

For Immediate Release:

***Link* LED lamp and Pablo receive 2008 ICFF Editors Award for Best Lighting at the International Contemporary Furniture Fair.**

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San Francisco based lighting manufacturer **Pablo** has received the 2008 ICFF Editors Award for Best Lighting at New York's International Contemporary Furniture Fair. This coincided with Pablo's launch of a new LED task lamp named Link, designed by **Peter Stathis**. With over 600 exhibitors displaying contemporary furnishings for residential and commercial interiors, only 16 were bestowed this coveted award.

To create this award-winning lamp, Stathis modernized the classic pantograph task lamp by reducing its mechanical complexity, incorporating the most advanced LED lighting technology available while designing for sustainability—effectively setting a new standard.

Link Form:

Link's aesthetics are based on today's tech products. LINK balances value, performance and style, reducing extraneous mechanical bits to a clean, solid-state aesthetic featuring bright details, soft finishes, and polychromatic surfaces.

Stathis believes a more contemporary and inclusive definition is needed for objects within today's modern workplace context. The underlying attitude adopted in Stathis' conceptual formulation and character development of *Link* was that of "Tool/Toy." Tool/Toy highlights the combination of *hard* performance *requirements* and *soft* emotional *needs*, signaling a new set of values shaping those successful products coming to dominate today's marketplace.

Link Function:

Designed with a dual-purposed handle-head, LINK has a feather-touch feel and seamless movement, with specially engineered fluid joints maintaining a consistent tension throughout its full range-of-motion. Link's unique L-shaped base allows it to reside in a corner of the desktop while taking up the minimum amount of usable space.

Link Technology:

Link's conductive aluminum skin efficiently delivers power without any internal wiring. 18 high-power LEDs and advanced solid-state chip-on-board technology, afford a brighter light output than any other popular LED desk lamp currently available.

Link Sustainability:

Link is an efficient, sustainable, cradle-to-cradle design. Clean manufacturing make it European RoHS compliant, and it also surpasses all upcoming California energy mandate standards. The high-power LED array functions with very low electrical consumption. At full power, *Link* consumes merely only 9W, or 97% less energy than a task lamp using a comparable incandescent light bulb. Additionally, it has an operational lifespan of 50,000 hours, or a minimum of 15-20 years when used daily.

Designed for easy disassembly of minimal component parts enables reclamation and recycling, Link is an efficient, sustainable, cradle-to-cradle design. As in many of Stathis' designs, great attention was placed on efficiency, both in conceptualizing the design as well as in its material realization. By utilizing the minimum number of component parts (all purposed for more than one function), and reducing their overall mass to only that which is deemed essential, a behind-the-scenes goal of hyper-efficient manufacturing and best environmental stewardship is achieved.

Peter Stathis & Virtual Studio is a collaborative design studio with an expertise in industrial design and strategic development, dedicated to creating products that work well and bring a smile to your face. In addition to Pablo, **Peter Stathis** offers a broad expertise in industrial and technology design and strategic development for all sectors working with a widely varied clientele, including Amazon, MoMA NY, Nambé, and Oxo Good Grips.

Link will be widely available in a variety of colors in October 2008. Retail price will be \$350.00.

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