

## PRESS INFORMATION

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### The Fascination of Light

Why the ABSOLUT LIGHTING collection glows

All the products in the ABSOLUT LIGHTING collection are characterized by a functional, minimalist design, are noteworthy for their high quality production, and feature cutting-edge technology.

Michael Rösing, Managing Director of ABSOLUT LIGHTING, succumbed to the fascination of lighting when he was a youth. He was interested in both the scientific and the technical side, not to mention the culture-spanning phenomenon.

As a designer Rösing sees luminaires as an aid to coerce light into a purpose-oriented form. His designs stand out for their reduction to what is technically necessary. As someone who produces the work of other designers Rösing pays particular attention to the trinity of form, function and feasibility

He also possesses a good nose for aesthetic excellence and zeitgeist. The luminaire "Lampshade" by Sebastian Bergne is on of the classics in his collection and now also part of the Museum of Modern Art's collection in New York. If you delve into the world of ABSOLUT LIGHTING you will find the right lighting for your needs and spaces. The company's core competence also includes producing special architecture-related solutions in the context of complex lighting concepts.

[www.radius-design.com](http://www.radius-design.com)  
[www.absolut-lighting.com](http://www.absolut-lighting.com)

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