

Press release  
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## Light Center in Dubai

Zumtobel is multiplying its competences in the Middle East



B1a+b | In an area of 750 square metres, the new Dubai Light Center presents realistic solutions for professional interior lighting.

On 2 March, Zumtobel hosted an inauguration event in Dubai to open its first Light Center in the Middle East. At the 750 square metre premises in Dubai, application-focused lighting solutions are presented, above all for the Hotel & Wellness, Presentation & Retail, Art & Culture as well as Offices & Communication areas. Zumtobel focuses on high-power LED solutions for all application areas, using a variety of centre-stage settings to present the wealth of options provided by the new technology. The Light Center therefore plays a key role in the management and expansion of customer relations. Following the Shanghai Light Center, which was opened in 2010, the Dubai Light Center is the 17th institution of that kind worldwide. With this step, Zumtobel has emphasised its goal of continuing growth in the markets outside Europe and of strengthening its presence in major economic regions.

„The Light Center as a place of communication has given us an appropriate setting for proper representation of Zumtobel in the Middle East. It allows us to offer our customers a quality of encounter that goes far beyond mere product presentation“, explains Martin Böwe, Director Emerging Markets.

Since 2007, Zumtobel has been represented in Dubai with its own distribution company. At present, the Middle East is serviced by 15 staff members. They can now use the Light Center as an appropriate place of communication to talk with customers and present products. Events on cross-disciplinary architectural and lighting subjects are also intended to be held in Dubai, in order to allow architects, lighting designers and designers to get involved in exciting discussions and talks. Already now, the market may be proud of successfully implemented



projects, such as the lighting of the Yas Marina Hotel in Abu Dhabi, the Museum of Islamic Art in Doha and the Landmark Tower in Abu Dhabi, for instance, as well as numerous shops of famous brands like Swarovski, G-Star or Geox. For Zumtobel, establishment and operation of its international network is a top priority. According to its vision to communicate a passion for light, worlds of lighting experience are created which reveal the full creative power of this versatile building material. The organisation currently operates 17 Light Centers and three Light Forums worldwide. They share the agenda of serving as networking and education platforms

for customers and staff members. They provide specific knowledge on products and applications in the form of seminars and workshops. Personal project discussions with experts, or high-calibre exhibitions covering subjects from architecture, design and technology are other focuses of Zumtobel's customer dialogue.

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B2 | Numerous guests attended the opening event of Zumtobel's Light Center in Dubai. With this Light Center, Zumtobel clearly signals expansion of its presence in major economic regions such as the Middle East.



B3a + b | Zumtobel's varied opening programme included a spectacular lighting show, a classical concert and exciting presentations, among others by Christopher Redfern, Sottsass Associati.



More information:



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