

## Media information

### A FLOATING PIECE OF LIGHT ART

**SATTLER used a single rod luminaire in light sculptures that now poetically and dynamically brighten up the new company headquarters of Prinzing.**



The oversized light sculptures are an eye-catcher from any perspective in the newly built headquarters of Prinzing Elektrotechnik GmbH. They are formed of several asymmetrically suspended and precisely balanced luminaires of the Palito series by SATTLER. Photography: Tobias Fröhner

**Prinzing Elektrotechnik GmbH in Eislingen near Stuttgart represents high-quality craftsmanship in electrical engineering solutions. SATTLER located in Göppingen impressively equipped the building of its new headquarters with the Palito pendant luminaire. The light rods seem to be floating above the foyer, nearly as high as the building itself, as well as in the staff canteen, where they can unfold their full effect as a room object.**

A little industrial charm, brick walls on the outside and inside, bright, open, with a high-quality claim and the innovation power of modern crafts – this is the message conveyed by the new company headquarters of Prinzing Elektrotechnik GmbH in Eislingen, about 50 km from Stuttgart. Visitors enter the building through a narrow, tunnel-like entrance that is pleasantly lit with a bright luminous ceiling element. Beyond it, the foyer soars upwards with a grand gesture, flooded by plenty of natural light. Visitors will feel as if entering an urban square here, with various areas, comfortable sitting corners, opportunities for informal exchange, coffee or simply to let their thoughts roam. I wanted to build something unusual,” explains Volker Prinzing, Managing Director at Prinzing Elektrotechnik GmbH. „I want employees to enter the building and be comfortable. Communi-

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cation is essential today. This is why we wanted to give employees many opportunities to meet. Since we claim a certain unique selling point on the market, our main administrative building was to be particularly beautiful and representative.“ Presenting this ambience was the task posed to Ulrich Sattler and his team at SATTLER based in Göppingen.

## **Diverse design solutions with a single luminaire type**

There surely would have been many possible ways of handling the light design for this space. „However,“ Ulrich Sattler enthuses, „we found the most inspiring solution for this fantastic interior in our Palito pendant luminaire. With it, we create entire pieces of light art, customised to emphasize the individual meaning of a room.“ The timeless design of the Palito pendant luminaire was developed in cooperation with renowned designer Michael Schmidt from code2design in Ostfildern, also located near Stuttgart.

It basically comprises a rod asymmetrically suspended from a cable. This luminaire rod contains sophisticated lighting technology with high-quality LEDs. A knurled thumb screw positions the pendant luminaire via an integrated, precisely adjustable counter-weight, either perfectly horizontally or deliberately inclined.

## **Dynamics and freedom from Palito mobiles**

Ulrich Sattler made use of these options when designing the luminaire mobile in the impressive five-storied Prinzing foyer. Grouped in various locations around the room, the individual elegant luminaires suspended from the very top of the ceiling appear as kinetic mobiles with suspensions creating deliberate dynamics and a sense of freedom in order to stage the semi-public space at the heart of the building in a spacious and poetic manner. In order to support this effect even further, SATTLER developed and implemented an oversized version of the Palito luminaire for the foyer. The colour of its brushed surface forms a harmonious unit with the strong, warm tone of the clinker bricks rarely found in Southern Germany, and the natural grey of the stone flooring.

## **From light sculpture to surface arrangement**

Accompanied by a silently murmuring rivulet of water in which the in-house koi fish swim their circles, the path leads from the foyer to the staff canteen and café. SATTLER and Prinzing used the Palito luminaire in this area as well. However, they replaced the kinetic mobile with a diverse surface arrangement. Just as in the big foyer, the suspended luminaires make for a slight, barely tangible play of light that changes the lighting mood in the rooms minimally every now and then. Reaching up far enough allows visitors to change the inclination of the luminaires with the thumb screw. Individualism knows barely any bounds here. About 280 employees at Prinzing's site in Eislingen - in total, Prinzing has eight locations with a total of about 700 employees - are happy about the high-quality and modern lighting that keeps showing up with new surprises.

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The light sculptures consist of Palito rod luminaires and perfectly harmonise with the clinker brick walls of the large foyer thanks to their dark brushed surfaces. Employees looking down into the foyer from five floors above can enjoy unique views - depending on where they stand. Photography: Tobias Fröhner



The new Prinzing Elektrotechnik GmbH building offers a brightly lit environment due to its large foyer. Visitors feel as if they enter an urban square here, with various segments, comfortable sitting areas and opportunities for informal exchange. Light sculptures composed of luminaires of the Palito series create a special ambience. Photography: Tobias Fröhner



Visitors to the new building of Prinzing Elektrotechnik GmbH first enter through a narrow entrance, pleasantly lit by a luminous ceiling element also made by SATTLER. After a few steps, the corridor opens into the brightly lit foyer. Photography: Tobias Fröhner



The simple elegance of the Palito pendant luminaires in the voluminous light sculptures becomes evident from this perspective. The luminaires add strong accents to the generous foyer at Prinzing Elektrotechnik GmbH. Photography: Tobias Fröhner

# SATTLER



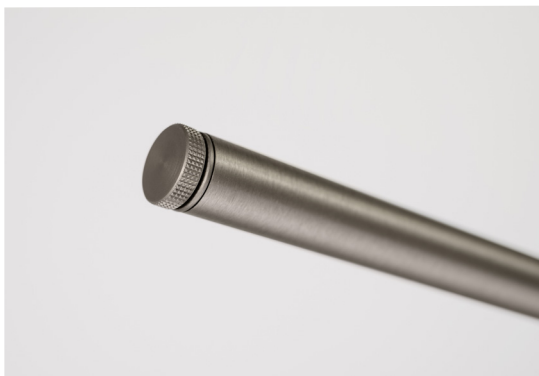
Choosing the SATTLER Palito pendant luminaires in the kitchen and the adjacent meeting room is both consistent and harmonious. The asymmetrical suspension offers interesting options and shows the flexible play with unobtrusive rod luminaires as well. Photography: Tobias Fröhner



The SATTLER Palito pendant luminaire close-up: The warm shade of its brushed surface forms a harmonious unit with the warm wood, the strong colour of the clinker brick, which is used quite rarely in Southern Germany, and the natural grey of the stone flooring. Photography: Tobias Fröhner



Harmoniously balanced, the horizontally suspended Palito by SATTLER seems to float in the air. An integrated, minutely adjustable counter-weight holds it in the desired position. The Palito luminaire has received important design awards: The German Design Award 2019 Winner and the Focus Open 2018 Gold. Photography: Andreas Körner



The timeless design of the Palito pendant luminaire was developed in cooperation with code2design and comprises a rod suspended asymmetrically from a cable. This luminaire rod contains sophisticated lighting technology with high-quality LEDs. A thumb screw makes it possible to set the pendant luminaire's position, either perfectly horizontal or deliberately inclined, using the integrated, precisely adjustable counter-weight. Photography: Andreas Körner





**Focus Open 2018**  
**Gold**



**GERMAN  
DESIGN  
AWARD  
WINNER  
2019**

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## **About SATTLER**

SATTLER is a family business located in Göppingen, Germany, which is managed in the second and third generation by Ulrich Sattler and his son, Sven Sattler. As a manufacturer of sculptural luminaires of extremely high quality detail from design to production, the company enjoys an excellent international reputation. SATTLER luminaires are coveted interior items for foyers, shops and malls as well as prestigious residential buildings and executive suites all over the world. "The true greatness of our products is in the detail", is the company owners' 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 Design Award and the Focus Open Gold Award.

The most recent prize in 2019 is the German Design Award.

In January 2015, SATTLER moved into a new corporate building, which was designed by the Stuttgart-based architectural firm Rolf Loew and furnished by Raiserlopes.