

AREA

PRODUCT BOOK

DESIGN APPROACH

'Tangible User Interface' describes a sensible interface between analogue operation and digital effects. This approach both fascinates and inspires Matthias Pinkert, the chief product designer at dreipuls GmbH. He completed his apprenticeship in cabinetmaking in his home town of Dresden at the 'Deutsche Werkstätten Hellerau', a company that has gained fame around the world for its sophisticated, unique interior decorating designs. Over the course of a decade with this employer, he developed extraordinary powers of creativity and an eye for irresistible perfection in design. After his master's examinations, he studied product design at Dresden University of Applied Sciences. Even before graduating from university, he attracted attention with some of his initial designs for intuitive products. His innovative lighting concept combining state-of-the-art lamps with elegantly reduced design silhouettes earned Matthias Pinkert the Red Dot Design Award in 2010. His fascination with the surprisingly logical approach towards using light has triggered a highly contagious enthusiasm for such products.

What is intuition? Instantaneous comprehension probably describes it best. Sensed knowledge; when experience suggests an action that instantly proves to be correct. Trained by everyday situations, our minds follow an internal logical system that recommends a likely solution. People act analogically. What if the behaviour of digital lighting technology responded to our analogue way of thinking?



AREA unfolds its magic at the swipe of a hand: illuminated areas may be activated and deactivated without the need for direct contact. The desired width of the illuminated area may be specified simply by the position of the user's hands. Sensors instantly detect the user's movements and activate the corresponding LEDs immediately – a convenient and highly energy-efficient method. By intuitively 'grabbing' and 'pulling' the light, the user may drag it from one side of the lamp to the other. Originally intended as a modular under-cabinet lamp, AREA may also be used for a much broader range of applications: there's virtually no limit to your imagination.



Technical specifications **for 60 cm module**

Power consumption **16 Watts**

Voltage **230 Volts**

Lamps **24 LEDs**

Light colour **warm white**

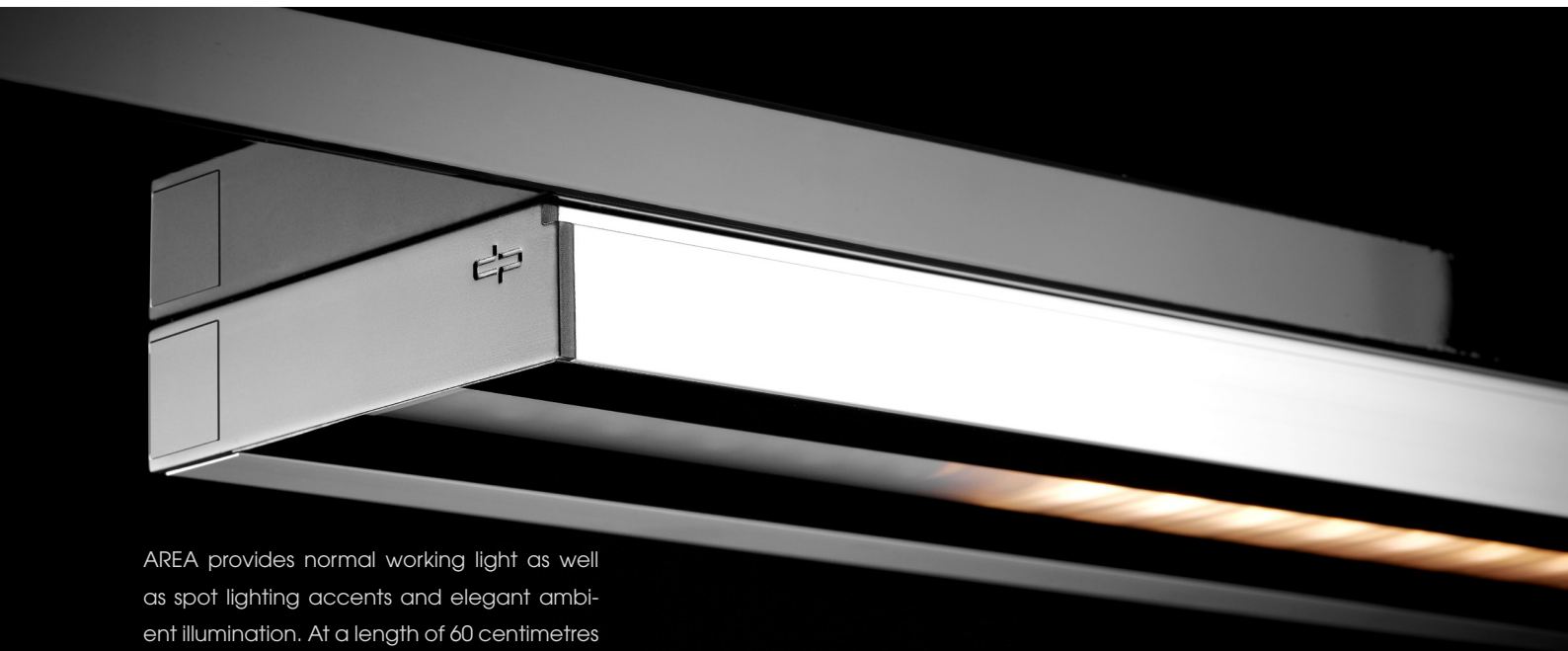
Illuminated areas **in any Order**

Material **brushed aluminium**

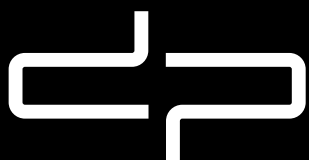
Dimensions **600 x 125 x 25mm**

Weight **950 grams**

Variation **60, 90, 120cm**



AREA provides normal working light as well as spot lighting accents and elegant ambient illumination. At a length of 60 centimetres each, the individual modules may easily be interconnected to create a total length up to 3 meters, making them highly adaptable to almost any given conditions. AREA blends in with its surroundings nearly invisibly, but it becomes a brilliant eye-catcher when put to use.



DREIPULS

CONTACT

dreipuls GmbH - Studio für Lichtinnovation
Königsbrücker Straße 96 / Gebäude 32
01099 Dresden
Germany

Phone: + 49 351 404 555 20

Fax: + 49 351 404 555 11

E-Mail: sales@dreipuls.com

Web: www.dreipuls.com

Facebook: www.facebook.com/dreipuls