

# NEW TECHNICAL

... a new way of thinking light + NEW TECHNICAL is a fusion between technical light and textiles materials ++ NEW TECHNICAL is light for public spaces +++

## NEW SOFT VALUES

We experience that the trend in global society is MOVING towards greater HUMANITY. We put more focus in SOFT VALUES and how we feel inside. Of course this is reflected in our environment and the interior surrounding us...ALSO when it comes to LIGHT.

## SO...IS IT the time to rethink LIGHT in our DAILY life??

We at Embacco Lighting believe so. We believe it is the time to move the artificial light into a more soft direction.

## the KEY-WORD??

Our KEYword is inner well-being and our aim is to increase peoples light and life quality.

## WHAT IS THE FORMULA?

Our formula is to navigate into a more soft direction by designing our collection in soft textile materials.

Today textile lighting is usually associated with home lighting. We really want to review/challenge that position. Our aim to bring textile lighting into the public space as we honestly believe in a fusion of textile and technical lighting.

**Sure** - we acknowledge that inner well-being might be a bit difficult to measure ...Or???? After all, most people know the feeling of feeling-good.

**IMAGINE** ..... a sunny DAY. You are sitting under the giant off-white parasol soaking up the atmosphere of soft light breaking through. It is that light feeling we will bring inside.

## DOES EMBACCO HAVE ANY IRL - EXPERIENCES??

Yes sure – back in 2008 we planned our first “soft” lighting project with FAB textile shades – it was an office interior and the response was absolute positive. Even it was a bit difficult to explain the staff all stated that besides a tasty look they also get a higher feeling of well-being – in other words – the level of happiness was increasing.

**At that time we at Embacco Lighting did not have the capacity to follow the feed back. WE NOW HAVE.**

## FAB – A PART OF THE EMBACCO COLLECTION

In October 2012 we released the FAB collection with T5 circular 60W and 40 + 60 W T5. Very soon we will come up also with a LED-version. Our challenge right now is to raise the output ratio - we are very close. We will be able to deliver all tools for light calculations in the near future.

## DO YOU HAVE ANY STATISTICS ?

Yet - we haven't done any statistics studies. Our faith is based on positive feed-back plus our own experiences.

We deeply believe the fusion between technical lighting and textile is where the future indoor lighting is to be found.