

lumiblade insider

The OLED Lighting Magazine

Issue 01/2015

Innovation with playful ease

Lumiblade Innovators Club
member #001 presents
two innovations in one


Research for Smart Lighting

An unusual quartet of experts in
search of the light of the future

Tomorrow's window made today

Smart windows with integrated
OLEDs guarantee a good mood –
regardless of the weather

Focus:
Innovation



#01/2015



12

08 What drives innovation?

Why are some nations more innovative than others?

12 The market is ready for organic light

Interview with Thomas Emde, founder of the OMLED brand and CEO of emdedesign GmbH

18 A special club for special members

Can a simple idea help to promote OLED light? Yes, it can.

20 What kind of innovator are you?

The test and the facts

22 Filling market niches

Uniled Technologies on the potential of OLEDs in India and the Middle East

24 Innovation with playful ease

A visit to club member #001 and winner of the Lexus Design Awards 2014

28 The Miracle of Hamburg

An OLED installation lights up a new musical theater in Hamburg



24

30 Revolutionary innovations of humankind

... just a few of them

32 A plea

for better quality light in the workplace!

34 Belgian innovation with a surprise

The Oh!led collection tells the story of a successful collaboration

38 Creating new markets – made in Italy

A discussion about experiences, successes and aims with the Italian business duo Pugnale&Nyleve

42 Tomorrow's window made today

Smart windows with integrated OLEDs guarantee a good mood – regardless of the weather

48 Grand designs from small things

Mike Arndt and Dan Schwade are the designers behind Visa Lighting. They have created two stunning modular OLED lights

50 Birth of an OLED

Cutting-edge nanotechnology in six steps

52 Stage light? Light stage!

Christopher M. Bauder and his company are responsible for some spectacular light art installations



56 Research for Smart Lighting

An unusual quartet of experts in search of the light of the future

62 Ready to explore the possibilities

The first OLED designs from Latin America

66 Lighting up the future with young talent

The multi-award-winning lighting systems manufacturer HALLA and their FLOU design

68 Preview

70 Imprint

The market is ready for organic light.

Interview with Thomas Emde, founder of the
OMLED brand and CEO of emdedesign GmbH.

Mr. Emde, we already know you as a lighting designer and an inventor. For many years you have been a pioneer, designing luminous furniture and lighting-glass for facades and using these in various projects. Now you are bringing the world's first complete OLED light family to the market. What fascinates you about this light?

I have been working with LEDs for over 16 years. However, the quality of light and the sustainability of OLEDs have been inspiring me for years, so I have had a lot of time to think about possible applications. In 2008 I had the idea of forming a sphere out of the flat OLED and adding a screw base: the OLED bulb.

The OLED brings back what we have lost: pleasant, soft light for the people. Light that doesn't dazzle, lights that don't burn us and technology that can meet today's demands for energy efficiency and sustainability.



*A floating light surface
in the room: the delicate
pendant luminaire from
the OMLED series.*



The OLED light family brings good, close up light quality back to people – with minimal use of materials



As an internationally renowned light artist you illuminated architecture before you founded your own lighting brand OMLED and the company emdedesign. What made you change paths?

Over the last 15 years I have realized major international projects and made my contribution to the appearance of cities at night. I often wonder how much light and what kind of light people actually need. It's not about having more and more light to illuminate our planet at night and to turn night into day. It's rather about a measured interaction with light as a valuable and vital resource. And with OLED technology, following the ban of the conventional light bulb, I see the chance to give people good, energy-efficient and measured light once again, without having to rely on optics, diffusers and cooling elements.

In 2013 in Aachen I was able to see the lighting results of the new Brite FL300 OLED panels for myself and I was inspired. My team and I then started to develop an entire light family with the panels and we founded the brand OMLED.

“I often wonder how much light and what kind of light people actually need.”

What is special about your OLED light family?

We reduced all components to an absolute minimum when designing our light family – the most important thing is the light itself. We support the characteristics of the OLEDs by using only satinized and printed glass. This makes the light appear even softer. The OLED as a technical component recedes into the background; what is visible is a gentle and softly glowing glass surface of light.

The sensor-touch function to dim the lights and switch them on and off, and the specifically developed driver electronics are integrated into the glass cover of the lamp. The OLED panels can be effortlessly replaced. This is a huge advantage over most LED lights. Thanks to the quality of light, the minimalist, flat shape and the delicate suspension and fixation system, we created an entirely new and visionary type of light. Our suspension lamp s5 has been honored with the worldwide most prestigious GOOD DESIGN Award 2014.

Do you see OLEDs and LEDs as competitors?

No, on the contrary. Both technologies have their respective applications, they complement each other. The LED is a point source spotlight which can illuminate surfaces over a great distance. The OLED as a two dimensional light source with excellent color rendering can be used close to people and is able to illuminate the immediate environment without glare.

Looking into the crystal ball, what do you see for the future of OLEDs?

Initially the LED was merely a glowing indicator light on a dashboard – today it is a high-beam headlight. Its development has had laws changed and pushed the affordable light bulb out of the market. The LED is on its way to a monopoly.

Not least, given the above I see the future of the OLED. We urgently need a complement to the LED. Based on this conviction, and together with partner companies, we have created an OLED patent portfolio for applications, products and processes, which we developed ourselves or purchased from other German companies. The future of OLED is in meaningful and useful products and applications.

OLED is a sensible, economical, reliable and extremely pleasant light partner. It doesn't dazzle, it warms without being hot and it doesn't exhaust the last of earth's rare minerals. It is a fantastic, present light source.



**Thomas Emde**

Born in 1959 in Korbach, Thomas Emde studied art at the HbK Kassel and the HdK Berlin. He began his artistic career as a painter. His works have been exhibited in museums and art institutions all over the world. Light soon appeared as an additional element in his work and from 1999 Thomas Emde dedicated himself to artistic architectural illumination and the subject of light as a material. By 2012 he had implemented many large projects in Europe and the Middle East. OMLED is the brand of the emdedesign GmbH, which he founded in 2013. OMLED introduced the world's first OLED light family in 2014 with products for everyday lighting purposes.

*Floating but secure:
the elegant floor lamps
radiate light into the
room horizontally
interpreting this type of
lighting in a new way.*



“The OLED brings
back what we have
lost: pleasant, soft
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