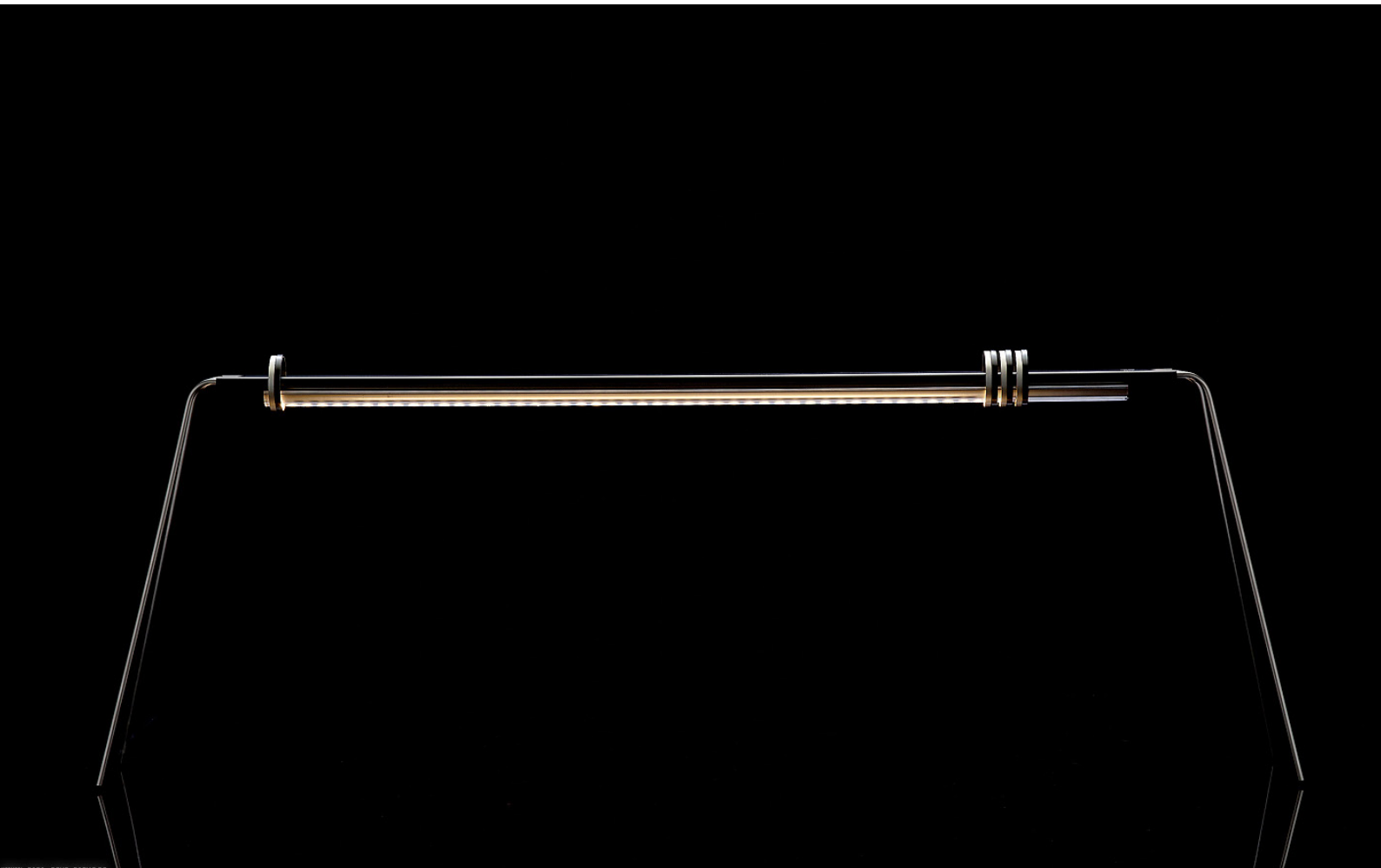


## DESIGN APPROACH

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`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?





RIMA refers to a kindly spirit of light in the world of ancient legends, and the lamp of the same name will add excitement to any writing desk. The slim light bar provides as much warm white light as you need. Four rings may be moved easily along the bar, they function as the light switch, and one or two precisely lit areas may be 'pulled open' intuitively and without any intermediate steps, depending on the user's individual needs. The materials used and the discreet colours support the elegantly minimalist form, which makes RIMA an enriching optical addition to the home or the office.

Power consumption 13 Watts  
Voltage 230 Volts  
Lamps 56 LEDs  
Light colour warm white  
Illuminated areas 1-2  
Material aluminium  
Colour white or black painted  
Dimensions 1060 x 364 x 151 mm



AWARDS

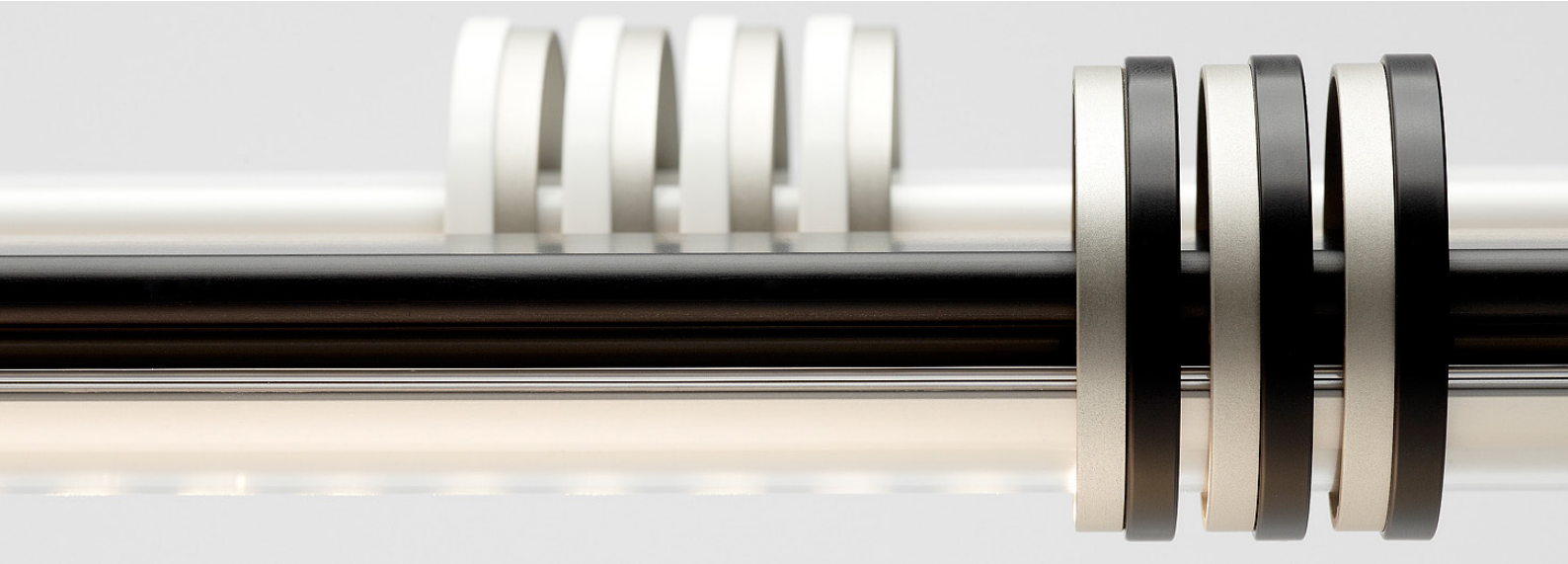
2010 Red Dot Design Award

2011 nominated for 'Lamp of the Year' selection

2012 nominated for the Design Prize of the Federal Republic of Germany



reddot design award  
winner 2010



INDIVIDUALITY



AESTHETICS



FUNCTIONALITY



DREIPULS

#### CONTACT

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