

Press release

Eindhoven, 22 September 2011

Dutch designers amongst worldwide frontrunners in lighting & design **Exhibition *Liberation of Light* on show in Beijing**

Dutch artists, architects and designers are rated amongst the worldwide frontrunners in applying new lighting technology such as LED and OLED. This is demonstrated by the exhibition *Liberation of Light*, running from September 25 to October 3 at Beijing Design Week in China. Alongside the exhibition a group of Dutch designers, entrepreneurs and researchers will travel to China for a matchmaking program to meet possible counterparts in the field of lighting and design. The project is a co-production between Yksi Design in Eindhoven and Design Cooperation Brainport.

Poetic and living installations by artist Daan Roosegaarde, surprising lighting objects by Dorette Sturm and by Lonneke Gordijn & Ralph Nauta, the interactive light wall *Nebula* as educational children's toy by the Eindhoven-based company NYOYN, and the remarkable use of light and lighting in public spaces and for buildings by Har Hollands and UNStudio: these are just some examples from the exhibition, *Liberation of Light*.

Light revolution

Liberation of Light shows that LEDs are much more than small, sustainable 'lamps'. With the advent of LEDs (light emitting diodes), OLEDs (organic LEDs) and related technologies light has literally been freed from the casing of that familiar bulb, spotlight or fluorescent rod. Designers now can make light objects with different shapes, materials and functions far beyond what was possible before. Spaces, both indoors and outdoors, will be lit in different ways. In fact light is now making the transition from analog to digital. It can be controlled with the help of computers, can be made to measure and can even be interactive. All this offers new opportunities for safety, health, beauty, sustainability and quality of life. A light revolution has manifest itself - as big as or perhaps even greater than the invention of the lightbulb 150 years ago.

As Emile Aarts, vice president and scientific programme director of Philips Research and professor at the Eindhoven University of Technology and International Lighting Institute says: "On several levels relating to light - functional, emotional, biological, social, cultural and regarding control and sustainability - there are new possibilities and challenges."

Liberation of Light was on show in fall 2010 at the Designhuis, Eindhoven, to wide acclaim. The traveling exhibition, conceived and executed by Yksi Design, forms part of the collective Dutch light presentation at Beijing Design Week; it includes an 'Open Light' masterclass by ILI, a conference day with a focus on LED applications in design and architecture, and, a trade mission on LED applications. This presentation has been initiated in collaboration with Design Cooperation Brainport, ILI and Dutch DFA.

From September 25 to October 3, *Liberation of Light* is on show at Beijing Design Week. A second stop on the tour in China is Guangzhou, at the beginning of December. There are also plans to show the exhibition in Moscow in spring 2012.

Editorial note (not for publication)

For more information or pictures please contact:

Yksi Design - Stratumsedijk 47-49 5611 NC Eindhoven - www.yksi.nl

Phone: +31 (0)40-2930440, E-mail: yksi@yksi.nl

***Yksi Design** designs furniture, accessories and other products inspired by their constant interest in new shapes, materials and production methods. Yksi also creates exhibitions as 'Yksi Expo' and supports Dutch Design with their shop 'Yksi Winkel'.*

***Design Cooperation Brainport** is a broad collaboration between various design organizations in Brainport which aims to stimulate and connect creative initiatives that strengthen the region's (inter)national reputation in the field of top technology and design.*