

**Ingo Maurer design classics reloaded for the world 4.0:
The extremely mobile "b.bulb"**

Munich, June 03, 2020 | The light bulb was a continuous inspiration for the designers of Ingo Maurer, since the career of lighting designer Ingo Maurer began in 1966 with the "Bulb" - a homage to the light bulb. Now Ingo Maurer presents a new generation of the "Bulb" family. The new "b.bulb" is fully in line with the megatrend of mobility and a battery version of the original design classic. As a mobile companion, the "b.bulb" follows its owner to any place: from the bedroom to the living room as well as to the terrace or to a picnic in the countryside. Not only its battery, but also its shatterproof glass head and splashproof protection give it great flexibility. Like the original from 1966, the 20 cm high "b.bulb" is made of precious materials such as a chrome-plated aluminium base and a glass body. In contrast to the "Bulb", the glass is not transparent but matt, which provides a warm, soft light.

Thanks to its "Dimm to warm" technology, the "b.bulb" adapts to any lighting situation. The efficient LED technology ensures that the battery lasts up to 10 hours at full power. As the components are mostly screwed together and not glued or welded, the battery, LED unit and glass head can be exchanged. The "b.bulb" can be almost completely dismantled and recycled into its components such as the aluminium base and the lamp head made of glass, metal and electronics. "We attach great importance to sustainability in our new products. Recycling and varietal purity therefore play an increasingly important role," explains Claude Maurer, Managing Director of Ingo Maurer.

Timeless icon - Over 50 years of Bulb

It all started with the "Bulb" from 1966. It was the starting signal for Ingo Maurer's work as a product designer. The oversized homage to the light bulb was created in Venice. "My father liked to tell about this moment of inspiration: After a fantastic meal and a bottle of red wine he lay on the bed in his cheap hotel room. Above him hovered a naked 15-watt light bulb. Its beauty touched him. He immediately fell in love with this mixture of poetry and technology - a love that would stay with him all his life," Claude Maurer describes the magical moment. He developed the idea of elevating the light bulb, went to Murano and had a glass and a base made there. The result was an icon of the Pop Art era.

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Already in 1969 the oversized light bulb was included in the collection of the Museum of Modern Art in New York. Time and again different glasses, sizes and colours as well as special editions with handmade insect models completed the series. The Giant Bulb, which also came onto the market in the 1960s, was also particularly popular. The original "Bulb" table lamp from 1966 is still produced with mouth blown Murano crystal glass.

Materials: metal, glass, plastic

Illuminant: 5V LED, 1800-2700 K, integrated LED, 5500 mAh LiPo battery

Weight: 850 grams

Dimensions: 20 cm high

RRP: 340 Euro

About Ingo Maurer

Ingo Maurer GmbH has been an owner-managed company for the development and production of extraordinary luminaires for over 50 years. In addition, Ingo Maurer has set international standards with the realization of design contracts in both the private and public sectors. Among the best-known designs for series production are Bulb (1966), the low-voltage system YaYaHo (1984) and the goose-feathered wing lamp Lucellino (1992). The illumination of the underground stations "Westfriedhof" (1998) and "Münchner Freiheit" (2009) in Munich as well as the pendulum "Flying to Peace" for Messe Frankfurt (2018) are only some of the highlights on the long list of commissioned works and spectacular individual pieces for private customers and public buildings. Following the death of the founder Ingo Maurer on 21 October 2019, Maurer's daughter Claude, who had already been managing director at his side since 2011, manages the family business in close cooperation with the long-standing team.

Until 18 October 2020, the Neue Sammlung in the Pinakothek der Moderne, Munich, is dedicating a special exhibition to the lighting designer entitled "Ingo Maurer intim. Design or what?" a large-scale contemporary exhibition.

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