

n°04

Lithoss[®] *Magazine*

© 2012 Lithoss Designed Switches - Edition 01/2012 EN

New Product Launch: Piono _____

_____ Presented on Light & Building 2012

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04 Light & Building preview

05 Project in the spotlight :
Stubbs Road (Hong Kong)

06 Piano Special

10 Interview interior architect:
Mr. Dennis T'Jampens

14 Project in the spotlight :
La Reserve (Knokke - Belgium)

16 Project in the spotlight :
Waldorf Astoria (Berlin - Germany)

18 Immix going ... Laiton & Bronze

20 Technical Guide Lithoss

21 Lithoss partnership India

Time flies when your having fun!

During two years we have been working closely together with Mr David Dos Santos to develop a completely new and uniquely designed switch. To add a new switch to the Lithoss range is not an easy thing to do as this design seems to already have found the perfect equilibrium. As a design company we felt we really had to come with a new, completely innovating product to show the market it is still possible to create a really original design. You will find plenty of info on our new switch, projects, partnerships, etc in this new edition of our Lithoss magazine.

Sit back and enjoy!

Editorial



04 Light & Building preview



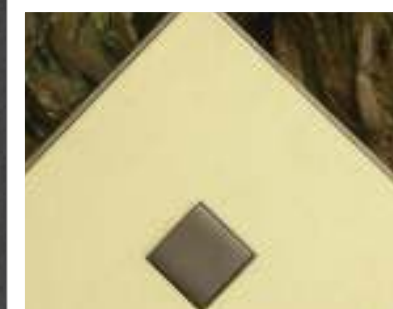
06 Piano Special



10 Interview Dennis T'Jampens



16 Project in the spotlight :
Waldorf Astoria (Germany)



18 Immix going ...
Laiton & Bronze

Light & Building preview

Finally we are approaching the 2012 edition of Light and Building. After 2 years of hard work we are ready to show our innovations during the show.

Without a shadow of a doubt the most spectacular new shown product will be “the Piano”. Our complete new series of very innovative design switches. We kicked out the traditional boundaries and asked our designer to think out of the box and come with something completely original, and original it is! A must see innovation!

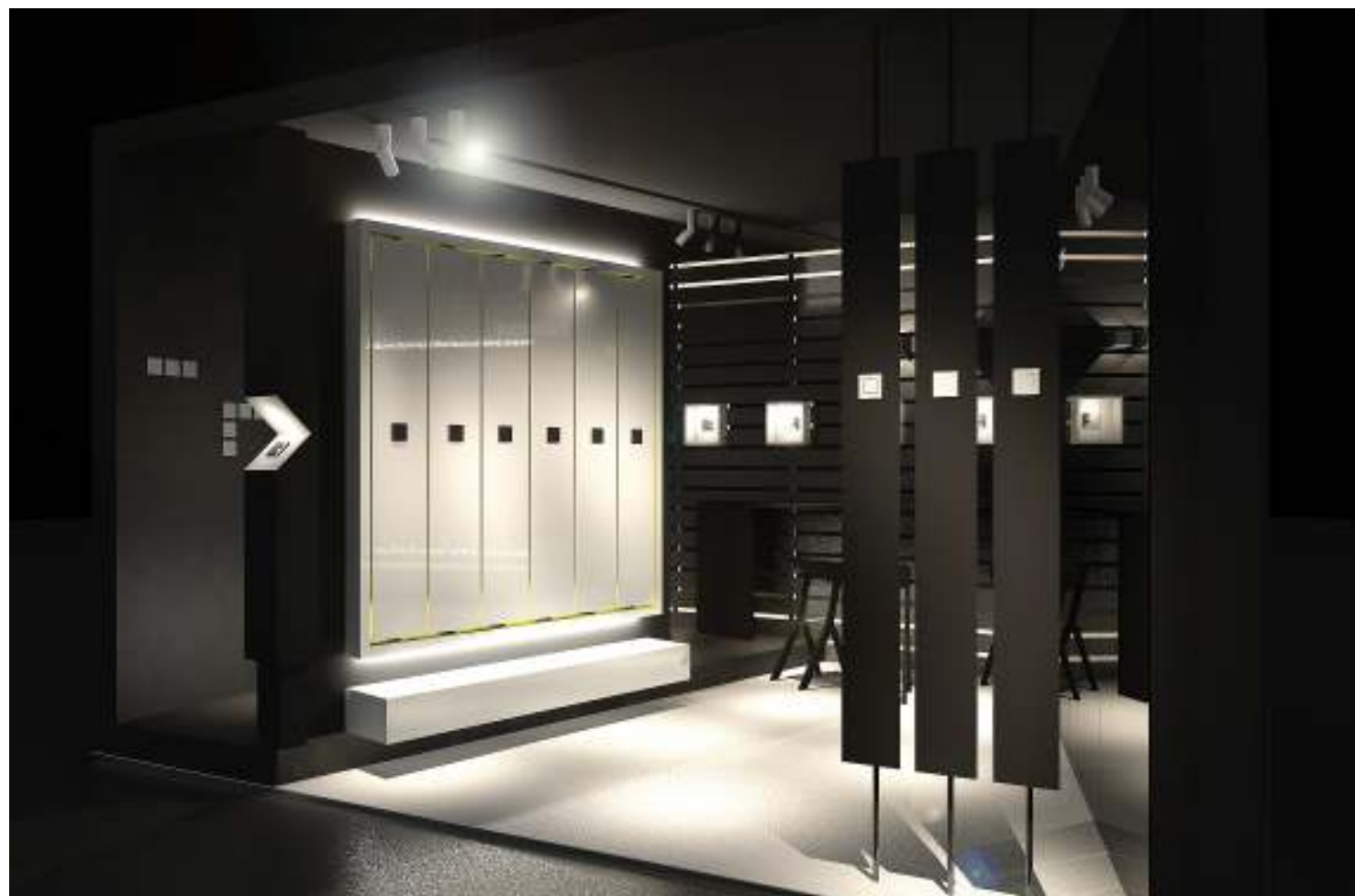
In 2011 Lithoss became a KNX member. We developed a new device to be completely compatible with the KNX platform. I am sure that many of you will find these extremely useful. You will be surprised of the competitive pricing!

The stand will be build in function of the new Piano switches. Come and have a look and we will tell you more about the possibilities of the Piano and our traditional design switches!

Come listen to our
symphony at
Light & Building 2012
Booth C93 - hall 11.1

light+building

Frankfurt am Main
15 – 20.4.2012



Project in the spotlight : Stubbs Road (Hong Kong)

Canadian-American Pritzker Prize-winning architect Frank Gehry's first building in Hong Kong is almost complete. Dubbed OPUS HONG KONG, the 12-story residential block's design was inspired by its unparalleled location at 53 Stubbs Road.

Perched on a hill with a sweeping, unobstructed panorama of Hong Kong Island, the location on Stubbs Road has been owned by the Swire Group for 60 years. It originally was the home of the most senior executive in Swire.

Hong Kong's OPUS employs an undulating exterior to a more subtle effect. The drama of the building is really in the interior space, which Gehry hopes will create “an intimate experience” for the residents in spite of the potentially imposing view.

OPUS will host a dozen apartments -- two with their own garden -- ranging in size from 557 to 641 square meters. Swire hopes they will be completed in the first quarter of 2012.



Already 3 apartments are foreseen with Lithoss Bronze KNX switches!

Piano Special

Componist of the Piano Switches:



David Dos Santos was born in 1975 in Roeselare and graduated in 1998 from the Antwerp Product Design Academy as a Master in Product Design. Together with Architect Rodriguez Debal he created his own studio called "Remork Design Studio", based in Antwerp.

Having an independent studio allowed him to work on his own products and for clients such as Tal Architectural Lighting, Lithoss, Unilever, Chiquita, Eastpak, Maxi-Cosi and many more. Working on such a diverse range of products & brands, while maintaining an independent and eager mind, makes him into a young, versatile and flexible designer with a very own & unique identity. To maintain spontaneity and everlasting youthfulness in his design mix he also started educating and interacting with young students at various design institutions in Belgium.

Piano

by Lithoss®

How do you start to develop the successor of the price winning Lithoss design switch?

David : Lithoss customers are very demanding. The second range of Lithoss switches could and should not be the 'little brother' of the current range. For the Piano we wanted to create a new visual concept. As the switch has been designed without a visual mounting frame you can mount the switches continuously vertically as well as horizontally (if you do this you create the Piano effect). Of course we maintain the basic elements of the Lithoss concept: quality material, high end finishing, functionality and shape. This brought us to the essence of the switch.

Piano means flat in Italian which is a nice connotation for a switch. On top of that does the Piano make you think of nice materials, beautiful finishing and a harmony. You can't keep your fingers of this switch!

Where did you get your inspiration?

David : I took most of my inspiration out of architecture and photography for this particular job. I prefer not to look at other products which helps me to stay innovative.

How long did the process of designing the Piano take?

David : It took around 3 months in the studio to evolve from concept to drawings to first prototyping, etc... After this we spend another 18 months together with the engineers from Lithoss where we have been matching the design with every technical difficulty there is in creating the switch. The variety of difficulties were numerous: no visible mounting frame, possibility to have a continuous switch horizontally and vertically, very limited room to work with because of mounting boxes, LED, materials, ...

Did you already get reactions on the new design?

David : During the design process we did a test during several exhibitions to see what the reactions would be. We published renderings on social media and blogs. Most of the reactions were very positive. It is nice and inspiring to see different comments and remarks at an early stage. The blogs were immediately copied around the world and we got demands from almost every single different continent while the switch was only in prototyping phase!

Dries Balcaen, engineer at Lithoss, helped to develop the new Piano switch from beginning till end. We asked him a couple of questions about his experiences.

Once the design from David Dos Santos was finished. What was the first step to take?

Dries : To start of with we had to look at matching the technical possibilities with the design of David. Some things were possible, some impossible and some just difficult. From a technical point of view we kept our focus on the functionality of the switch, being compatible with other brand modules and wall box standards from other countries, etc.. Once my evaluations had been made, I got back to the designer to synchronize our thoughts. Some things looked nice but are not practical or functional and it's my job to study all these matters and give direct advice to make the necessary changes, in order to have a reliable and produceable switch. Most problems and challenges occurred after the first prototype.

Can you give us an example of what you had to change?

Dries : The curving of the switch and its length was a little too long and high, which makes that you couldn't push in the switch completely, so we had to shorten this a mm and make the angle a bit shorter. The distance between the buttons also had to be changed.

It was a constant process where each party had to make the necessary compromises in order to get to a good end result.

Were you able to use the current design as help?

Dries : All pieces are completely new. The necessary additions to tolerances and installation parts were things I could use from experience with the current design.

What types will be available? What are the advantages in comparison to the current Lithoss range?

Dries : We start with 24V - 250V push buttons and KNX. The big advantage is that we are direct compatible with the 55-module suppliers like GIRA and Berker.

Almost everything is finished, what still needs to be done?

Dries : There is still a lot of work to be done for the 250V mechanical version for the renovation market.

Piano ... from passion to symphony

Timeline of the Piano Switches



first teaser proposal by David
presented December 2009



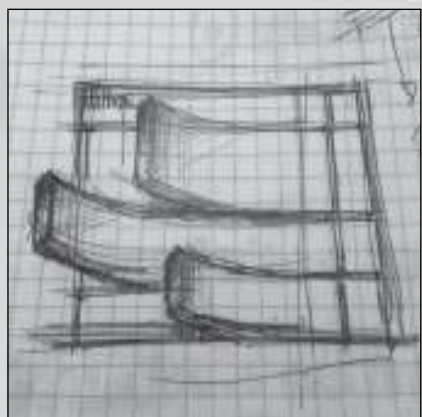
Second teaser proposal presented
at the same time as the first.
This proposal was OK'd.



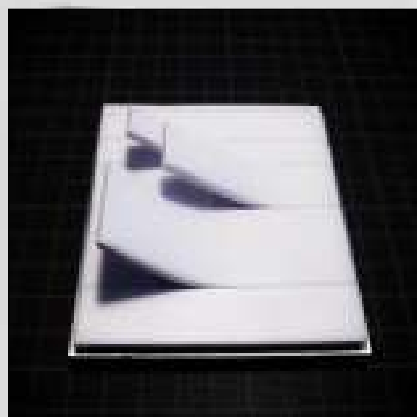
01/02/2010 : first handmade prototype
on how the piano could look like



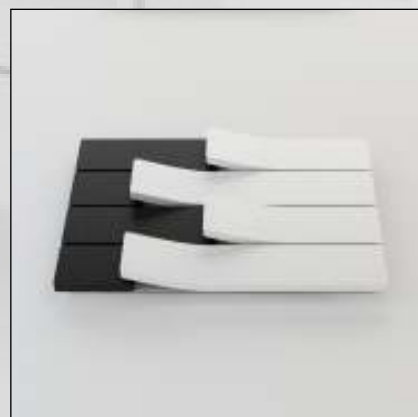
25/03/2011 : exciting first renders come
out of the computer on how the Piano
could look like



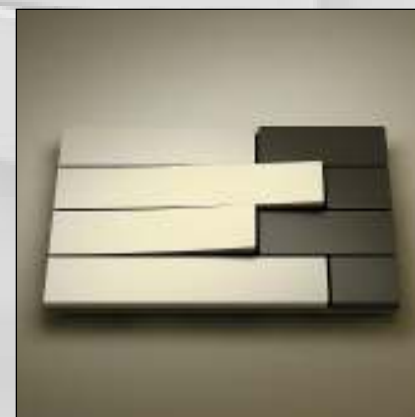
25/05/2010 : sketch made up by David
in search of the perfect equilibrium



06/07/2010 : handmade prototype by
David based on earlier sketch



13/01/2011 : a more aesthetically pleas-
ing advanced prototype was made up
based on the latest drawings



09/06/2011 : first 3D renders launched via blogs and social media to check reactions...



INTERVIEW : Interior Architect Mr. Dennis T'Jompens



We meet Dennis at a very idyllic place in Antwerp "Chez Fred" on a perfect sunny day in spring. Dennis T'Jompens is a passionate man with a very stubborn but gentle character. He's an interior architect, with lots of experience in the world of modern architecture, fashion and art. In his designs he tries to

realize contemporary creations, with an open and spacious feeling. He prefers to use quality materials and chooses to work with simple and modern architectural lines, to which he adds colour contrasts. He combines shiny materials in opposite to mat materials and silk towards robust.

Where does your passion for architecture come from ?

DTJ : I was born with a passion for everything that looks nice, whether it is art, fashion, architecture or even women. A passion from me since I was little (laughs).

The one thing I'm really good at, is drawing, that's a gift I was born with. So the choice for architecture and interior design was pretty logical. During my college years I realized that this was really the road to take. When you know that I am collecting Domus (Italian Design magazine) since the eighties and that I was born in 1978 then you know that my passion was there from the start.

Client is king.

How do you fulfill the wishes of your clients ?

DTJ : client is king indeed. I always let my clients give me a full picture of their ideas and wishes, in order for me to realize their dreams. This is always the first step. The art is to combine their various ideas, which is sometimes impossible, into one harmonic and contemporary design. Throughout the years my job became easier because more and more people come to me looking for a specific style. Before I had to ask what kind of style they were looking for. Now my style is known, people let me design for them and allow me to do my own thing. For me it's a true privilege to be able to work this way and to get this confidence of my clients.

It is important that both my client and myself have a good understanding from the first meeting as we will be working together on a project for a long time. If this is not the case I am honest and open about it as this makes my job easier.

I would also never sell my clients something that will not last longer than five years. That would be good for my business but that's not what I want.

Do you follow trends ?

DTJ : That's a good question but a difficult one. Trends are fun but not unlimited in time. I use them very subtle but will never add a red coach because red is the trend color of the moment. When people choose a coach they will keep this for at least ten years. This is something I am very aware of when new trends are launched.

On the other hand, trends motivate me, they challenge me to work in another way, to use other colours, materials and brands. This is a confirmation that as interior architect you are also trendsetter in your own designs. To take Lithoss as an example, I was one of the first to work with your products. You go to fairs, you visit stands of other brands and then you come "home" to Lithoss, convinced again, that I made the right choice.

How would you describe your own style ?

DTJ : My style is a signature on his own, people love it or they don't. People decide this after visiting my website or by looking at my reference projects. Typical for my signature is service. I spend a lot of time to this topic. The client pays a lot of money for me to design and realize their perfect interior and they deserve to be treated in the most respectful way. Another signature is creativity. Each project is unique and must not be a copy paste of another project. My style always will be recognizable but I add another touch to every single project, that would not fit in other projects. Furthermore I pay a lot of attention to quality. This must be a 100%, for each project and each client again and again.

The last thing I would like to add is the practical side of a house. It must be creative and exclusive but you still must be able to live a day to day life in it.





I want to end every project with a WOW – feeling and the thought of living here myself.

What are the challenges today for an interior architect ?

DTJ : One of the first challenges is the eco-friendly way of building. This is extra challenging because the ecological products and legislation are all very “new”. We have to fill out loads of forms for our clients to be able to benefit from it. Some regulations change every month.

You also have the restrictions made by building commissions, counties and city halls. It stays a challenge to get an approval for building permission. You always have to make sure that when you deliver, you deliver in style and perfection.

Is it important to be involved in the project from the beginning ?

DTJ : Yes, very much so. Once a design is made and the building permission is requested, I can no longer ask for changes. Theoretically it's not too late yet, its only too late when the building is already there. Often we see that changes have been avoided by communication at a much earlier stage.

This makes more and more architects aware of the importance of a close collaboration and that's a very good evolution.

Which partners do you find important as interior architect ?

DTJ : That's easy : every partner. From the curtains supplier to the central heating supplier. If you ask people how important they find the look of their switches in their interior, 8 out of 10 will answer : never thought about this before; until they see the result. Once I show them the possibilities they realize that these details make their house look absolutely finished.

Do you personally think that interior architects receive as much credit as architects?

DTJ : 5 years ago, i would have answered definitely no. Today I must say that I feel myself as interior architect more and more respected and recognized. Not only the end user but also project developers understand more and more the advantage of a close collaboration.

Wanna know more about Dennis his projects ? Visit his website and discover a world of minimalism, simplicity and pure beauty :

<http://www.dtj-interiorarchitect.be>

Project in the spotlight : La Reserve (Knokke - Belgium)

Interview with Mrs Van Thillo

We meet Mrs Van Thillo in the large impressive lobby of La Reserve. Not only the weather but also the view on the lake makes you look forward for summer and this preferably in one of the 110 beautiful rooms of La Reserve in the mundane coastal town of Knokke.

I can imagine that taking over, tearing down, rebuild and re-open a hotel is nota an easy job. How did you experience this period?

The work was delayed with about 6 months as we did not get the building wind- and waterproof, this meant that we could open in a quieter period of the year. This helped us to overcome beginners mistakes and gave us the possibility to make sure that we could check whether everything was going smoothly. Now for Easter everything is fully booked so there will be pleasantly busy.

How did you choose your partners for interior design?

We mainly focused on the Belgian market and looked for Belgian design, so Lithoss fits perfectly in this story. My husband and myself have years of experience in the hotel business, but still it is different when you are a guest yourself. This is why we went to Las Vegas to experience and discover different ways to make a guest's stay as pleasant as possible.

I read that a lot of people from Knokke really are fond of La Reserve, do you have a specific target audience?

Our doors are open for everyone, for elderly and young people and families. With this in mind we are adapting the functionality of certain rooms.

To give you an example, we work with a domotics system, this really makes the rooms easy to use for everyone! Next to that La Reserve is perfectly organised for meetings, incentives and seminars.

There are plenty of things to do:

On the top floor you can spoil yourself or get spoiled in the wellness centre with sauna, hammam, pool and massage area.

There is a bistro for a quick meal as well as a restaurant for the more sophisticated meals. For those who adore the nightlife in Knokke there is the possibility to have a brunch with view on the lake in the morning!

La reserve feels almost like coming home!



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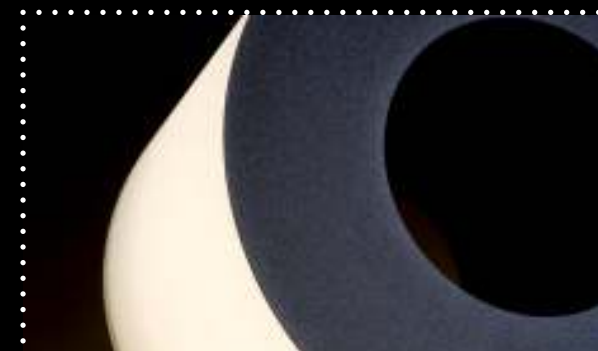
PRESENTS....

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LIGHTING

Project in the spotlight : Waldorf Astoria (Berlin - Germany)

5 Star Hotel "Waldorf Astoria" Berlin

Hardenbergstrasse 28 , Berlin, BE 10623, Germany | Tel: 49-030-814000-0

This hotel will offer five star luxury next to the world famous memorial church, the Kaiser Wilhelm Gedächtniskirche, and just a few steps away from the ever fascinating Kurfürstendamm (known to the locals as Ku'damm), considered the Champs Elysees of Berlin. Waldorf Astoria's first hotel in Germany will occupy the newly built Zoofenster building, the highest building in the west side of the city rising up to a height of 118 meters, designed by the renowned German architect, Professor Christoph Mäckler. The hotel, which will feature 232 stunning rooms, apartments and suites, will set new standards in luxury by combining the pioneering heritage of the legendary flagship Waldorf Astoria New York with a unique design inspired by Berlin's vibrant personality.

Reservations foreseen from September 2012. Lithoss has already supplied 208 rooms with high end finish switches and sockets in a Nickel S. finishing, and is for the moment occupied supplying printed coverplates with customized symbols for the 21 apartments. To integrate the thermostat in the same Lithoss design, we even developed a completely new frame.

More information and pictures coming in our next edition !


WALDORF
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BERLIN





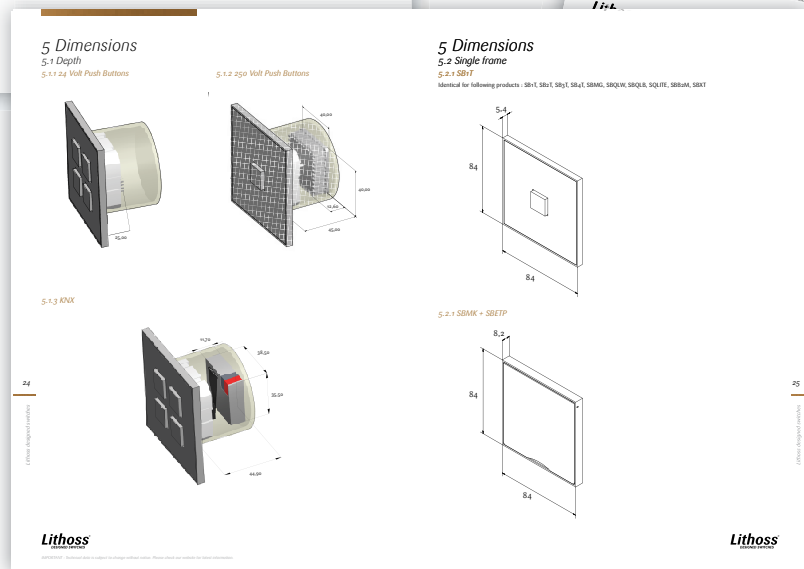
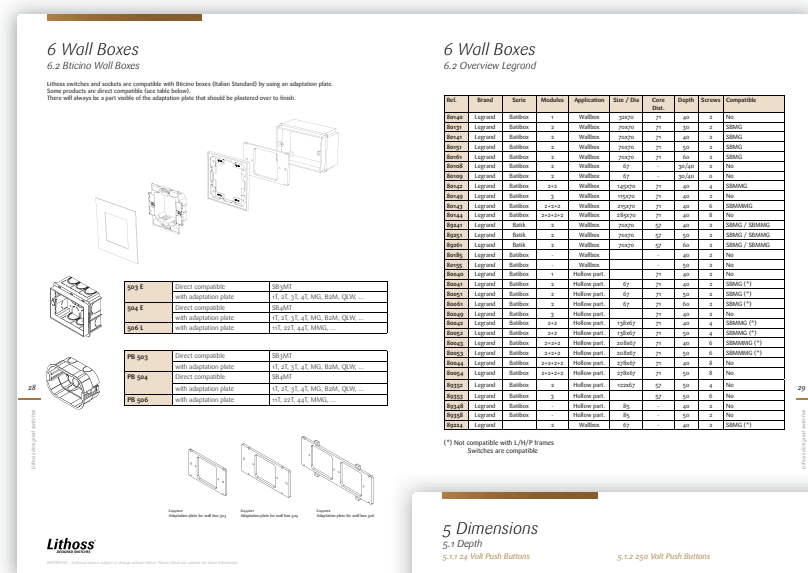
*IMMIX going ...
Loiton & Bronze*



NEW Technical Lithoss Guide

Lithoss has grouped all technical information into one technical guide. This is available in PDF format and printed book version.

This technical guide offers all product bulletins, wiring diagrams, dimensions and installation instructions, guidelines for wall boxes (national and international). And last but not least a practical overview of all modules (sockets, ..) Lithoss is compatible with.



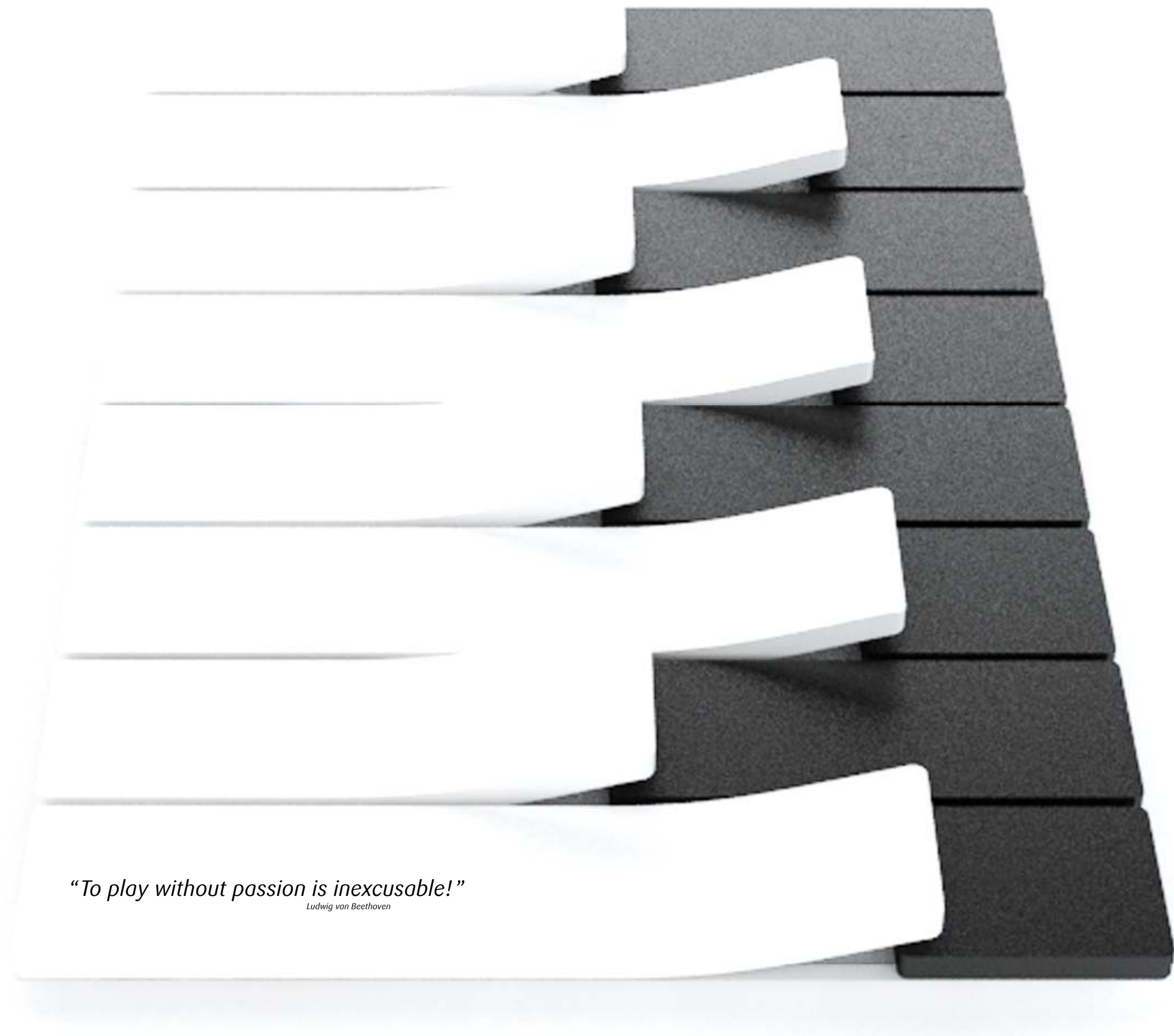
Lithoss new partnership

Lithoss proudly announces its collaboration with the Indian company Panchshil. Several real estate projects like 'The Address - 26 apartments', 'Marriot Hotel Pune - Presidential suite' and 'Yoo - mock up apartment' have been successfully supplied.

Panchshil Realty is Pune's premier real estate developer having commenced its operations in 1996. The company has successfully delivered over 10 million square feet of prime real estate over the last decade and are currently developing another 23 million square feet for residential, commercial and hospitality purposes. Panchshil portfolio spans across high-end residential developments, IT parks, built-to-suit office spaces, special economic zones (SEZ), hotels, convention centers and luxury retail malls. Their developments comprise some key landmarks of tomorrow's Pune such as the International Convention Center, South Asia's largest composite trade and convention centre, internationally-managed serviced apartments at Oakwood and also involves celebrated designers such as Philippe Starck. Their integrated approach to serving clients spans across planning, construction, architectural and design services and also permeates to developing infrastructure around our properties, proving automation and facility management services.

"Get the latest updates, by following us on community sites **Linked in, Twitter, Google plus** and Facebook."

"These sites will be updated regularly with new pictures, news, backstage pictures from our fairs, videos, exclusive previews on projects, new partnerships, ..."





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