

Press Release

## AVVENI – ELEGANT, EXQUISITE AND VERSATILE

**From a single spot expanded to a complex structure spanning an entire room:  
SATTLER created a modular LED-lighting system – Avveni**



Like all SATTLER designs, this modular system surprises by its extraordinarily intricate solutions and extremely high quality detail. Avveni luminaires can be used to illuminate either as a single spot or as a complex structure spanning an entire room. The new product line shows the infinite number of possibilities which SATTLER creates using geometrical shapes. SATTLER has developed the Avveni LED-lighting system in collaboration with the code2design agency. It is available starting September 2016.

Avveni was designed as a modular system which can be adapted to interior conditions and extended in many different ways. Its extremely high degree of flexibility is impressive: The product range is available as a recessed downlight, ceiling, floor and table light, or as pendant luminaire. Ulrich Sattler, owner, CEO, and designer at SATTLER GmbH, has always had the concept of a highly flexible system in mind. Starting with an individual luminaire, he has managed to develop the concept of a chain-like or reticular modular structure.

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# SATTLER

## **From Spot to Canopy**

From one central point, the luminaire can be run along the ceiling, branched out, or joined to form a spectacular, dome-shaped canopy. Due to its complex structural design, Avveni is also predestined for lighting large and high ceiling rooms in commercial buildings. It is an embedded magnetic joint that makes Avveni so highly flexible: The light heads can be easily removed and exchanged by simply popping them in and out. Moreover, the magnetic joint allows for an almost 360 degree rotation of the light heads. The light head itself has also been designed to be extremely flexible in its application: One may choose between a spot version and a flood version. When using the spot variant, the beam angle may be chosen between nine and 60 degrees via a snap-in system and different adaptor lenses which are available. Furthermore, this system allows for shifting the light colour and attaching anti-glare lenses.

For structures of up to five light heads, the power is supplied via the steel suspension cables. A separate supply line is only necessary for more complex structures.

Göppingen, June 2016

Publication free of charge/Copy requested

## **About SATTLER**

SATTLER is a family business located in Göppingen, Germany, which is managed in the second generation by Ulrich Sattler. As a manufacturer of sculptural luminaires of extremely high quality detail from design to production, the company enjoys an excellent international reputation. Their luminaires are coveted interior items for foyers, shops and malls, prestigious residential buildings, and executive suites all over the world. "The true greatness of our products is in the detail", is the company owner's creed, which also concisely summarizes SATTLER's quality and design standards. SATTLER has been awarded numerous design and innovation prizes for their pioneering products such as the iF Design Award, the Red Dot Award and the Focus Open Award.

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# SATTLER



Avveni is a modular lighting system which comes as a recessed downlight, ceiling, floor, table, or pendant light. The luminaires can be controlled via Bluetooth or radio. Their color rendering index of over 95 is outstanding and almost reaches natural light quality. (Photo: SATTLER)



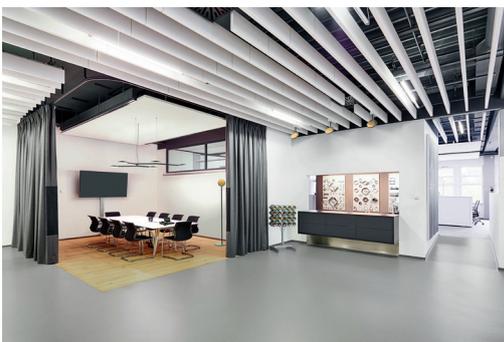
Avveni in its version as a floor and reading light, as it is often used in private homes. The light head can be moved, thus offering a wide range of possible uses. (Photo: SATTLER)



Avveni as a branched-out structure pendant on the ceiling: The above depicted model measures 2800 mm x 1540 mm and functions as a reading and a table lamp. (Photo: SATTLER)



Above the reception desk, the Avveni modular lighting system is used as a pendant luminaire with six light heads, and above the waiting area as a ceiling light with two arms. (Photo: Stefan Streit)



Accented lighting in an open space office: The golden anodised Avveni Spots accentuate the presentation area, whereas in the conference area, a floor lamp and a pendant luminaire are used. The Avveni product range can be adapted to every room setting. (Photo: Stefan Streit)



Floating light above the table: The Avveni luminaire is suspended from thin steel cables above the large conference table. These particular structures are each comprised of a total of six light heads. (Photo: Burg & Schuh)

# SATTLER



The two Avveni ceiling luminaires cast an even, soothing light, with two arms in the featured version. (Photo: Stefan Streit)



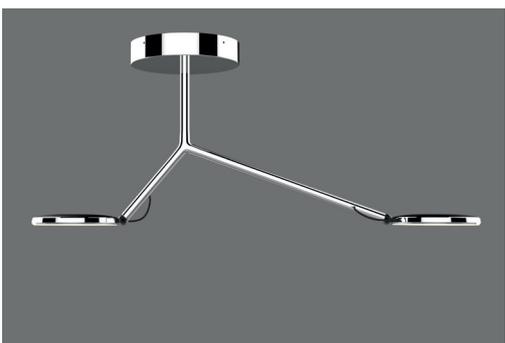
The Avveni luminaire as a recessed downlight: Flush-mounted and integrated in the ceiling or swung out in order to accentuate objects. The extremely high detail quality can be seen at close range. (Photo: SATTLER)



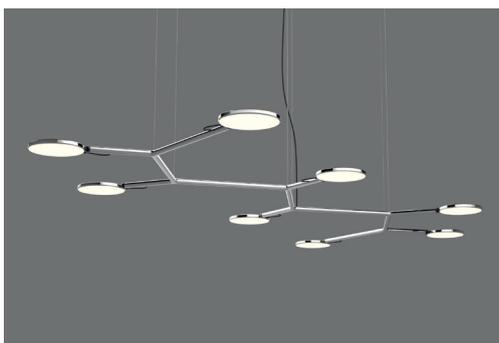
Characteristic for all SATTLER luminaires is the precision in detail. The Avveni reading lamp has a flat light head that can be moved. (Photo: SATTLER)



The slim Avveni Floor<sup>3</sup>: Each light head has a magnetic ball joint and can therefore be easily put in the desired position. (Photo: SATTLER)



The Avveni Ceiling<sup>2</sup> luminaire in its variant with two arms made of aluminium. The bars are either polished or coated in white or black. The ceiling covers are available in black, silver or anodised in gold. (Photo: SATTLER)



The floating light sculpture with eight light heads is a complex Avveni variant. (Photo: SATTLER)