



Company Portrait Dreipuls

Minimal

Dreipuls develops luminaires leading humans into a sensual interaction with light and space. Looking for the ideal interface of esthetics and functionality inspired designer Matthias Pinkert to design a brand new light concept: defining light as a means of composition in the context of a revolutionary and intuitive way of operation. Based on this idea, dreipuls conceptualizes luminaires with a pleasing and clean design. Considering that material and finish determine the sensuality in the true sense of the word, only fines components are used for the craftsmanship made in Germany.

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A beginning of every innovation is a vision. Out-of-the-box thinker and designer Matthias Pinkert sought after a way of controlling light directly by movement, completely without switches. The innovative operation concept of the dreipuls luminaires allows for creating multiple lit areas by simple gestures. These lit areas may be drawn and closed like a curtain. This way of adjusting light provides the user with seemingly unlimited flexibility in terms of exclusive, premium quality interior illumination design.

Looking back, Matthias Pinkert considers this innovation to be more than just a technical achievement. He considers actively shaping light to be great way for humans to interact with life itself. By integrating the concept of tangible interface into the lightning sector, this technique makes way for enormous prospects throughout the entire light industry.

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The executive directors Matthias Pinkert and Karsten Reichel have taken the concept initially supported by the HTW Dresden and sponsored by Saxon and European funds to market readiness. They have succeeded in creating a trademark with their innovative operation concept now predestined to expand. The initial founding of the company was followed by various product presentations, such as the Light+Building Trade Fair 2012 in Frankfurt and the establishment of a distribution structure via carefully selected resellers. RIMA won the Red Dot Design Award in 2010, the Saxon State Award for Design and the IFA Usability Park Audience Award in 2012.

All of this has encouraged the company to keep pursuing new opportunities based on LED-Technology and to continue the search for new ways of controlling light.