers a wide-ranging assortment of LED luminaires for a broad spectrum of application areas, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamps portfolios in the industry, and traditional light sources. In fiscal year 2017, LEDVANCE achieved a turnover of around 1.9 billion Euro. More information at [www.ledvance.com](http://www.ledvance.com).

### **Contact:**

**Silvia Olp**, Head of Communications

[sol@phoenixdesign.com](mailto:sol@phoenixdesign.com)

T +49 711 955976 55

M +49 160 8894377

**Carolin Schobel**, Communication Manager

[csh@phoenixdesign.com](mailto:csh@phoenixdesign.com)

T +49 711 955976 75

M +49 173 7294632