

## IMM Cologne 2019

1. Innovative and highly compact smart 48 V DC luminaires for Sense System featuring timeless aesthetic appeal.
2. Individually designed Freestyler luminous structures for the Buschfeld showroom that blend in elegantly with the architecture at Design Post.
3. The Buschfeld Portfolio: Timeless in a modern way
4. the "Fez" luminaire for residential applications goes Sense System – an ongoing cooperation with Swiss luminaire manufacturer Baltensweiler.

On the occasion of imm Cologne 2019, lighting manufacturer Buschfeld will be presenting their latest innovations in a specially designed set-up in their showroom at Design Post: featuring lighting networks and the key role they play in Buschfeld's entire product portfolio, from the digital lighting solutions provided by Sense System to new architecture-related Freestyler luminous structures to the ongoing cooperation with Baltensweiler.

### **1. Innovative and highly compact smart 48 V DC luminaires for Sense System featuring timeless aesthetic appeal.**

Sense System® can be described as the digital extension to Buschfeld's LightLight® track system. It is based on 48 V DC and was presented for the first time at Light & Building 2018. With Sense System Buschfeld has created the basis for future-oriented options when it comes to intelligent, modular lighting systems. A system that is as discreet as it is explicit: elegantly simple, but the key to striking effects. It enables lighting scenarios to be created, luminaires to be addressed and activated individually, complex architectural designs to be lit to an optimum via an app, data to be transmitted and information communicated.

### **Ninety-Five, Fifty and Thirty-Five – new codes for a wide range of smart lighting solutions**

The Sense System portfolio now comprises three newly developed 48V DC luminaires: Ninety-Five, Fifty and Thirty-Five. The network-compatible directional spotlights are equipped with innovative drivers and are extremely compact in their design. All three are of a high aesthetic and technical quality: timeless, elegant design coupled with high-performance. This enables spotlights of different sizes and types to be positioned next to one another, as required, along the sections of track, generating a consistent overall impression.



The three numbers – 95, 50 und 35 – stand for the diameters of the luminaire housings. The different dimensions are aligned to the applications the spotlights are required to fulfil: from high-quality illumination of museum exhibits, art works and paintings to ambient lighting for the given space.

**Programmable light, integral sensor technology**

The new luminaires have been developed for application on all versions of the ultra-slim 48 V Sense System track – Pend48, Wall48, Ceiling48 and In48. They are available with a choice of control options, lighting features, and adapter alignments. They are all digitally addressable: using a smartphone app or EnOcean wall switch the luminaires can be switched, dimmed, programmed freely and linked to other luminaires to create networked solutions. All kinds of complex light scenes, from functional to atmospheric lighting, can be mapped out and created to suit the space or specific requirements. Presence detectors and humidity sensors can also be wirelessly connected to the Sense System network. In museums or places of worship, Sense System becomes a data hub comprising integrated sensors and actuators, providing information on numbers of visitors, energy consumption, status quo of service life and much more, and transmitting data to a computer or smart phone. The iBeacon technology applied in Sense System is open standard, enabling the new Sense System® luminaires to be switched, programmed or maintained externally – it is possible to handle a network of up to 32,000 luminaires within one building.

The new luminaires can be rotated through 360 degrees and tilted through 270 degrees. Accessories include Snap filter systems and shades, which allow the user to further adjust the light as required. The functional and/or decorative luminaires can be positioned and mounted on the Sense System track without tools.

With the new Sense System directional spotlights, Buschfeld provides yet more answers to the complex requirements modern interior lighting concepts demand. A wide variety of lighting scenarios and atmospheres can be adapted or sensitively adjusted time and again to suit the respective situation or use of the space – thus ideal for hybrid spaces and architecture.



## **2. Individually designed Freestyler luminous structures for the Buschfeld showroom that blend in elegantly with the architecture at Design Post – luminaire collections Ninety-Five, Fifty and Thirty-Five meet Freestyler**

Visitors to Design Post Cologne can experience how versatile and highly functional the Ninety-Five, Fifty and Thirty-Five ranges are when viewing the new luminous structures that have been realised based on the Freestyler system. – Freestyler®, launched by Buschfeld in 2018, is an evolutionary tool for the creation of large-scale luminaires featuring three-dimensional geometric forms. It was the development of a completely new type of track connector based on star-shaped connectors that led to the design idea behind Freestyler®.

### **Freestyler luminous structures, transformed to create new dimensions**

The exclusively designed Freestyler luminous structures in the Buschfeld showroom demonstrate how the sections of track can be combined in completely different ways to create an open matrix that not only blends perfectly with the special, historic architecture at Design Post, but also underscores the flow of the architectural forms in the spaces. The light delivered by the new Ninety-Five, Fifty and Thirty-Five spotlights helps shape the space and bring out its qualities. With this development Buschfeld have come a little closer to achieving their goal of providing “light that is in line with any kind of architecture”.

### **The Freestyler system: modular and tailor-made**

Straight and curved sections of track can be combined in a multitude of ways to create large-scale, lightweight structures. Luminaires and spotlights can be mounted on the track structure as required. These can be interconnected and addressed individually via the smart Sense System®.

The modular concept enables luminous structures and objects to be designed to meet individual requirements: straight sections of track can be applied to create three-dimensional, cubic or star-shaped structures. Curved sections of track can give rise to spheres, oval designs or new interpretations of classic chandeliers. Perfect for the design of spacious foyers and large, hall-like spaces. Freestyler can be used to design a star-shaped structure of up to 50 square metres, or to realise spherical sculptures of up to four metres in height or ring-shaped luminaires with a diameter of up to 12 metres.



### **3. The Buschfeld portfolio: timeless in a modern way**

Both Freestyler® and the overall Sense System® are regarded as tailor-made products based on a modular system developed for the creation of highly flexible and modifiable lighting design solutions.

A huge advantage that plays a decisive role in the world today, when manufacturers are required to provide solutions that are sustainable throughout the entire product cycle. What happens to the luminaires when the lifespan of the LEDs applied comes to an end? Or when new technologies replace old ones? – Are the luminaires or systems then simply obsolete and disposed of?

The new 48 V Sense System is in principle based on the components of the Light-Light® system, with the result that the product typology remains the same without any changes in appearance from the outside. From an aesthetic point of view, the classic system and the new one fit together perfectly.

“Buschfeld is based on a track system that has been up-to date for the last 30 years and is extremely innovation-driven. With Sense System we now have Buschfeld 4.0.”, Managing Director Stephan Blass explains. “All we needed to do was replace a few components”.

Buschfeld is a classic featuring enhanced functionality. Ever since the founding of the company, Buschfeld has focussed on perfect workmanship and high quality. One advantage that has once more gained in importance of late: “We do not need to reject our collections as unsuitable or out-of-date and supplement them with completely different ranges. The Buschfeld principle has always been: reduction to the essentials. That gives us the possibility – similar to a computer update – to substitute components in order to ensure the modular system remains sustainable. And coding light in new dimensions, time and again. Without continually investing in new materials. That means that, based on our core product, with Sense System and Freestyler we can continue to offer a diverse range of contemporary solutions,” Stephan Blass explains.

Press contact  
buschfeld Design GmbH  
Katy Tromsdorf  
kt@buschfeld.de  
+49 221 937 64-17



#### **4. The “Fez” luminaire for residential applications goes Sense System – an ongoing cooperation with Swiss luminaire manufacturer Baltensweiler**

The Orgatec office furniture fair in Cologne in 2018 marked the launch of a new partnership between Buschfeld and Swiss luminaire manufacturer Baltensweiler. The first result of the cooperation is an adapted version of the Fez pendant luminaire, which is adjustable in height, so that it can be mounted on a track system.

##### **Broader spectrum**

It was thus able to expand the Buschfeld system and incorporate decorative luminaires of high-class design. Baltensweiler gained from this development, given that their luminaires were integrated into a timeless system featuring high-precision technology. The collaboration enabled both manufacturers to open up new areas of application in the field of lighting design and planning. The idea of adapting an existing product so that it can work with a track system made absolute sense: “Baltensweiler has the know-how when it comes to luminaires, and Buschfeld when it comes down to the system. Competences were pooled, new experience gained. The tools required to realise the project existed. The solution can be delivered. Clientele that we have not been able to reach so far with our portfolio, are now expressing great interest: architects and designers are already enquiring about lighting solutions for hotel lobbies or restaurants,” Stephan Blass explains.

The two manufacturers have known and shown respect for each other for some time now. The Fez luminaire, the latest product in the Baltensweiler collection, made for the perfect starting point for the collaboration given that its design language suits Buschfeld’s formal language to an optimum. Stephan Blass: “All we had to do was to fine tune the final result. For example, how to conceal the adapter in order to render Fez compatible with Buschfeld track”.

Baltensweiler has developed a range of Fez luminaires, including free-standing as well as ceiling-mounted luminaires. The shape of the housing is inspired by the well-known flat-topped conical Moroccan hat of the same name.

The ceiling luminaire, which is suspended on two fine wires, has now been adapted so that it can be pendant mounted from the track system. It can be adjusted continuously in height over 135 centimetres – a function that Buschfeld luminaires have not featured to date. Two LEDs installed in the housing provide glare-free light: one LED is directed downwards, the other LED towards the ceiling. The luminaire, which was otherwise required to be installed in one fixed position on the ceiling, can now be repositioned on the Buschfeld track at any time and whenever necessary. With all the advantages the smart Buschfeld Sense System has to offer: individually addressable luminaires, the creation of light scenarios, etc..



**New potential**

Flexibility in the field of interior lighting has gained a new dimension thanks to the merging of the two products, the advantages of which should not be overlooked in times when hybrid interior design is becoming increasingly popular. It is now conceivable to install just one track system in an office space and then mount luminaires with different functions and of different designs – a Buschfeld spotlight alongside a Fez luminaire, for example – in order to generate the required atmospheres. Given the appropriate luminaire design and the right light it is possible to define zones within the office that are suitable for concentrated work and, at the same time, lounge-like meeting spaces. Camillo Settele from the Marketing team at Baltensweiler: “The combination of Buschfeld and Baltensweiler offers enormous scope for creativity in design and application. In future, one could think about designing the track to have a more sculptural feel, for instance. We could consider adapting more of our luminaires to align with the Buschfeld system. But Baltensweiler could also design new decorative luminaires specifically for track mounting”.

Stephan Blass adds: “We are open to cooperating with partners where this makes sense and can be mutually beneficial. It is not about outdoing each other, but rather about complementing one another. In a market marked by significant change, this allows us to focus on our own strengths to an optimum”.

**Legendary design history**

Baltensweiler is based in Lucerne/CH and was founded in 1951 by electrical engineer Rico Baltensweiler and his wife Rosemarie Baltensweiler, who at the time was working as an interior architect for Max Bill. They began by designing and manufacturing luminaires to meet their own needs. The brand very soon became popular among architects, artists and in cultural circles thanks to its timeless, minimalist formal language. Knoll International, Le Corbusier and even filmmaker and actor Jacques Tatis were among Baltensweiler’s first customers. The motto “form follows function” holds true to this day. All luminaires are made of aluminium – and technically perfect down to the tiniest detail – adding a significant touch to the lighting design in residential spaces and buildings. Durability plays an important role. Baltensweiler products can be readjusted and repaired whenever necessary – which is also the case with Buschfeld products. The company undertakes all processes associated with the manufacturing of their light fittings under one roof at their headquarters.

The family enterprise is now in its second generation: son of the founders, Gabriel Baltensweiler, has already made his mark when it comes to decorative LED luminaires.

**Contact:**

buschfeld Design  
Katy Tromsdorf  
Dillenburger Str. 97  
51105 Köln

BALTENSWEILER  
Camillo Settele  
Staldenhof 2  
6014 Luzern / Schweiz

[www.buschfeld.de](http://www.buschfeld.de)  
[kt@buschfeld.de](mailto:kt@buschfeld.de)

[www.baltensweiler.ch](http://www.baltensweiler.ch)  
[c.settele@baltensweiler.ch](mailto:c.settele@baltensweiler.ch)

