

OXANEO

PRELIMINARY



ZUMTOBEL Group

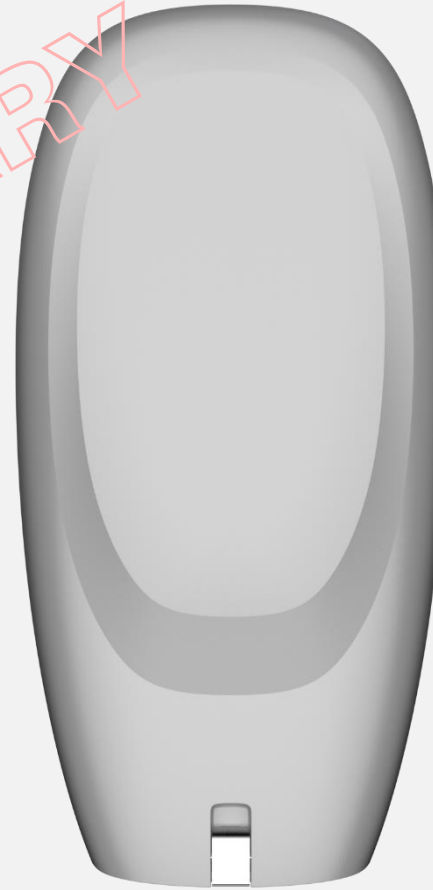
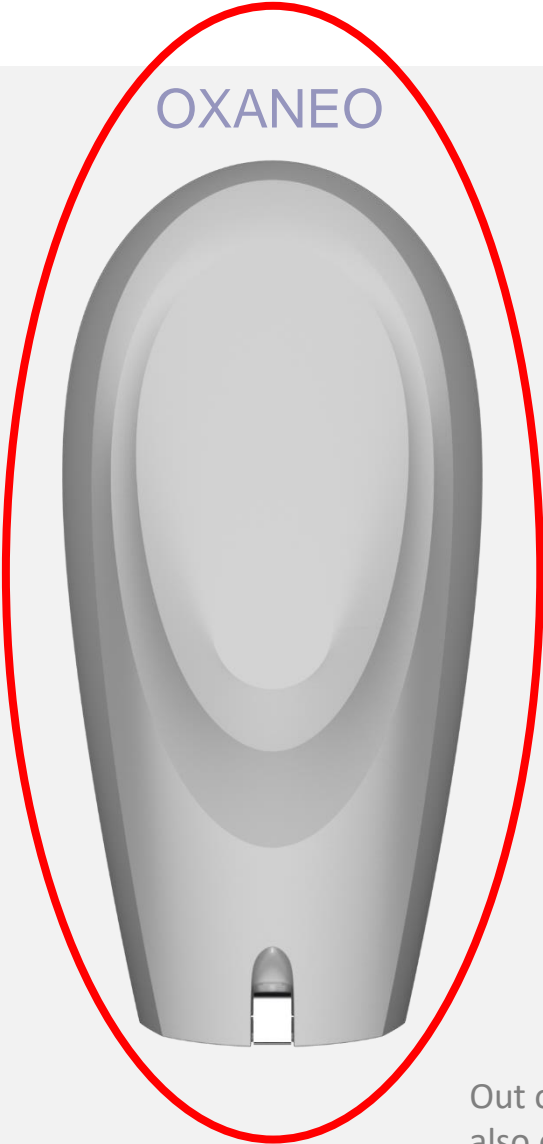
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OXANEO

OVALON

ORBIT

OCTANE



PRELIMINARY

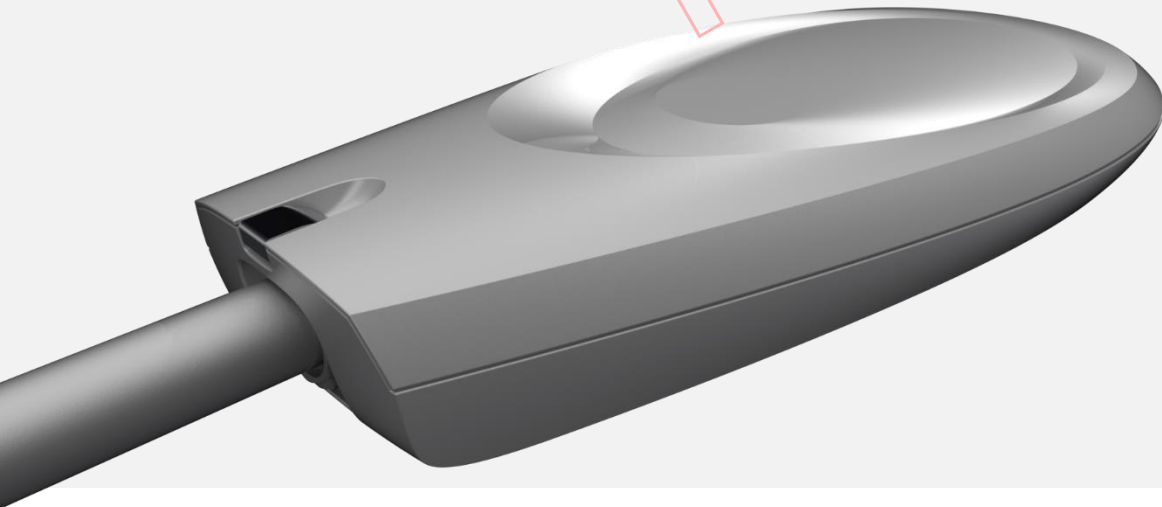
Out of four alternatives for the new OXANE one was chosen: OXANEO. Major reasons were tradition and identity. This also enhances the possibilities to replace part of- and to expand sites where you find OXANE today.



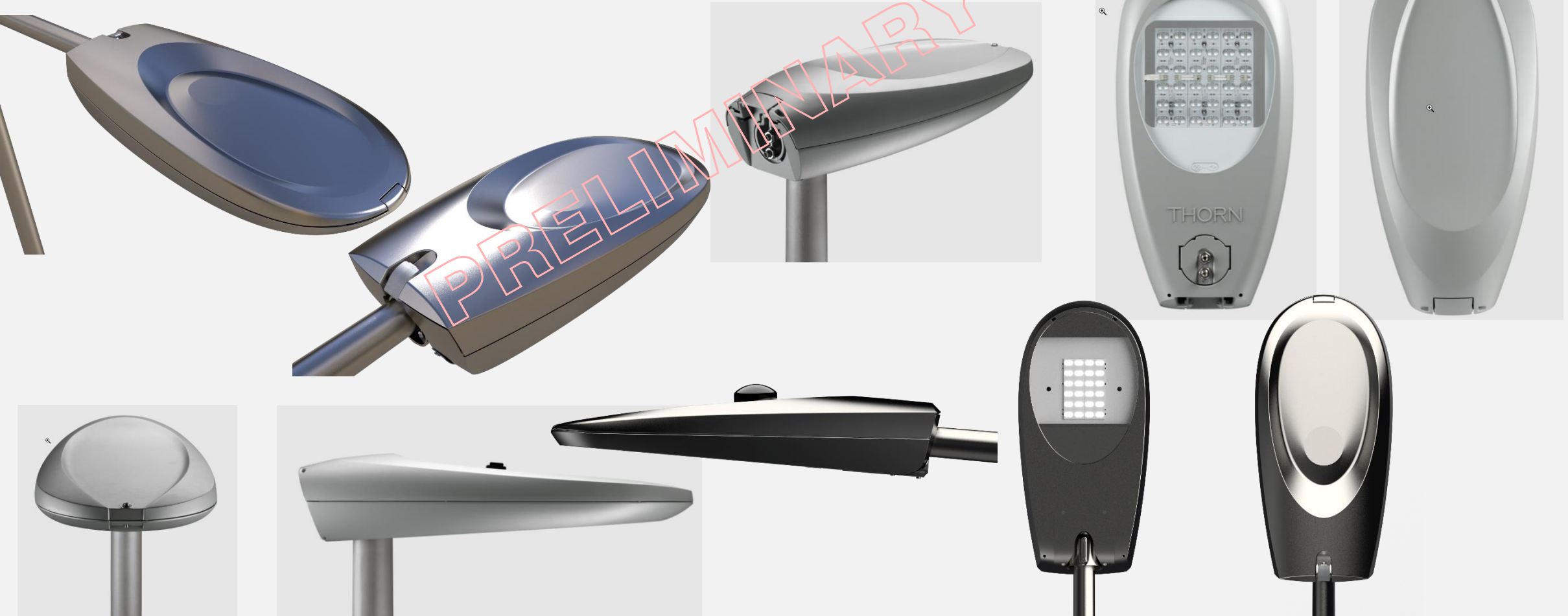
Both traditional and modern.

Design Philosophy:

The Oxaneo is a true inheritor of the original Oxane. It is elliptic and streamlined with some accent creases that underlines the oval theme. It is slim and compact over the LED boards through its local recess that is eliminating the “ducks beak” from side view. The centre of this area indicates the position of the Zhaga unit.

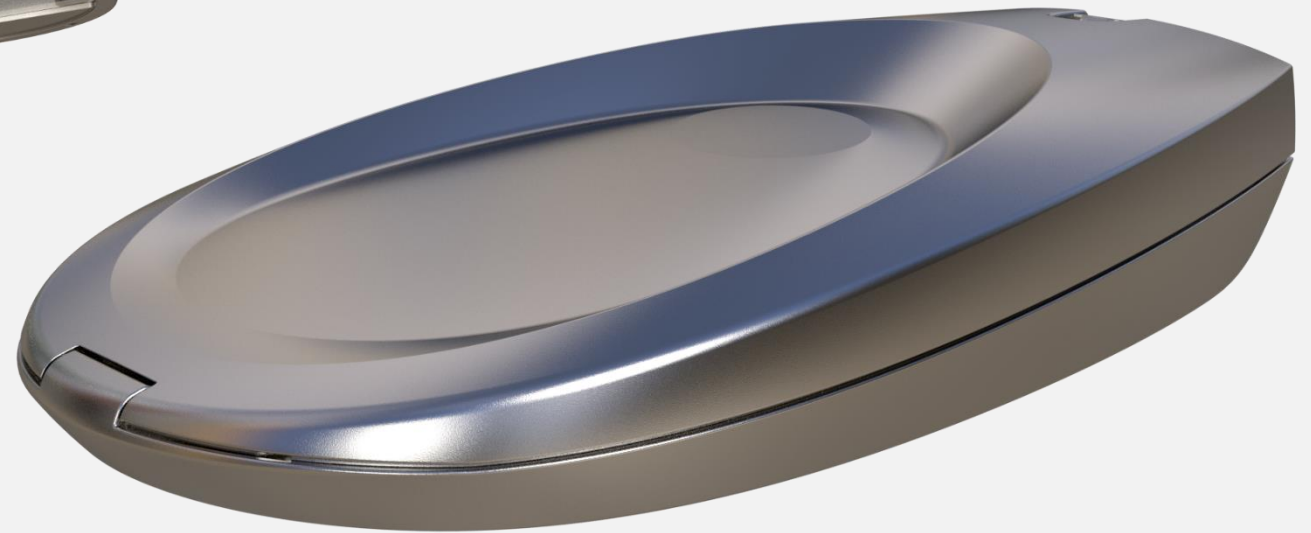


Design Guideline from Zumtobel:
Keep OXANE's main design spirit i.e. ovoid and slim. With flat surfaces on top and bottom to allow for smart features.





The shape itself is intended to illustrate simplicity and efficiency. A certain amount of speed is indicated by the aero form with the radii going from soft in the nose to sharper towards the rear. This is after all a street light and will connect to a mobile pulse. Recyclable materials like aluminium and glass in combination with the LED light source gives proof of energy efficient solutions that are also environmental friendly over time.



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By the possibility of opening the luminaire top like a car hood you will be able to maintain, repair and update the product. When the time has come to recycle the luminaire you will be able to dismantle all of it thanks to the full display of all separate units that can be taken care of in the right manner.

















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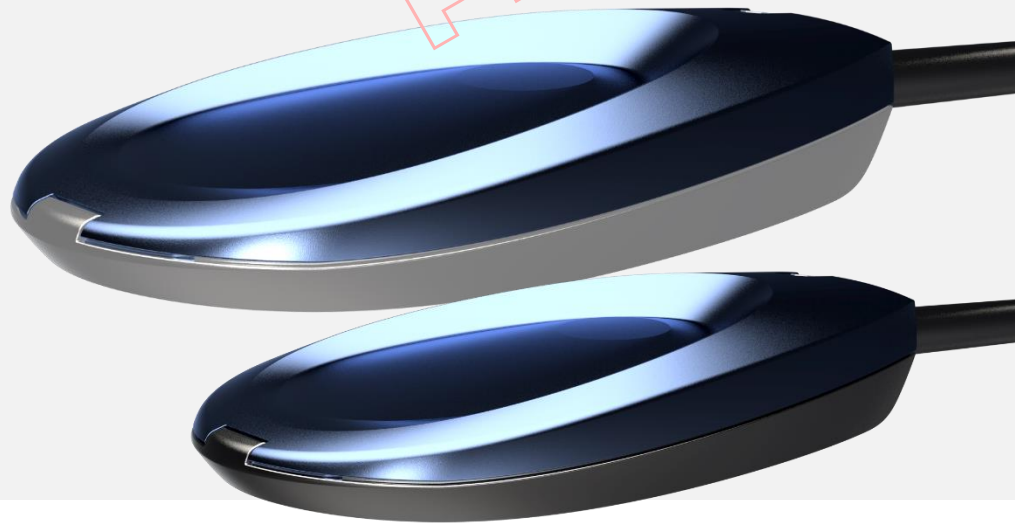
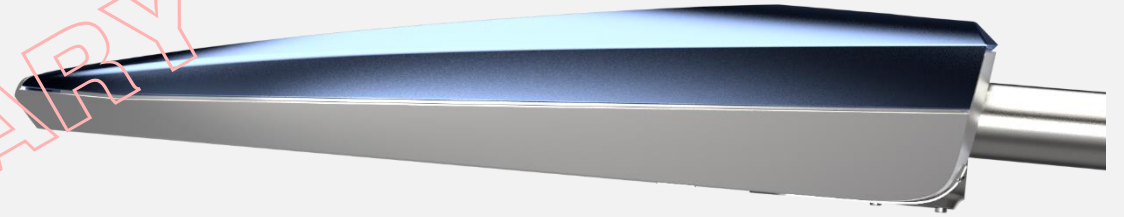
Dark grey metallic on top and standard grey metallic on lower body.





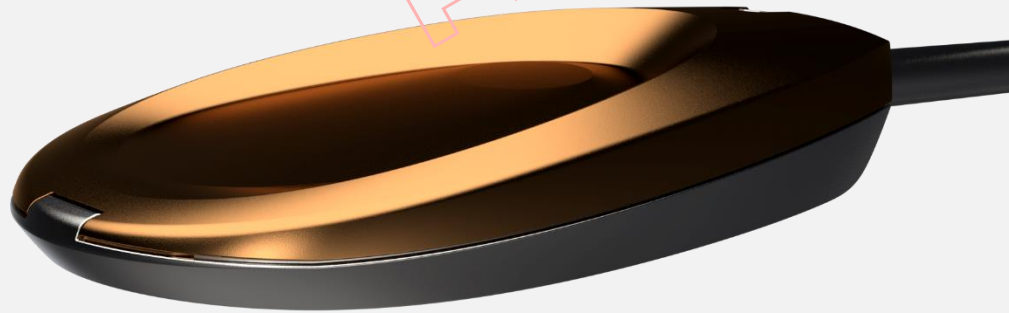
Shark and Chevrolet Corvette Mako Shark. Either white- or standard grey metallic on lower body.

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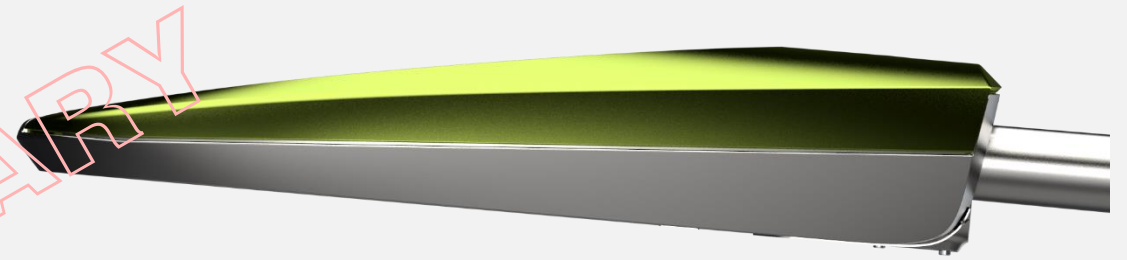




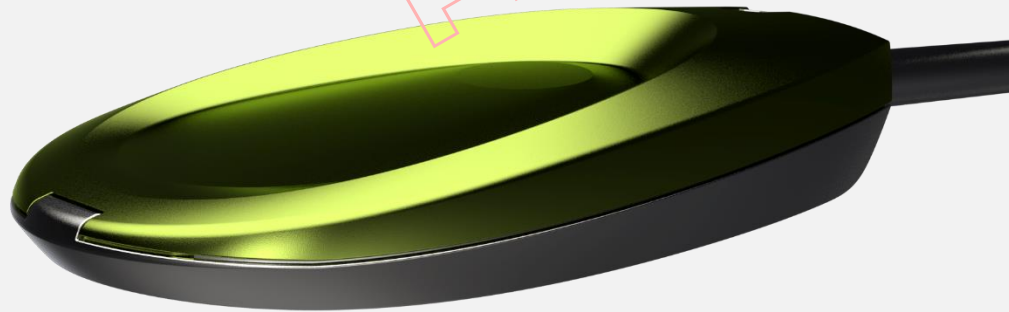
Gold-beige metallic on top and standard grey metallic on lower body.



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Light green metallic on top and standard grey metallic on lower body.



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One reflection that may strike you is the importance of managing the heritage in an innovative way. To keep the essence and add novelty in the form of functional and technical improvements. And to reflect that in a new styling/design that has its roots in a previous generation so that people can recognize the ancestor and relate to that. When it comes to the Oxane luminaire the ambition is that the Neo version will be the natural choice for customers that want to replace or complement the old one. And as important is that it will attract new customers so that it will be possible to expand the market share within the segment.

You have now seen four alternative sketch concepts. Each one of these can be developed and improved once you have made a selection. Maybe there are elements that you would like to combine within one concept. Since the alternatives are developed from the same tradition and philosophy this may be fully thinkable...







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