

Press release
Dornbirn, May 2011

Exquisite dining in an unusual setting **Mobile designer restaurant illuminated by Zumtobel luminaires**



B1 | The mobile Cube restaurant by Electrolux provide a hitherto unknown culinary experience. In an unusual setting – such as the roof of the Palazzo della Civiltà del Lavoro in Rome – guests can enjoy gourmet creations by top chefs.

Haute cuisine and top design in an unusual setting – in a nutshell, this is the concept of The Cube, a mobile restaurant operated by Electrolux, manufacturer of domestic appliances. The architects and designers of Park Associati in Milan created a 140 square meter structure with a panorama terrace, which will be touring Europe in the next months, stopping only in particularly attractive places where no other restaurants can be found. The first Cube has now been set up at the first location, the Parc du Cinquantaire in Brussels, however, not in the park itself, but on top of the Arc de Triomphe, providing a unique sight as well as a breathtaking view. In line with the extraordinary concept, the clients requested an outstanding ambience, too. Upon recommendation by the architects' studio due to an earlier joint project, Zumtobel was called in as luminaire expert and commissioned with developing a customised lighting solution.

As Matteo Menghini, Project Manager of Zumtobel Italy, explains: "We made sure to create a balanced lighting solution in line with the modern design concept: ranging from ambient lighting required for the kitchen and a welcoming atmosphere in the entrance area to atmospheric accent lighting at the dinner tables. We aimed for unobtrusive luminaires providing noticeably pleasant feel-good lighting."

The foyer is illuminated by a luminaire especially developed and manufactured by Zumtobel, which also meets the pavilion's high design requirements. Designed by the Milan-based architects' studio Park Associati, in collaboration with Hasenkopf, a company specialising in Corian products, which is a trademark by Du Pont, the new luminaire cannot fail to impress with its crystalline appearance. The patented MPO+ optic by Zumtobel makes sure that no annoying glare is produced, providing for uniform light distribution in the room.

The interior of The Cube boasts a highly flexible design to allow adjustment to a variety of occasions. Before and after dining, the large table seating 18 guests is lifted up to the ceiling to create more space, converting the restaurant into a cosy lounge in no time. The right light for every situation is provided by the multifunctional Supersystem lighting system, which is used in both the open kitchen and the entire restaurant area. The extremely small and energy-saving LED spots of the Supersystem range blend harmoniously into the modern purist interior. Thanks to their focussed light, the minimalist Zumtobel spots are perfectly suitable for accent lighting, providing subtle and effective illumination for the entire room.

Inserted flush into the ceiling and, thus, blending into the interior as well, innovative Panos Infinity LED downlights provide pleasant and bright illumination in the entrance area. The

art of simplicity is also pursued by the lighting concept for the open kitchen area illuminated by Linaria light lines, whose uniform brightness ensures the necessary visual comfort.

Travelling through Europe, from Belgium via Italy and Switzerland to Russia and Sweden, selected star chefs will prepare the food at each stop. For three months, each of them will cook for the guests in the open kitchen in full view.

Experience The Cube live on YouTube:
<http://youtu.be/EyIhr1qHUT4>

<http://youtu.be/cAwhKPCIMn4>

For more information on The Cube and booking seats, please go to:

<http://www.electrolux.co.uk/Cube/>



B2 | The Cube concept was developed by architects and designers of Park Associati in Milan. In close collaboration with the architects' studio, Zumtobel created a customised lighting solution for the 140 sqm restaurant pavilion.



B3 | The multifunctional Supersystem LED lighting system and a luminaire especially manufactured by Zumtobel illuminate the restaurant and the lounge area with a pleasant combination of directional and diffused light.

Project information

THE CUBE

Client/operator:	Absolute Blue, Brussels/B
Architecture and interior design:	Park Associati, Milan/I
Electrical installations:	Greenville, Milan/I
Lighting solution (Interior):	Zumtobel LED lighting system Supersystem, light line Linaria, LED downlight Panos Infinity, special luminaire lbla

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