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SECOND INNOVATION AWARD FOR THE FLOOR LAMP "ROCKY DANCING COLOURS"

Interactive lamp by Isabel Heubl will be "Innovation of the year 2014"

For the twelfth time the LifeCare Initiative, in cooperation with Messe Frankfurt, will award products from the areas living, dining and lifestyle with the Home&Trend Award. The awards for the "Innovation of the Year" and "Trend Product of the Year" are given for consumer-oriented products and concepts from the furnishing sector. The floor lamp "Rocky Dancing Colours", designed and patented by the young designer Isabel Heubl, will be "Innovation of the year 2014" on 1 September 2014. The independent jury of experts, consisting of architects, consumer researchers, designers and lifestyle experts, emphasized particularly "the excellent work in design and innovation". For Isabel Heubl it will be the second award for her invention. Four years ago she received the renowned Philips Lighting Design Award.

Award ceremony on 1 September 2014 at "Tendence" in Frankfurt

Once again the Home&Trend Awards 2014 will be officially presented during "Tendence", the international consumer goods fair revolving around the subjects of the home and giving. The award ceremony will be held in Galleria 1, level 0, GAL 0 A04, on the Monday of the fair, 1 September at 12:00 a.m. CET. We are looking forward to welcoming our business partners, customers and journalists there, please accept our cordial invitation to the ceremony. After the official part, Isabel Heubl will be available for photos and interviews from 1:30 p.m.

"Rocky Dancing Colours" – the first real interactive lamp

With its purist egg-shape "Rocky" fulfills highest aesthetic demands and exerts an enormous emotional impact on people of all ages. If you give the lamp a push, it starts to dance and changes its colour through movement. The harder the push, the more intensive the colours will be. After a while "Rocky" will go back to an upright position on its own, just like a tumbler toy.

Patented multi-functions

The beautiful formed LED-lamp captures with its brought range of applications and as a classic-modern design object. As the lamp has no edges and does not fall over, "Rocky" is a perfect lamp for households with small kids and pets, as well as for public buildings, hotels, medical practices, VIP areas and design hotspots. For the usage of the app per smart phone or tablet Isabel Heubl has programmed a wide range of modes, i.e. dimming and cycles of colour changes for an individualized light atmosphere. Event and object furnishing professionals appreciate the ability to interconnect a group of lamps via one device. In addition, the "Rocky" outdoor version has recently become available, being a guaranteed eye-catcher at open-air product presentations and parties.

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Power-saving interactive light design

"Rocky" does not become warm, is therefore perfect for a constant use without harming the environment at all. Additionally the high-power LEDs consume a very low amount of power. Isabel Heubl confirms: "Furnishers, architects and designers are looking for sustainable and energy saving light designs, today more than ever."

About the Home&Trend Award

LifeCare is an independent initiative, only awarding first-class quality products that have qualified through innovative functionality, exceptional product benefits, user-friendly handling, ergonomics, ecological aspects and sustainability. Isabel Heubl is extremely happy that her lamp can be signed with the official award sticker, therefore it will be easily recognized. "Especially private customers are not seldom daunted by the choice of lamps they find in specialized retail and showrooms. The sticker can really help them to get an understanding of the products and to make the right decision," Isabel says, adding: "I am truly very proud, that 'Rocky' is now 'Innovation of the year 2014,' it's really the best introduction you can imagine to start conversations with furnishers and architects."

About Isabel Heubl

Isabel Heubl, born in Ulm in 1988 and grown up in Aschau, is a determined and quality-driven designer, who combines functionality with aesthetics, having the user's needs and requirements always in mind. Form, function and material become one in all her designs. Isabel Heubl presently works for leading European companies such as WMF, Amefa, a renowned cutlery manufacturer, and medIQ, an experts team for medical devices. In parallel, her unique LED-floor lamp "Rocky" is to be developed into a "Dancing Colours" product family.

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