

FOCUS ON

Totem by Roger Vancells



reddot winner 2023

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designed by Roger Vancells

Totem is a collection of luminaires designed to be integrated in a respectful and natural way in various outdoor spaces, offering points of light to mark paths, passageways, gardens, etc... in both public and private spaces. Its simple, rounded lines form a compact, brutalist-inspired form that seeks to emphasize the expressive nature of its material, giving prominence to the natural concrete from which it is constructed.

The choice of concrete as Totem's construction material shows the intention of incorporating a traditionally architectural language into the design of the collection.

As for the light distribution, the piece offers a bidirectional light bath that illuminates 360° on the floor (leaving only the projection of the side walls in shadow). The interior of the luminaire itself is bathed in the same light, showing its inner frame shape and hiding its outer face in the darkness of the night.

Totem es una colección de luminarias diseñada para integrarse de manera respetuosa y natural en diversos espacios exteriores, ofreciendo puntos de luz que señalizan caminos, zonas de paso, jardines, etc... en espacios tanto de ámbito público como privado. Sus líneas simples y redondeadas configuran una forma compacta de inspiración brutalista que busca enfatizar la naturaleza expresiva de su material, cediendo el protagonismo al hormigón natural con el que está construido. La elección del hormigón como material constructivo de Totem, muestra la intención de incorporar un lenguaje tradicionalmente arquitectónico al diseño de la colección. En cuanto a la distribución lumínica, la pieza ofrece un baño de luz bidireccional consiguiendo iluminar los 360° en suelo (dejando solamente en sombra la proyección de sus paredes laterales). El interior de la propia luminaria queda bañado por la misma luz mostrando su forma de marco interior y escondiendo su cara externa en la oscuridad de la noche.



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Beacon 285
Baliza 285



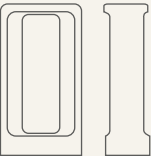
75550 2700K ● Grey Cement



75551 3000K ● Grey Cement

Material	Body Concrete/Cemento
Light Source	SMD LED 7W 370lm
Driver incl.	Yes
CRI	>=80
Class	II
Voltage (V/Hz)	220V-240V/50-60Hz
IP	55
IK	06

H. 285/11.2”
W. 150/5.9”
D. 81/3.2”



Beacon 611
Baliza 611



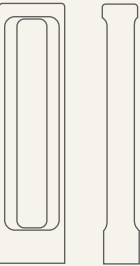
75552 2700K ● Grey Cement



75553 3000K ● Grey Cement

Material	Body Concrete/Cemento
Light Source	SMD LED 7W 370lm
Driver incl.	Yes
CRI	>=80
Class	II
Voltage (V/Hz)	220V-240V/50-60Hz
IP	55
IK	06

H. 611/24.1”
W. 150/5.9”
D. 81/3.2”



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