

Press information

Zumtobel at the Architecture Biennale 2018 in Venice

Natural light stimulates a dialogue between exterior and interior spaces. A wooden walk-in structure and a light room create contrasting atmospheres, while elsewhere a light line on a map shows observers the way. As a long-time partner and sponsor of the Biennale di Venezia, Zumtobel will again be calling on its light expertise at this year`s architecture exhibition to assist the three teams of architects and designers involved with the Austrian Pavilion, as well as supporting representatives of the Principality of Liechtenstein.

Dornbirn, 24. May 2018 – Architecture studios [LAAC](#) and [Henke Schreieck](#), alongside the internationally renowned graphic designers [Sagmeister & Walsh](#), will be using this year`s Austrian Pavilion to give a whole new meaning to the term “open spaces”. This innovative trio challenges conventional perceptions of space, letting interior and exterior areas communicate and merge with each other. As a result, the main focus is no longer purely on practical considerations, as aesthetics and function are brought together to form a single harmonious unit.

As official partner and sponsor, [Zumtobel](#) works with architects and designers to support creative processes at the renowned Biennale Architettura. CEO of the Zumtobel Alfred Felder explained how this type of active design culture represents an essential part of Zumtobel's corporate philosophy: “The Architecture Biennale in Venice is one of the most important international architectural exhibitions. As a company committed to culture and an organisation constantly engaged in fascinating discussions about architecture and design – and one that helps to bring light to life in buildings and art projects around the world – we are delighted to once again sponsor this distinguished event.”

In line with the core theme of the 16th Biennale Architettura, all three contributions to the Austrian Pavilion explore notions of “freespace”. Architecture and urban space form an inseparable unity at all times. “The design mandate of an architect does not stop at the building,” confirmed Dr Verena Konrad, Director of the [Vorarlberg Architecture Institute](#) and curator of the Austrian pavilion. The Innsbruck-based architecture firm LAAC pushes the boundaries of natural light and generates a light discourse between exterior and interior, while architects from Viennese studio Henke Schreieck have installed a special object to open up the overall space. At the same time, Sagmeister & Walsh ignore the conventional maxim of “form follows function” by blending beauty and practicality to form one single entity.

As a long-standing partner of both the Vorarlberg Architecture Institute and the Austrian Pavilion, Zumtobel is not only responsible for the fixed lighting solution at the pavilion, but will also continue a proud record of helping realize special solutions with artists and architects.

The TUBILUX slim tube luminaire from Zumtobel draws THE LINE – a light installation by the Principality of Liechtenstein at the Architecture Biennale 2018

Remote locations in Liechtenstein are becoming increasingly accessible. Yet what impact does this have on the landscape? The [Institute of Architecture and Planning at the University of Liechtenstein](#) is set to tackle this pressing question at the 16th International Architecture Exhibition La Biennale di Venezia. Zumtobel has previously worked closely with the University of Liechtenstein to promote the development of young talent. The latest project [THE LINE](#), which will be presented at this year's Architecture Biennale, first gained acclaim as the winner of an ideas competition at the University of Liechtenstein. An international panel of experts, on which the Zumtobel Group was also represented, selected the project from a list of ten entries. THE LINE features a straight line stretching across the map of Liechtenstein that shows the most direct route through the principality and on to Venice – a route that the students have actually followed and explored in detail. The resulting installation is an impressive visualisation of this expedition. THE LINE, or the route on the map to be precise, is represented by a 25-metre-long light line, which has been realised using a series of [TUBILUX slim](#) tube luminaires from Zumtobel. The varied lighting situations created by TUBILUX slim produce different lighting moods. The waterproof and UV-resistant fitting with a clear and minimalist design can be dimmed using the [LITECOM](#) lighting management system from Zumtobel.

Liechtenstein presents this project as a special guest of the parallel “Salon Suisse” event, organised by the Swiss cultural foundation Pro Helvetia. THE LINE is curated by Luis Hilti and Matilde Igual Capdevila from the University of Liechtenstein and supported by Zumtobel. The installation will be unveiled as part of a lecture at the Palazzo Trevisan degli Ulivi in Dorsoduro on 26th May at 7pm. The exhibition will then be open to the public from 27th to 30th May 2018.

The Biennale Architettura 2018 in Venice is set to take place from 26th May to 25th November.

Captions:

(Photo Credits: Martin Mischkulnig – except for Fig. 5)



Fig. 1: As a long-standing partner of the Vorarlberg Architecture Institute and the Austrian Pavilion, Zumtobel is not only responsible for the fixed lighting solution at the pavilion, but will also continue a proud record of realizing special solutions for artists and architects.



Fig. 2: Architecture studios LAAC and Henke Schreieck, alongside the internationally renowned graphic designers Sagmeister & Walsh, will be using this year`s Austrian Pavilion to give a whole new meaning to the term “open spaces”.



Fig. 3: Innsbruck architects LAAC push the boundaries of natural light and generate a light discourse between exterior and interior, while associates from Viennese architecture studio Henke Schreieck have installed a special object to open up the overall space.



Fig. 4: Sagmeister & Walsh move away from the accepted wisdom of “form follows function” by blending beauty and practicality to form one single entity.

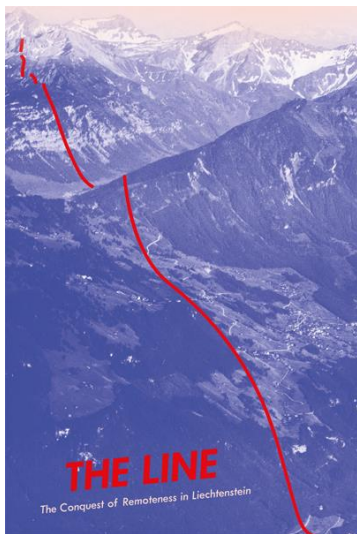


Fig. 5: A random line on a map passes a rich variety of stories, some known and many unknown, as it winds its way through a fascinating assortment of accessible places and remote locations. The project THE LINE is part of a special research expedition undertaken by the Institute of Architecture and Planning at the University of Liechtenstein. © University Liechtenstein

Press contact:

Zumtobel Lighting GmbH
Kiki McGowan
Head of Brand Communications
Schweizer Strasse 30
6850 Dornbirn

Tel: +43 664 80892 2680
kiki.mcgowan@zumtobelgroup.com
www.zumtobel.com

Zumtobel Lighting GmbH
Andreas Reimann
Brand PR Manager
Schweizer Strasse 30
6850 Dornbirn

Tel: +43 5572 390 26522
andreas.reimann@zumtobelgroup.com
www.zumtobel.com

ZG Lighting (UK) Limited
Jennifer Sewell
Marketing Communications Manager
Chiltern Park, Chiltern Hill
Chalfont St Peter
Buckinghamshire SL9 9FG
Phone: +44 0 7785 232 294
jennifer.sewell@zumtobelgroup.com
www.zumtobel.com

About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.