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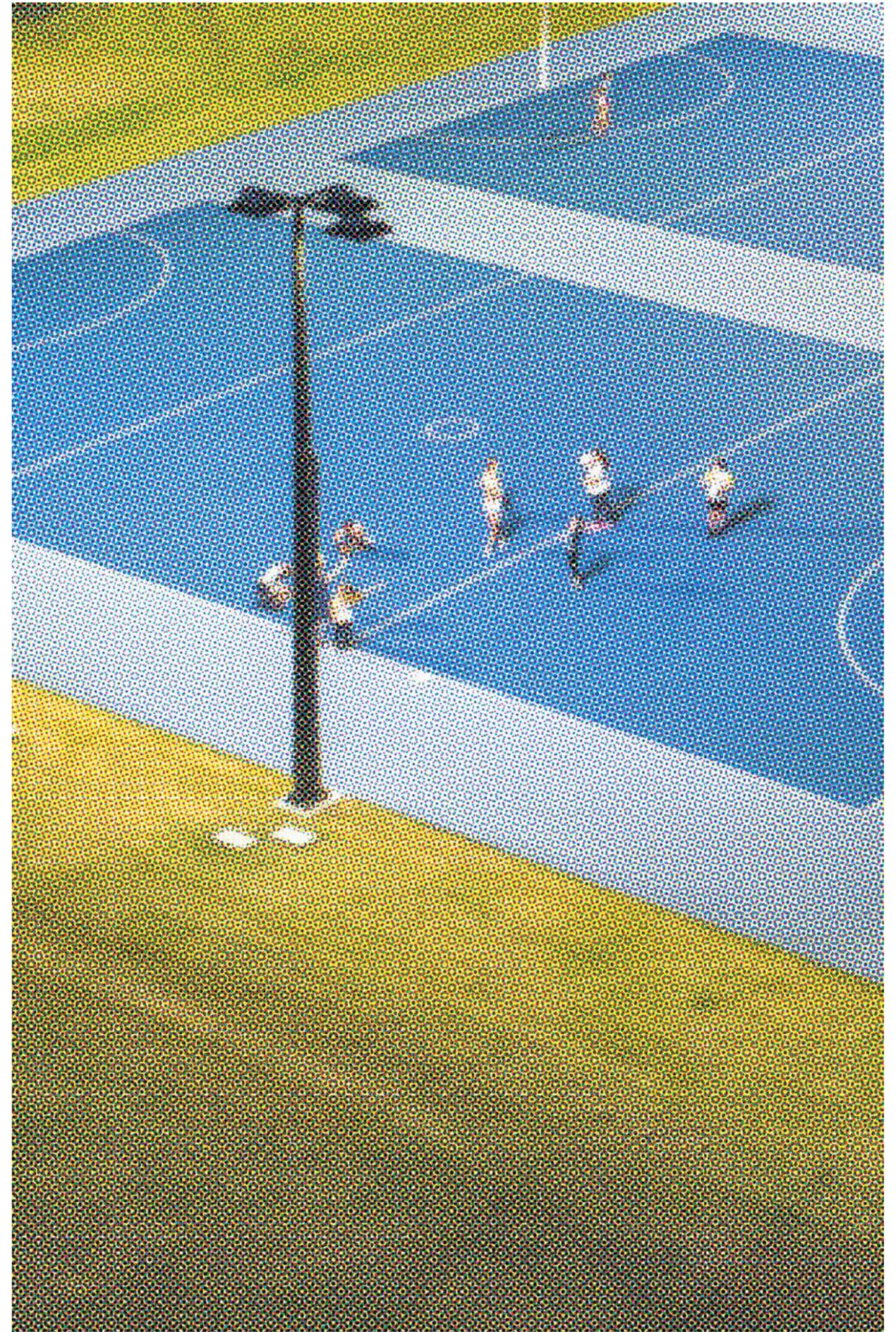
empowering wellbeing outdoors

“We use light to activate public space and transform it into a place where people feel good,” says ewo CEO Hannes Wohlgemuth, summarizing the “empowering wellbeing outdoors” philosophy. ewo’s light generates meaning by contrasting the harsh reality of the night with a luminous essence that creates community. Light dissolves the darkness of the

night. The warm light from the technological campfire of modern lighting creates a meaningful atmosphere. In this way, the feel-good character of public spaces is emphasized, thus “empowering wellbeing outdoors”. Public space at night is transformed from being a symbol of urban loneliness into open space to be freely and safely used by society.







light creates feel-good spaces

A conversation with
ewo CEO Hannes Wohlgemuth

What exactly is light? Is it just there to light up the dark? Is it function without philosophical depth? Or is there more to the design of light and outdoor spaces? Despite his deep love of technology, our conversation with Hannes Wohlgemuth

always circles back to emotion, feelings – and people. They are at the center of ewo's mission to use innovative lighting technology to improve wellbeing in public spaces. This may appear complicated, but it is a simple concept.



In the beginning, there was fire. Science and theology agree on this: light is the origin of evolution, the beginning of society. What does light mean to you?

Hannes: Light shares the same qualities and purpose as fire: bringing people together and promoting communication. Light is a medium that makes many things possible. Such as interaction, even when it is dark. In my opinion, this is one of the most profound properties of light. Then, the question arises as to how to design light. Do we want to produce something functional? Do we want to focus on the visual experience or the feeling of security? Or do we go one step further by conveying wellbeing and creating atmosphere? This is the direction that most interests me and the entire ewo team.

Another element that contributes to the formation of society and community is architecture. Architecture is your background, since you graduated with a degree in architecture. You combine both disciplines – light and space.

Hannes: The special thing about a campfire is that its light generates space: a space that in a sense has no physical

borders. Ultimately, the warmth of the fire also plays a role. There's something architectural about a campfire, and that is exactly what you can today convey using artificial light – at least to a certain extent.

Your parents initially introduced "ewo" as an abbreviation for your father's name, Ernst Wohlgemuth. You added a second layer of meaning to the name, using "ewo" as an acronym for "empowering wellbeing outdoors". Is that a visible sign of the company's growth and transition from a family-owned manufacturing business to an internationally operating company?

Hannes: The basis for the brand name is still there. I see the acronym as an addition, as a sharpening of our profile. As the company developed, it was important for us to better understand what we wanted to stand for as a brand. With light, one could concentrate exclusively on technical levels or emphasize its functional aspects. However, we want to clearly position ourselves as a company and go one step further, reminding ourselves of who we are creating light for. It's all about people and their wellbeing in public spaces.

Does the motto of “empowering well-being outdoors” translate into a feeling that is generally understood?

Hannes: That is exactly what it is all about. We asked ourselves who our light is for, and the answer is for everyone.

In the context of this mission, you have been able to realize many exciting international projects, cities like Oslo, Copenhagen, Lyon, Melbourne, Miami, and Vienna. What other projects do you dream of?

Hannes: Especially during my time as a student of architecture, I repeatedly encountered projects that achieved something new and groundbreaking and, consequently opened my eyes. One of the things that inspires me most is to take part in these kinds of projects. We would be very pleased if our product could actively contribute to turning an idea or concept into something very special.

A key to your products’ success is their modularity. The elements of ewo’s company identity are also highly modular, is that right?

Hannes: Many disciplines are necessary that must interact to manufacture a luminaire. But it is also about other mod-

ules, about other things that are not tangible: the thoughts, the feelings, the atmosphere that you want to create – these are equally important components of the big picture that makes ewo what it is.

Is there a product in the ewo portfolio that best reflects these ideas?

Hannes: Our Chameleon product family not only reflects modularity in a product’s functionality, but also in its design. With Chameleon, we have a product that can be used in any context. Its basic modules were designed in such a way that it is adaptable to any situation. It’s then up to the lighting designers to make good use of this tool. Our job as a company is to provide a toolbox: like a keyboard a planner or lighting designer can use to play on.

In architecture, the concept of potential spaces regularly recurs. Especially when it comes to setting up offices and improving the working atmosphere. Is there a similar concept with light?

Hannes: One of our primary goals is to contribute to wellbeing by allowing our luminaires to adapt, for example, in terms of their lighting effect. Due to their modular construction, our luminaires can house various light



distributions and colors and thus emit a more dynamic light. The same luminaire can create different atmospheres – and a variety of potential spaces. This inspires us. The outdoor lighting industry has yet to explore this potential. I am convinced that this dynamic aspect has many exciting possibilities for outdoor lighting as it directly relates to improving wellbeing. An architect can design an office landscape so that the space may be used in different ways: the space may serve one purpose today but fulfill a completely different purpose tomorrow night or in two years’ time. With lighting, we can also achieve this. What a powerful tool! It’s like a button we can push to transform the perception of space.

Our job as a company is to provide a toolbox: like a keyboard a planner or lighting designer can use to play on.

You are represented around the world with innovative projects. Are there any differences between regions? Does “wellbeing outdoors” mean the same thing everywhere?

Hannes: Cultural differences are part of our business and must be taken into account. In my opinion, people tend to work with less light in the Nordic countries, compared to southern countries. We try to cushion this effect through the modular design of our products – by providing planners with a wide scope of adjustment.

Where can we find ewo subsidiaries?

Hannes: Many years ago, we founded branches in Austria and Germany to serve the German-speaking market. France joined in 2021. Taking the leap across the Atlantic, we set foot in the United States in 2023.

The theme of communication and dialogue has run throughout all of our discussions so far. It begins with a campfire, moves through the communication between modular elements, which must result in a functioning whole, and ends with customer communication. And you

always feel the interplay between the various disciplines in the background. Are communication and dialogue what essentially holds ewo together?

Hannes: Communication and dialogue help us move forward as a company. Demanding and almost provoking a dialogue between the different disciplines is one of our most important tasks. The development of Chameleon, for instance, shows a significant change. Many people from different disciplines and from various locations such as London, Munich, Graz, Verona, and Cortaccia sat together during product development. At first, it resembled an orchestra with everyone playing a different melody. Over time, we grew together and achieved unison because we all knew we were heading in the right direction. This is just one example of one product’s development. The same applies to the dialogue with the customer. As conversations progress, synchronicities crystallize: a harmony on the way to the right solution. There’s no point in letting brilliant ideas stand alone. You have to reconcile them with other ideas, which together make up the whole.

Is this what you have been exploring with ewoTALKS and ewoLAB for several years now: interdisciplinarity?

Hannes: What unites both formats, ewoLAB and ewoTALKS, is openness and curiosity – two virtues that accompany us. We think about different positions, adopt different perspectives, and engage in dialogue with people who do not come from our everyday environment. We want to understand how, for example, an artist experiences light. Perhaps we can incorporate some of that into our understanding of light.

A part of this dialogue can also be found in this project catalog in the form of the photo series, which provides a forum for artists.

Hannes: For me, the most important function of art is that it emotionally touches the viewer. This is what we want to achieve and make possible with our outdoor product – without claiming to be artists. With this project catalog, we want to highlight the emotional and atmospheric qualities of light. They represent an aspect of light we as a company learned about when dealing with artists.

In addition to the dialogue, digitization – and with it your brand connexx – was also crucial for being able to implement what was decisive for “empowering wellbeing outdoors”. Digitization has become an increasingly important topic since Covid and the energy crisis.

We want to understand how, for example, an artist experiences light. Perhaps we can incorporate some of that into our understanding of light.

Hannes: Customers are thinking more about energy costs and how they can reduce spending and emissions. In addition to the climate footprint, smart lighting can also improve people's

wellbeing, because digitization gives us so many incredible opportunities to dynamically design an outdoor space.

Despite all the technology and innovation, we return to the beginning of our conversation: in the end it is about people, isn't it?

Hannes: Exactly: we start at the campfire, where people naturally feel the warmth of radiating light. And that's what we want to recreate as a feeling or emotion with all the technological means at our disposal: to ensure that people feel comfortable outdoors. Here the public space is of particular importance. Public space is democratic. It is here for everyone: to enter into dialogue and explore new possibilities through new encounters. In the end it is all about people.

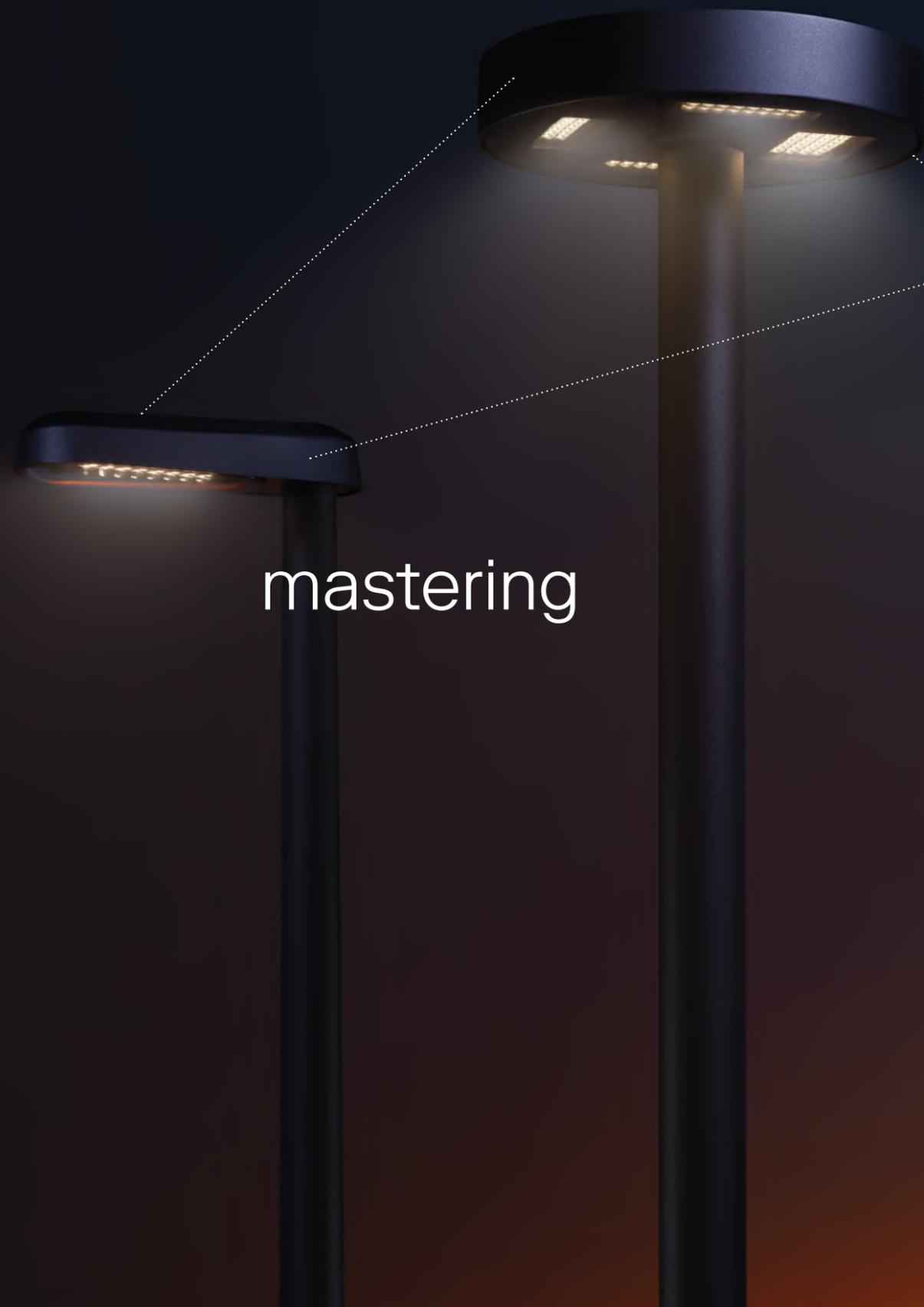
The interview was conducted by Christopher Büchele.



the ewo principle

Where there is light, there is ewo. For more than 25 years, Flora Emma Kroess and Ernst Wohlgemuth, together with their children, have led what was once a small metal manufacturing business out of the shadows to the international spotlight. Hannes has been actively involved with ewo for more than a decade and personifies the bridge between light and space that characterizes ewo today. He reflects sharp conceptual thinking, passion for the design of public spaces, the vision of not only thinking of the future in terms of smart

residential buildings, but also the digitally networked meeting places of tomorrow. This is where the demand for the highest quality of light and the mission of striving to improve people's wellbeing in public spaces meet. Mastering the light, bringing it into the right shape (Shape of Light) and the right housing (Body of Light) and finally controlling it intelligently (Intelligence of Light) are the key principles of the ewo lighting cosmos. At ewo, all of these competencies are built up in-house. Like light itself, this cosmos is always in motion.



mastering

↘ GO, AP07, 3,000 K | CN600, AH02 (front light unit), AS09 (left, right, and rear light units), 3,000 K | FN1000-B, AS07 (rear light unit), AP07 (front light unit), 3,000 K | EL1250, ewoLightTile, TP08, 3,000 K



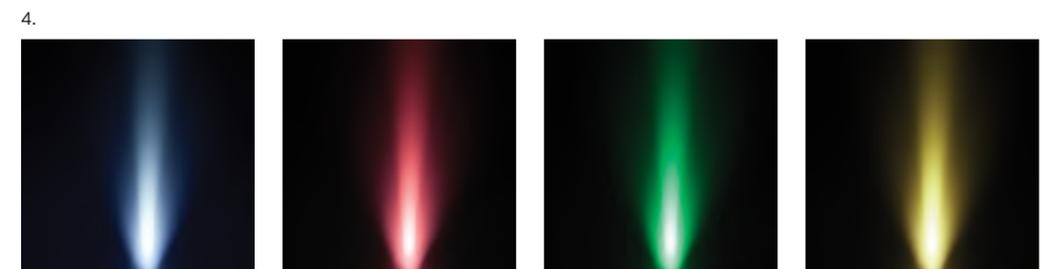
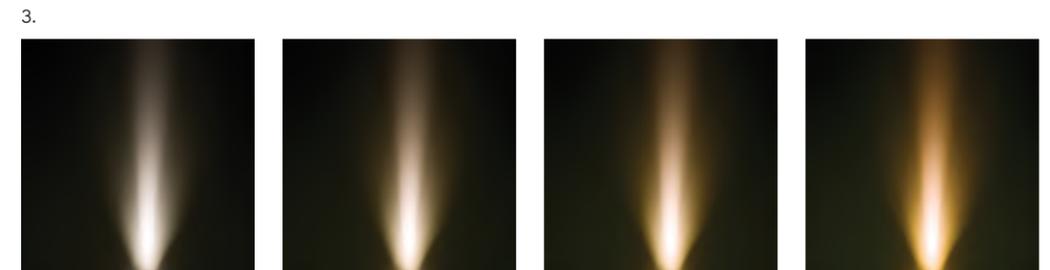
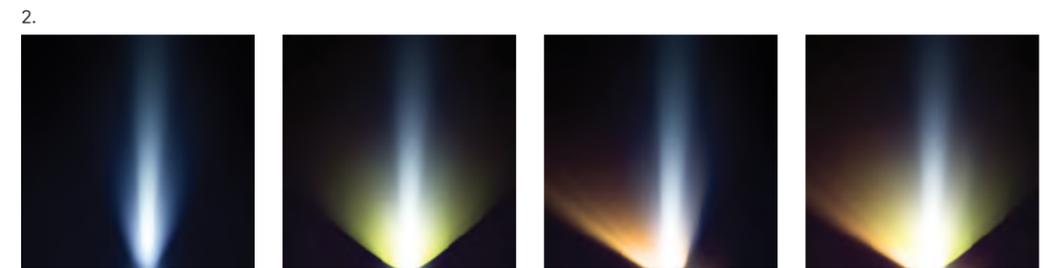
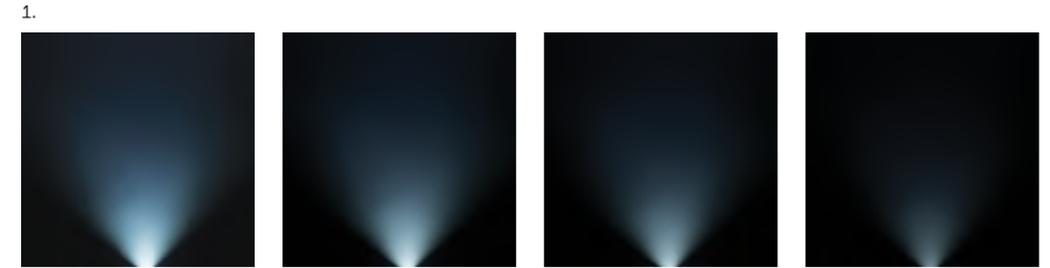
light

Three basic principles, one goal: ewo relies on modularity in terms of the light fixture's body, the shape of the light, its smart capabilities, and ultimately finds the most suitable solution for every customer and every outdoor space while adhering to the highest quality standards.

mastering

the shape

of light



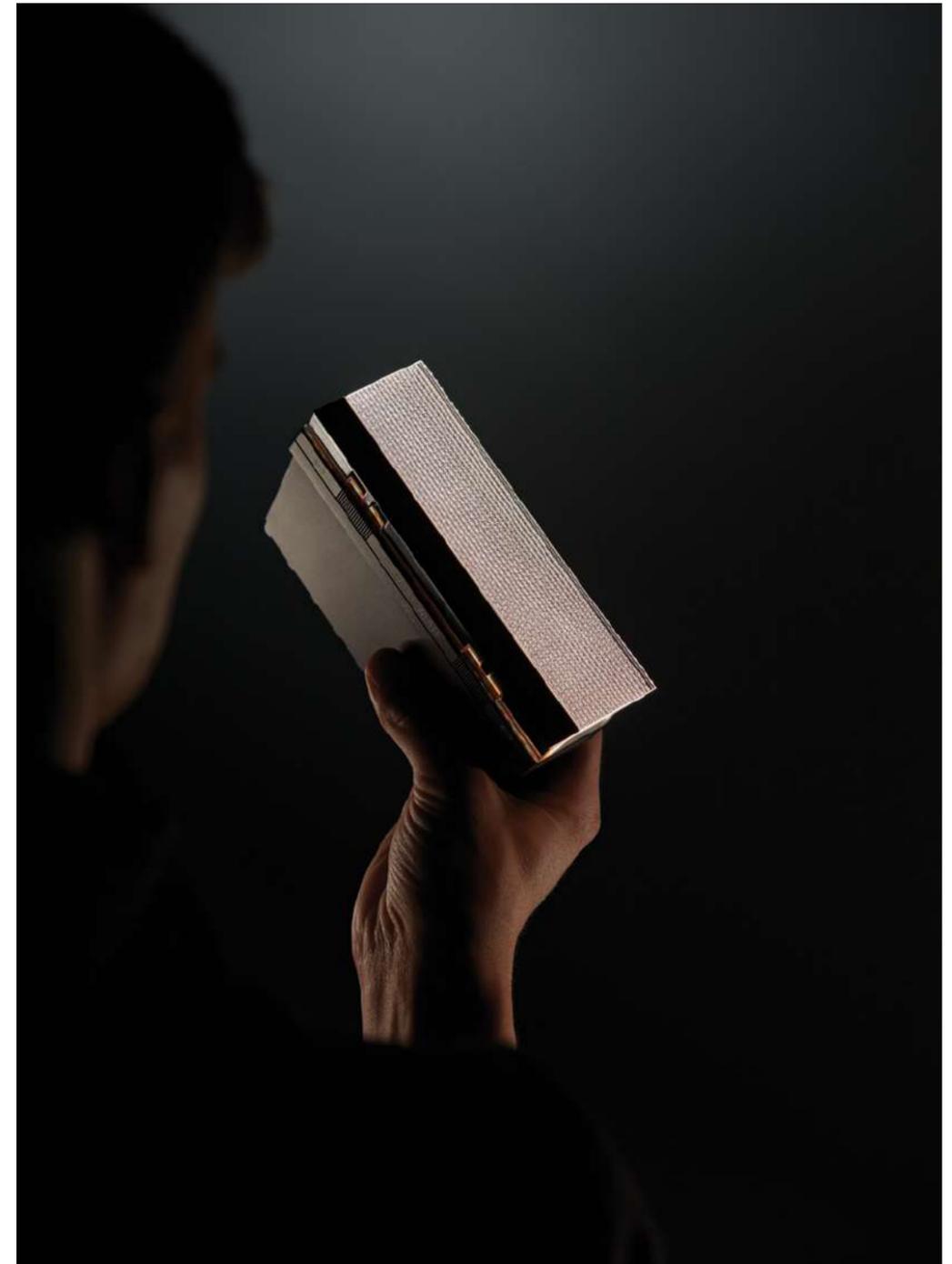
Multiple effects in a single luminaire head: ① pre-programmed, easily adjustable dimming to reduce energy consumption; ② dynamic change of light distribution to set different accents; ③ changing between warm and cool white during different seasons to better respond to the needs of residents and passers-by; and ④ dynamic color change using pre-programmed scenarios to create different moods

A-Series

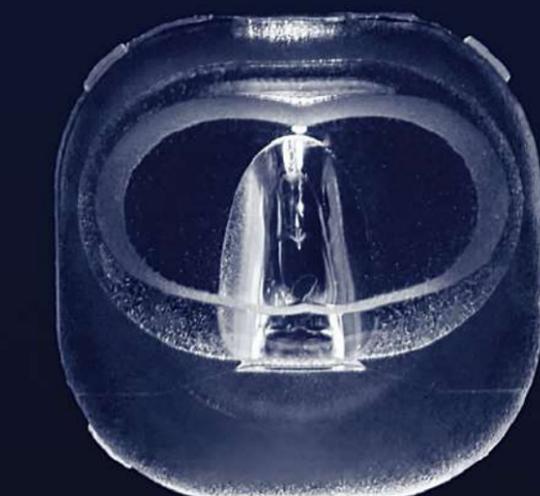
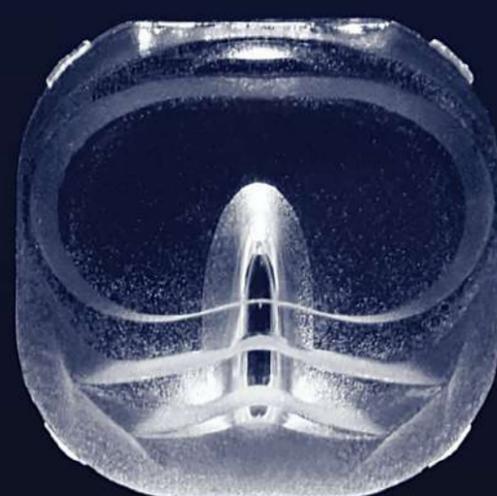
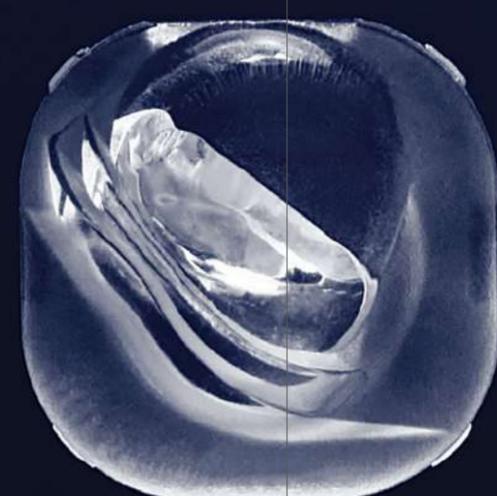
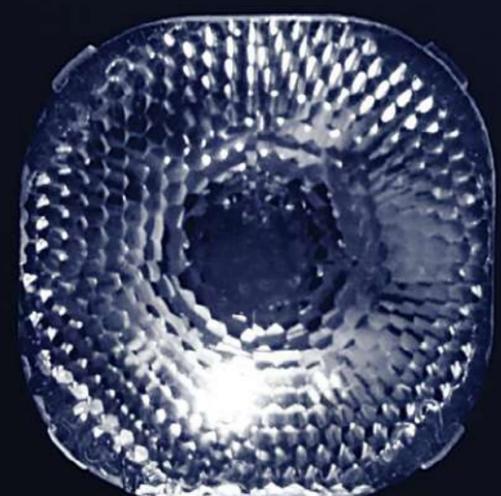
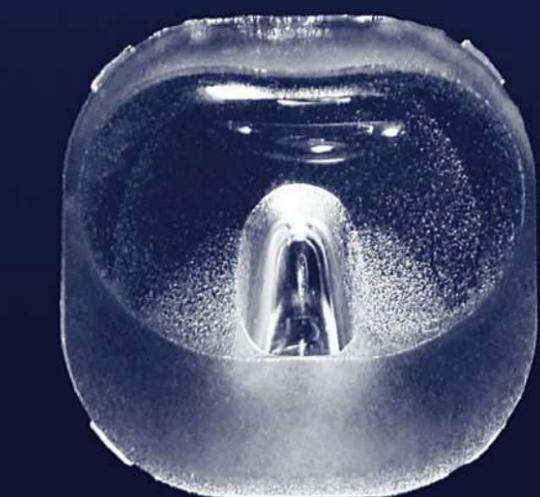
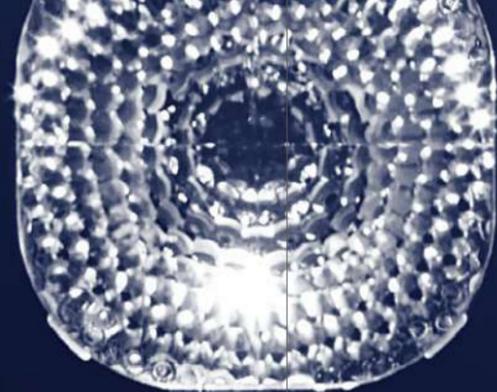
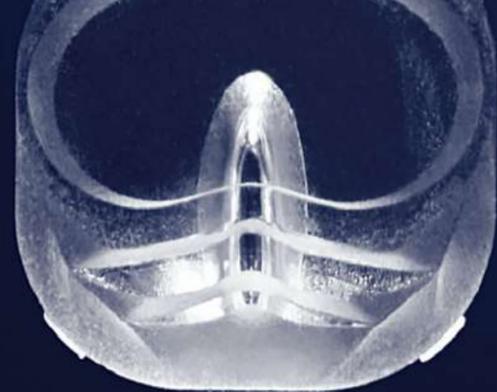


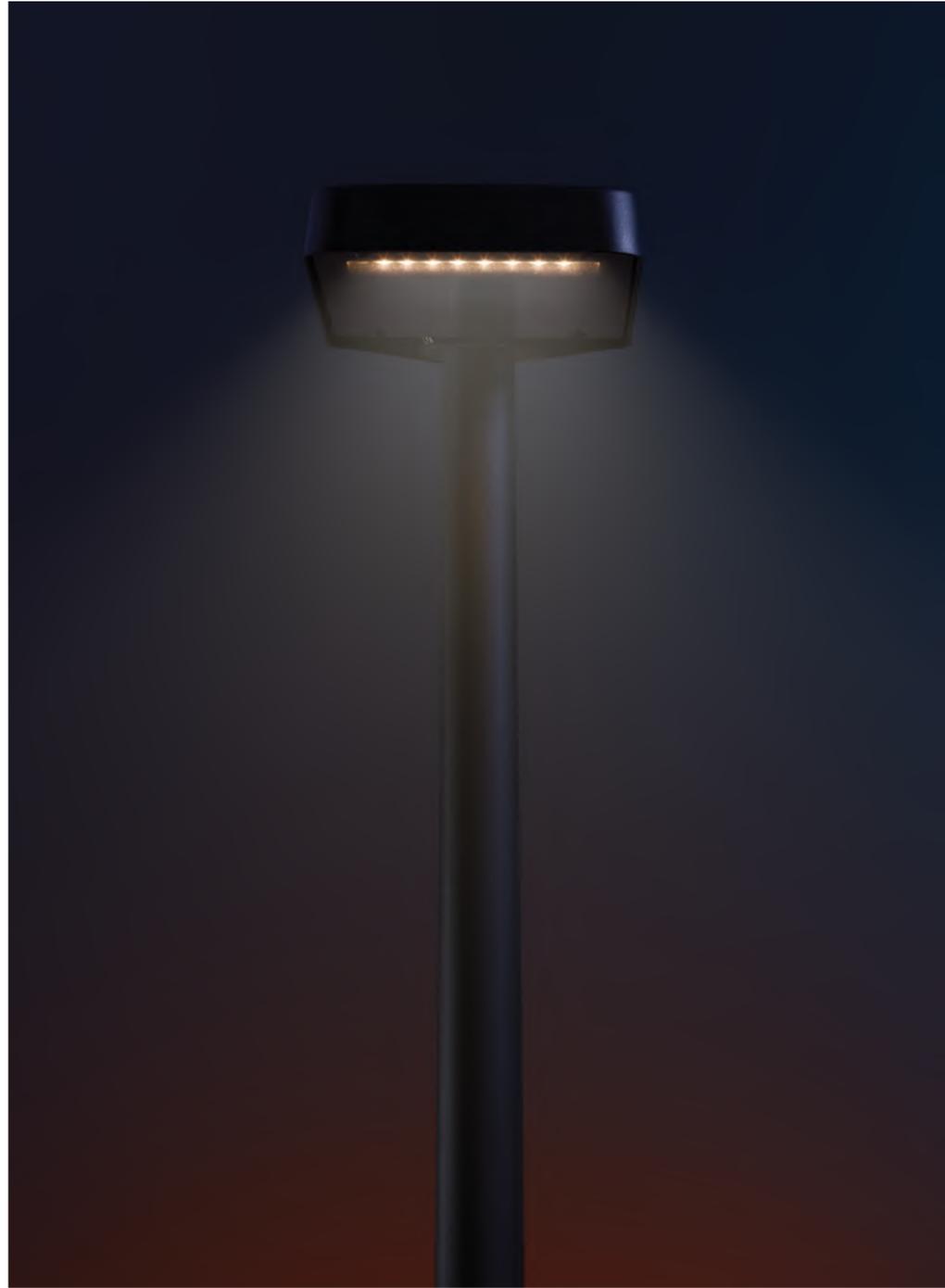
More than 20 square, street, and spot optics enable exceptional modularity, culminating in the combination of several lenses in one light fixture. The goal is always to achieve the highest light quality with precise lighting and homogeneous illumination. ↘ [Video](#)

T-Series

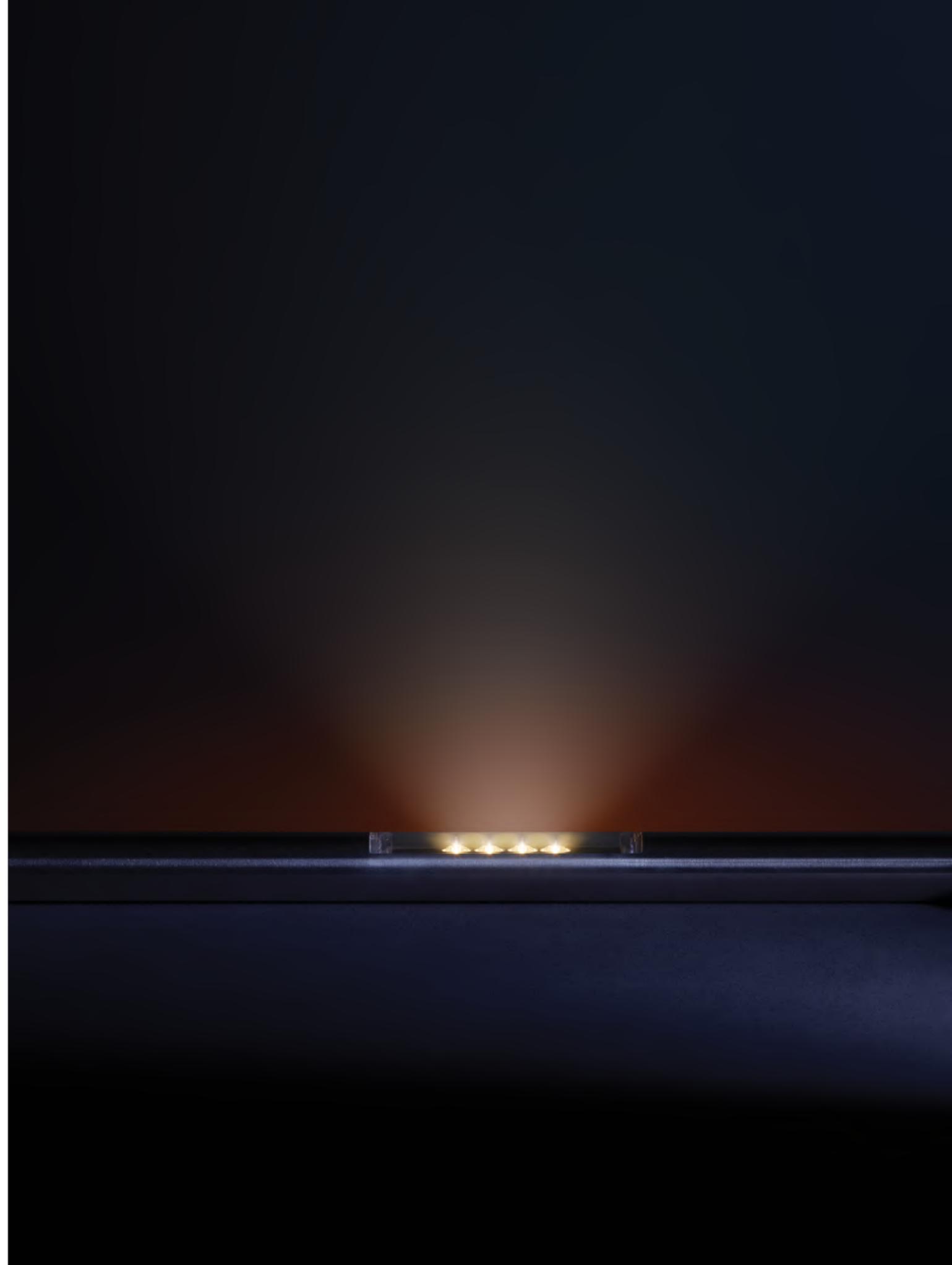


With the T-Series, called ewoLightTile, the individual LED points on the emitter are not visible. The result is a homogeneous and flat light emission with extremely pleasant visual comfort and targeted distribution. ↘ [Video](#)





↳ IR1, AP07, 2,700 K | Right: IDstandard 4 LEDs, AP07, 2,700 K



Unsurpassed modularity – the same lens can be used in different products ranging from pole-top luminaires to linear systems.



↘ IR3, AS06, 2,700 K | IR1, AH02, 2,700 K



ewo delivers a luminaire body in which any lens can be configured as desired and combined with other lenses as required. The result: 1,799,866,966 lens combinations.

ewoLightLayers



↘ Standard cover



↘ AGR60

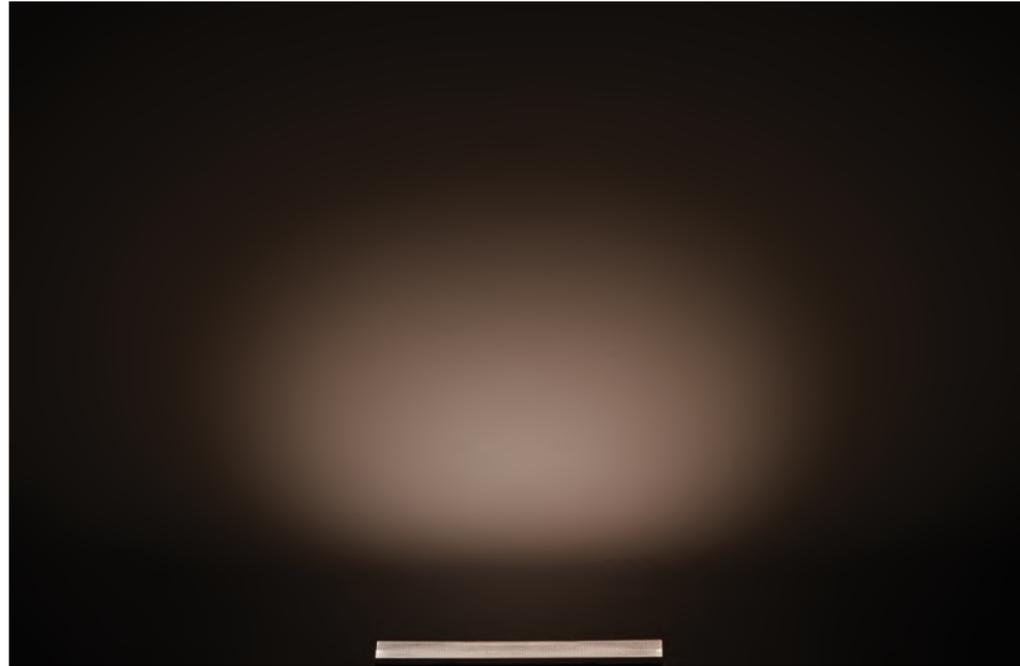


↘ RBL

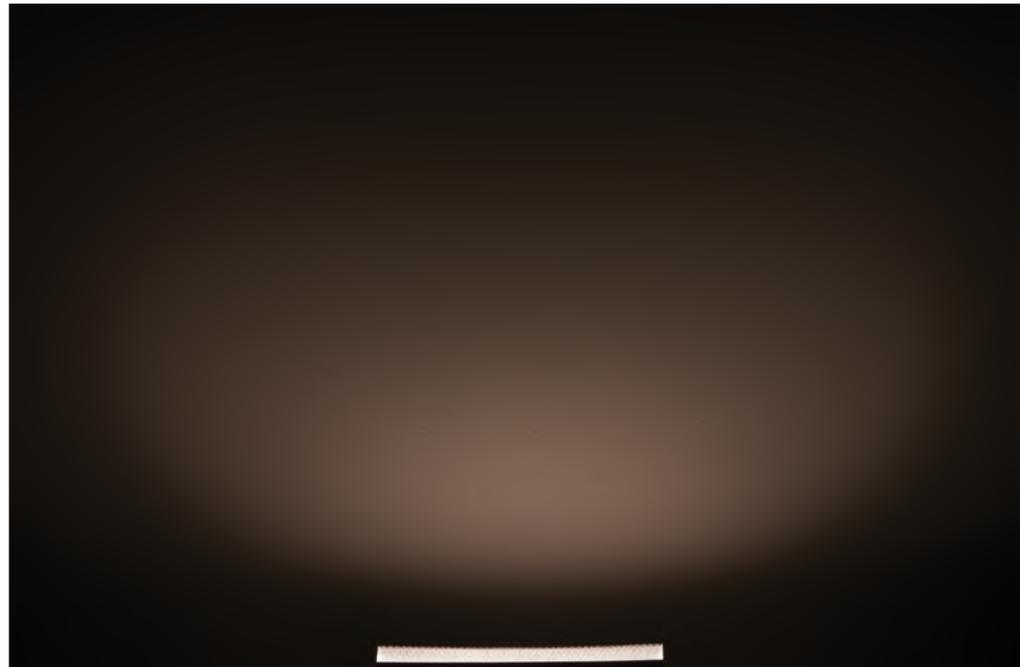


↘ AGR70

Broad compatibility and simple clip-on principle: the ewoLightLayers mark a new standard in lighting accuracy, aesthetics, and reduction of light pollution. The Reduced Backlight Shield (RBL) reduces black light by up to 65% and reduces the illuminance level at the back of installations by up to ten times. The anti-glare control (AGR) reduces light emission at high beam angles underneath the light source and increases visual comfort due to glare reduction. ↘ [Video](#) ↘ [Configurator](#)



↳ TP08

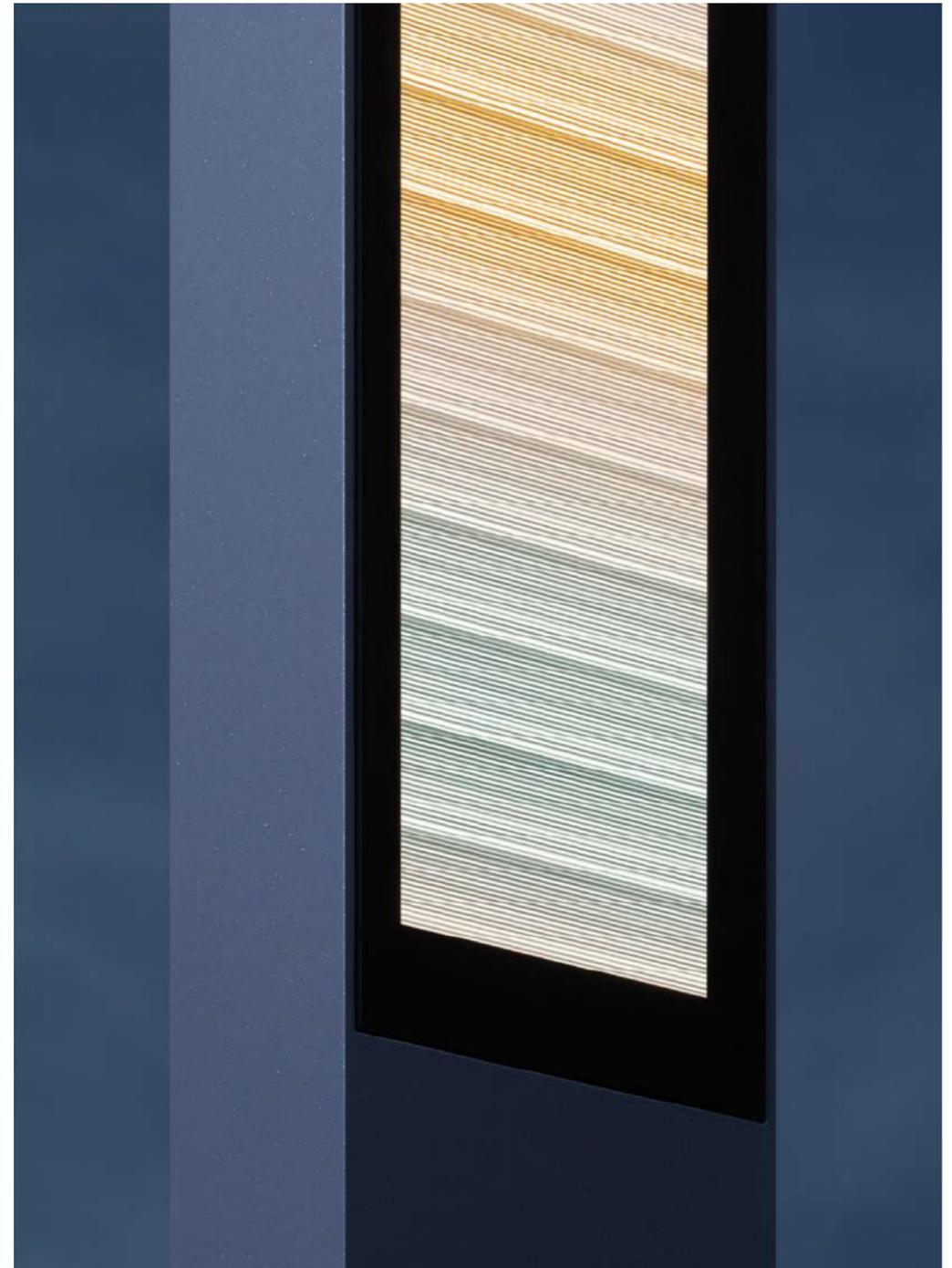


↳ TS11



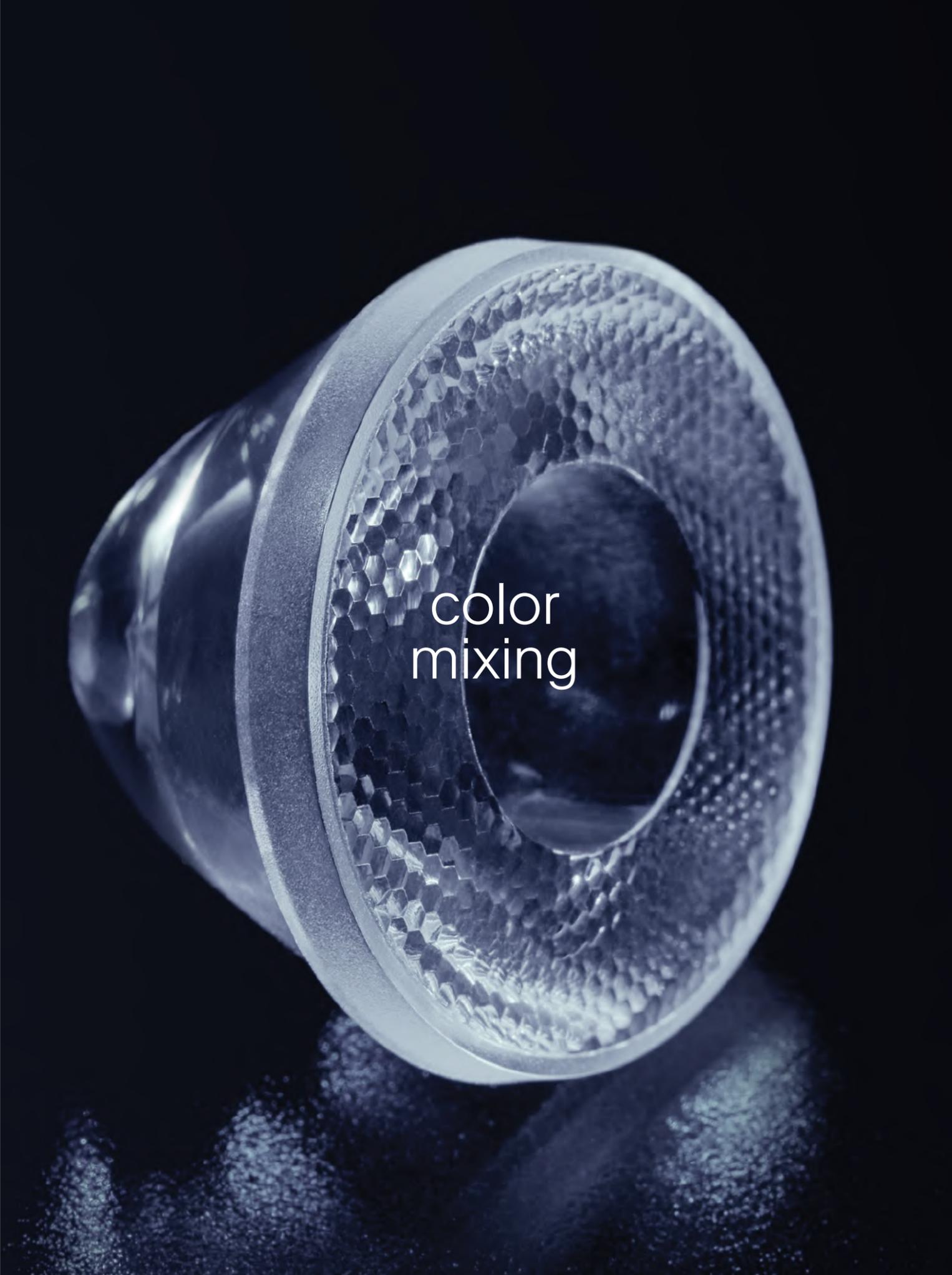
ewoLightTile

Maximum visual comfort with the new groundbreaking light guiding optics ewoLightTile. Especially when people are close to the light source, the light guide optics with their large and homogeneously illuminated surface ensure that the light is distributed in a targeted manner and individual LED points are invisible.



↘ EL ewoIndividual, 35 light units, TP08, Tunable White ewoLightTile

Sunlight is never static. Why should artificial light be? Tunable White with individual, pre-programmable scenes from 2,200 K to 6,500 K are just some of the competitive advantages of the ewoLightTile, which can be implemented with a subtle tempo setting for soothing changes in light colors or with brisk transitions for special occasions. ↘ [Video](#)



The EGM-Series, a unique, two-level light guide optic for homogeneous color mixing within the lens, was developed for the "Chameleon" product family. Lighting effects can be individually matched to the colored environment. ↘ [Video](#)

mastering

the body

of light



↳ FA770, COR-TEN, TS11, 4,000 K | Left: Chameleon C210 and C260, Pole Top, Shadow Sail, RAL 9016, RAL 5005

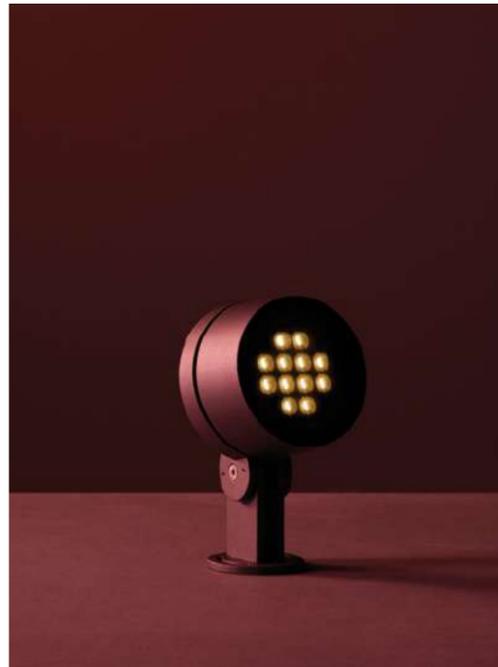
In contrast to light, which is intangible in nature, the body housing the light is very much a tangible object. Very different aspects of materiality, texture, and color are expressed in terms of the design and nature of the materials. Thanks to a company history that began with metal processing and the resulting high level of technical expertise, ewo is able to realize even the most unique design wishes.



↘ C125 Slice, EG06



↘ C125 Slice, EG06, Half Snoot, Circular Louvre



↘ C165 Slice, AG04, Honeycomb Louvre



↘ C165 Slice, AS08, Half Snoot



↘ C210 Slice, EG06



↘ C210 Slice, EG06, Half Snoot



↘ C260 Slice, EG06



↘ C260 Slice, EG06, Half Snoot

Chameleon represents progress through transformability. As the first product family of its kind, Chameleon's modular approach not only enables high-quality lighting solutions, with various options for maintenance, retrofitting, and dismantling; it also impresses with its particularly sustainable product design. Inspired by nature, Chameleon's highly adaptive capabilities define its innovative design, combining versatility with simplicity in an inimitable way. ↘ [Chameleon](#)

Optical accessories for shaping the light and transformative accessories for the aesthetic design of the Body of Light contribute to the light's ability to adapt to its respective architectural concept. Among the more than ten different light distributions compatible with Chameleon, there are two new optical developments: first, a two-level light guide optic that ensures perfect color mixing within the lens, and second, a spot lens with a remarkable 4° beam angle. ↘ [Video](#)





ewoECP

ewoExtremeCorrosionProtection is an internally developed corrosion protection process that is suitable for projects in extreme weather conditions or for example in coastal regions. The procedure consists of four steps: ① creating a corrosion-resistant alloy of materials with lower copper content; ② applying a coating for pre-treatment to achieve perfect adhesion; ③ applying the ewoProtectiveLayer: a proprietary coating for high-quality corrosion resistance; and ④ finishing with a powder coating of your choice. ↘ [ewoECP](#)

product families



↳ if round-WD, AP06, 2,200 K



↳ if round-WB, AP07, 2,200 K



↳ if round-WU, AH02, 2,200 K



↳ if round-CL, AH02, 2,700 K

When it comes to atmosphere, our *if round* family, designed by Moritz Kessler, is the ideal solution for directional light on pavement, in gardens, and on squares in architectural settings. *if round* subtly adapts to any environment thanks to its elegant shape. With its even illumination, *if round* also meets the highest requirements of builders, architects, and planners. ↳ [Video](#)



↳ ID1, ID2, ID4

ID can be used as a handrail luminaire, wall washer, or for vertical or horizontal spot lighting. Handrails appear in areas where public safety is important, such as on stairs or in front of uneven terrain. ID built-in systems for handrails illuminate particularly homogeneously and thus provide additional protection. ID linear modules can be fitted with one to four LEDs and high-precision lenses from the A-Series.



↳ IR3-W, ewoLightTile TP08, 3,500 K



↳ IR3 double, AS08, 3,000 K

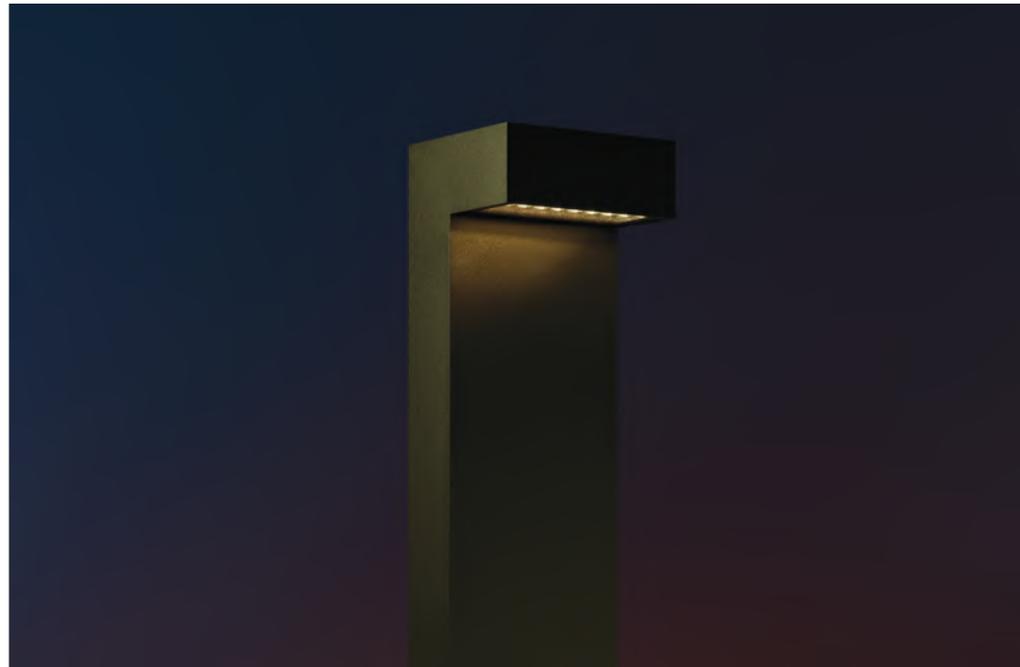


↳ IR2 single, AS06, 3,000 K

The IR family, designed by the Swiss industrial designer Joerg Boner, is in itself "Intelligence Ready". The IR family is perfect for seamless integration into smart city concepts, enabling a high degree of control flexibility for individual lighting units. Up to three lighting units within a luminaire body can be controlled individually. ↳ [Video](#)



↘ FA100-W, TP08, ewoLightTile, 4,000 K



↘ FA170, AS09, 2,200 K



↘ FA770, AP07, 2,700 K



↘ FA1070, AS08, 2,700 K

The FA product family is as versatile as the planner's requirements. Whether as a pole, bollard, or wall luminaire, it always contributes to creating a consistent design language in any urban space. High-precision lens optics from the A-Series, ideal for street, area, sidewalk lighting, and road crossings, can be used, as well as the ewoLightTile light guide optic, which ensures maximum visual comfort with concealed LEDs. This makes them ideal for vertical optical elements of the FA pole-top luminaire.



ewolIndividual



A request concert – with ewolIndividual, we design systems that take on technically and creatively unique forms. ① Shape: development of completely new lens shapes or optics for complex projects; ② Body: distinctive know-how in craftsmanship and metal processing as a basis for the design of any product shape and surface design; and ③ Intelligence: sensors and software-based control as mediators to the environment



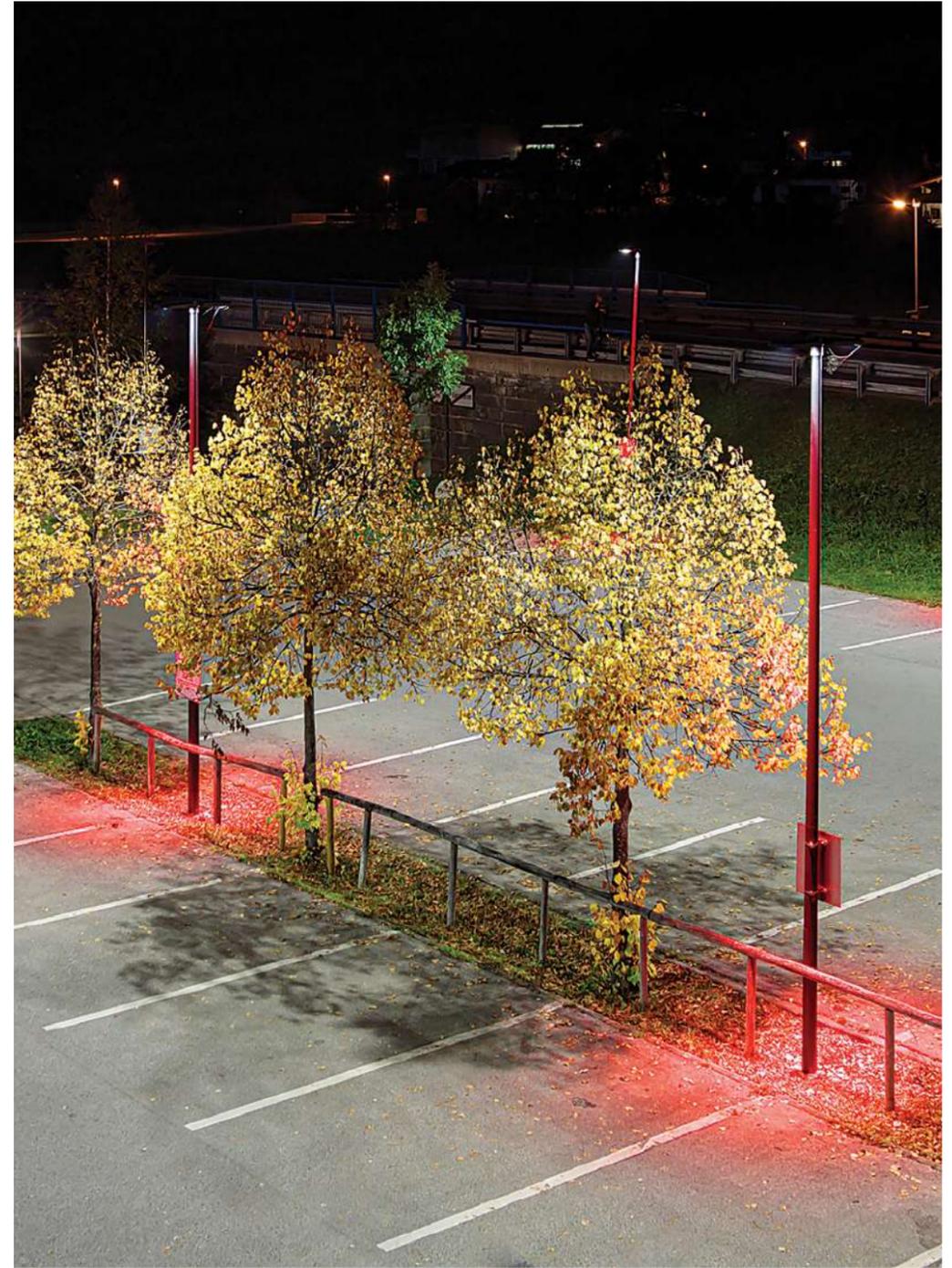
LE MANS
Le Mans, France, 2020

Atelier Coup d'Éclat
ewolIndividual



STATION DE SKI LES MENUIRES
Les Menuires, France, 2017

LEA – Les Éclairagistes Associés
ewolIndividual





LYON PART-DIEU – PLACE DE FRANCFORT
Lyon, France, 2019

l'AUC, Agence ON
ewolIndividual [Video](#)



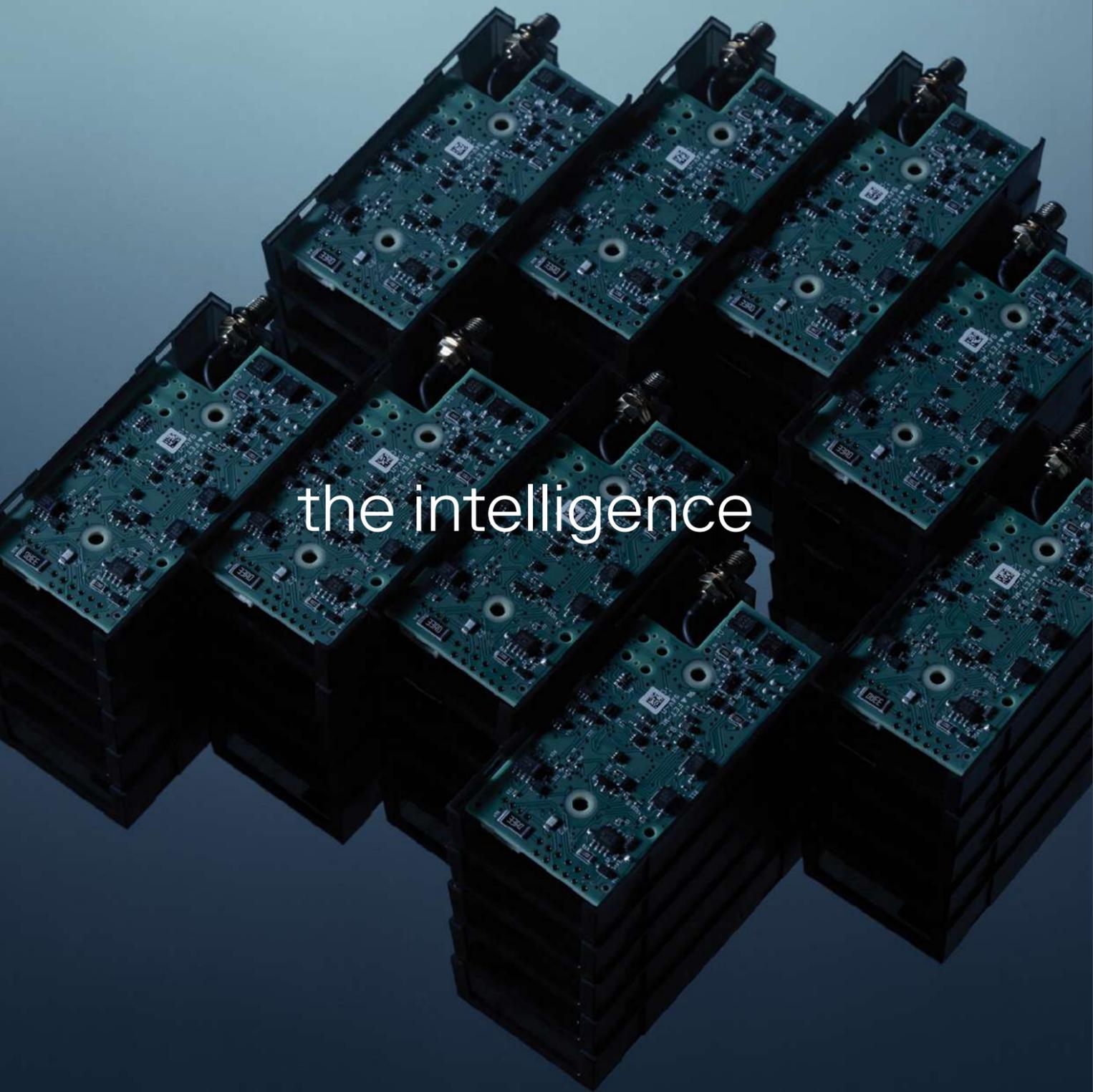
INNBRÜCKE
Innsbruck, Austria, 2022

Manfred Draxl, Rainer Köberl
ewolIndividual

mastering

the intelligence

of light



Light doesn't think, but it can react. Light can be equipped with intelligence that processes in a matter of seconds. As part of the so-called Intelligence of Light, ewo has been responsible for the software that connects the luminaires to the Internet of Things since 2017: with the brand connexx, ewo combines all aspects of smart light management in-house and thus offers the lighting competence for future innovations.

Left: nodexx integral for the highest aesthetic demands, since the smart module is not visible from the outside. Right: nodexx external (top) and nodexx integral (bottom)



↳ Chameleon C165 Integral, wireless antenna

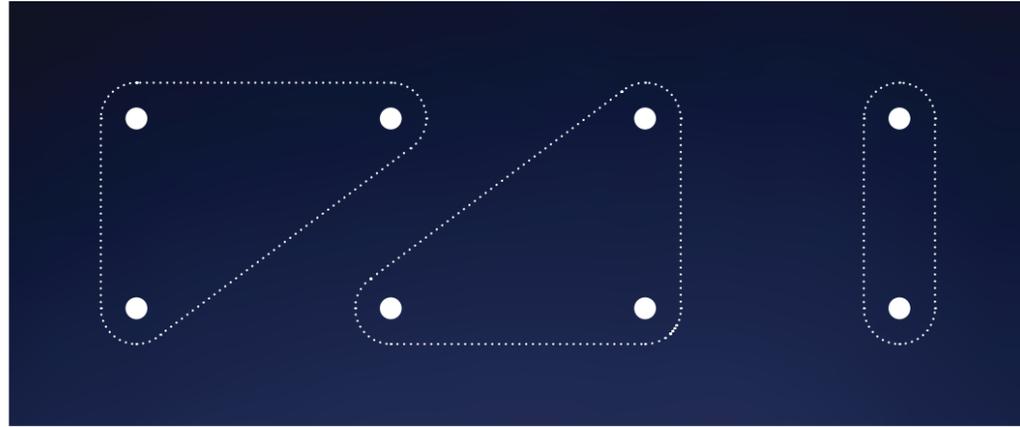


Smart components are integrated into the product design. ewo considers the “Intelligence of Light” during product development. In this way, a well-coordinated and smart system can be created, in which the intelligent components are virtually invisible. In addition, individual adjustments up to complete special solutions in the field of control can be developed and implemented.

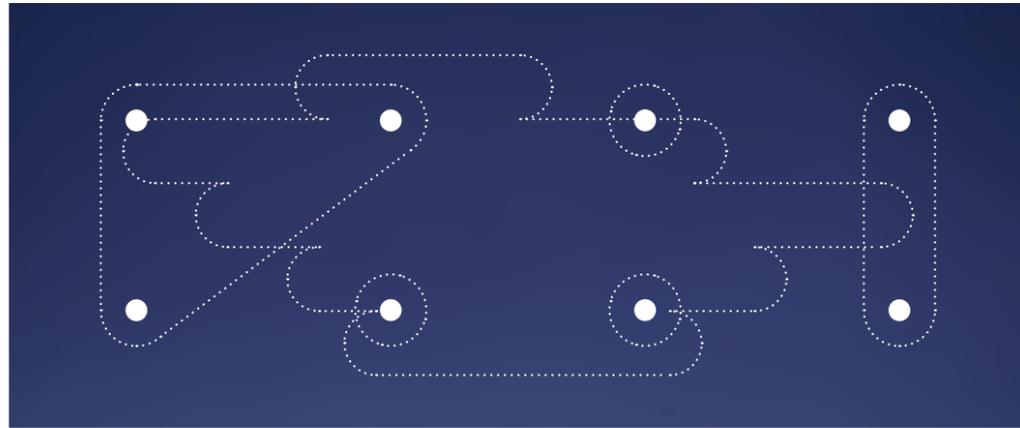
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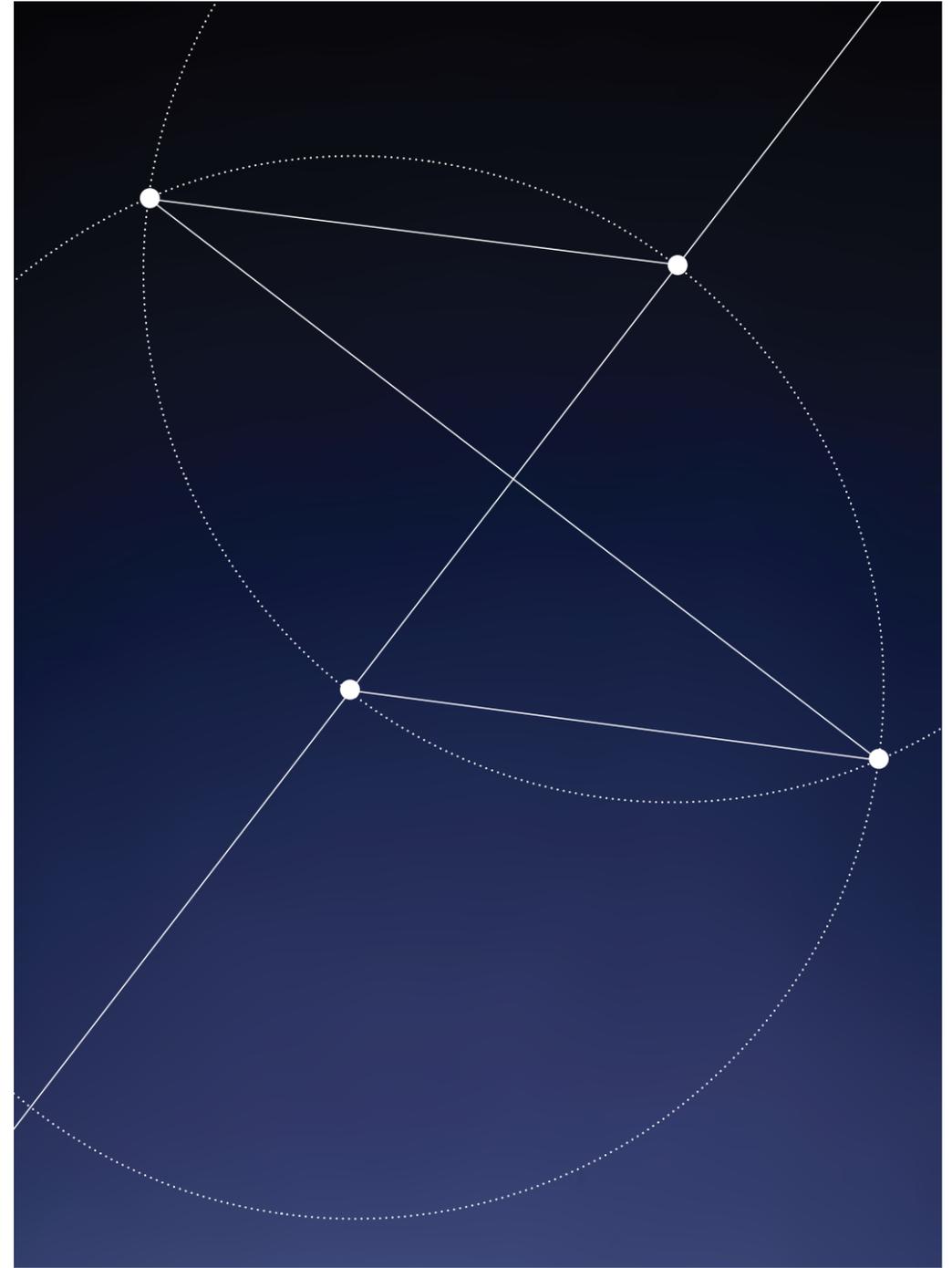
2.



3.



① Luminaire level: a single luminaire reacts (e.g., via sensors) to signals. ② Group level: the different luminaires communicate with each other – for example the sensor of one light can cause another to react. ③ Cloud level: not only can individual luminaires or groups be set locally, but they can also be controlled via software. ↘ [Video](#)



With Smart Lighting, no reinstallation is required to save energy: just a single click dims specific groups of luminaires at set times. All standards are met, safety is guaranteed. Luminaires can be controlled via a cloud solution. Different lighting scenarios can be defined for different parts of a city: whether residential areas, streets, or pedestrian crossings, the luminaires in those areas can be grouped together and also be controlled individually.

the ewo portfolio

Light simultaneously serves as a source and medium and influences our lives on many levels – by making our surroundings visible and noticeably improving the atmosphere. The transformation of public space with light has been staged in an exemplary manner by the artist duo beierle.goerlich, and documented in photographs. ewo luminaires play a very active role as a medium of transformation in this artwork: light transforms the world we move through, it sharpens our eye for details, and helps us notice small and large miracles. The public space becomes an urban open area with a feel-good atmosphere that is significantly enhanced. In order to constantly expand the planners' toolbox, our product developers

have teamed up with industrial designers such as GECKELER MICHELS, Joerg Boner, and Moritz Kessler to research various products – projectors, high-performance spot luminaires, pole-top luminaires, bollards, linear systems, and many other fascinating equipment. Characterized by their minimalist design, their modularity, and their sustainability, the luminaires open up new creative spaces between art, architecture, and innovation. Constant change is considered with a far-sighted lens: with the products of the Chameleon family, nature was even taken as a guide in order to develop a luminaire that, like the animal, is highly adaptable to its urban environment. The ultimate aim is to deliver the ideal product for every project.





Projectors

C125 Slice

C125 Integral

C165 Slice

C165 Integral



C210 Slice

C210 Integral

C260 Slice

C260 Integral



Wall | ceiling luminaires

EL-W

IN-W

IN-CL



Pole-top | wall-mounted | ceiling-mounted systems

F-System XS

F-System S

F-System M

F-System M-W



F-System XS-W

F-System S-W

FO420

FO420-W



FO600

FA770

FA100-WD

FA100-WU



GO

GO-W

CN500

CN600



IR

IR-W

CO500

CO600



CO-W

DA400

DA520

DA-W



FN1000

FN1300

if-W

if round-WD



if round-WU *if round-WB* FA100-C *if round-C*



Light columns EL710 EL1250 ZA190



Bollards FA170 *if* *if round* EL380



In-ground luminaires R50 R90 R130 R160



R200 IN-ground



Urban furniture LB21 LB22 LB23 BD21



BD22 BD23 BR21 WR21



WR22 SB21



Floodlights R-System R1 R-System gen3 R-System gen3 MAX



Linear systems IDstandard IN



Looking for the ideal product for your project? Try our product configurator.

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light the world

The transformation of public space through thoughtful planning and intelligent lighting systems has generated unique properties around the world. Body of Light, Shape of Light, and Intelligence of Light – combined with the almost limitless customization possibilities of the ewo lighting systems, they form the basis for a number outstanding projects, the respective strengths of which often only become apparent in the details. Whether it is the most efficient light distribution

possible, aesthetic weighting, or the complex staging of public space and its architecture through light – architects and lighting designers around the world rely on ewo's innovative portfolio and expertise to implement their ideas. Captured in images, a trip around the world becomes a journey at the speed of light. Enjoy the highlights along those milestones that paved the way to ewo's international importance and radiance.









Commissioned design development of the *if* round bollard luminaire to reflect the hotel's architectural elements and circular layout



RITZ-CARLTON RESORT
Fari Islands, Maldives, 2021

The Flaming Beacon Lighting Designers,
Kerry Hill Architects | [if round](#)





Lighting concept with 120 projectors for 400 m² to underscore the weightlessness of the architecture, which is based on years of bionic research

BUGA FIBRE PAVILION
Heilbronn, Germany, 2019

Belzner Holmes Light-Design, ICD/ITKE University of
Stuttgart | ewolIndividual projectors







Lighting 2.5 km of shared path for cyclists and pedestrians



GLEN INNES TO TAMAKI DRIVE SHARED PATH
Auckland, New Zealand, 2022



Anti-glare optical system for the façade with 2,300 K to create a homogeneous lighting effect to the front of the product and 2,700 K for the walkway to the back

KLENZEPARK
Ingolstadt, Germany, 2022

HL Lichttechnik
EL with ewoLightTile











Transformation of the Reichsbrücke in Vienna into an unmistakable land feature thanks to spherical luminaire heads with a diameter of 850 mm

REICHSBRÜCKE
Vienna, Austria, 2021

Magistratsabteilung 33 "Wien leuchtet"
ewoIndividual













Uniform lighting through multi-layering: hardly noticeable wall luminaires in the sensitive context of the world cultural heritage











Steel with a uniform patina, achieved in a multi-stage process, and special light color thanks to the lenses being coated with amber-colored paint

GRADONNA MOUNTAIN RESORT
Kals, Austria, 2011 – 2013

Lichtraum²
ewolindividual



Flexible light distribution by means of a dynamic control system that allows the activation of a range of programmed scenes as required

MAC FORUM, MUNICH AIRPORT
Munich, Germany, 2017

Helmut Jahn
ewolIndividual



One light body, two light sources – for façade lighting and square lighting



BRUNICO CITY CENTRE
Brunico, Italy, 2018

Lichtraum²
CN-ewoIndividual





Two-sided illuminating columns with cameras, intercom, and traffic light system



ST MARTIN TOWER
Frankfurt, Germany, 2015

Kubus Freiraumplanung GBR
EL





Functionality through modularity: light columns equipped with RGB lenses to communicate signals for the tram to move or stop





Consistent design language based on the skillful combination of FA and EL to light the building and parking space

XAL COMPETENCE CENTER
Graz, Austria, 2011 – 2013

XAL
FA, EL

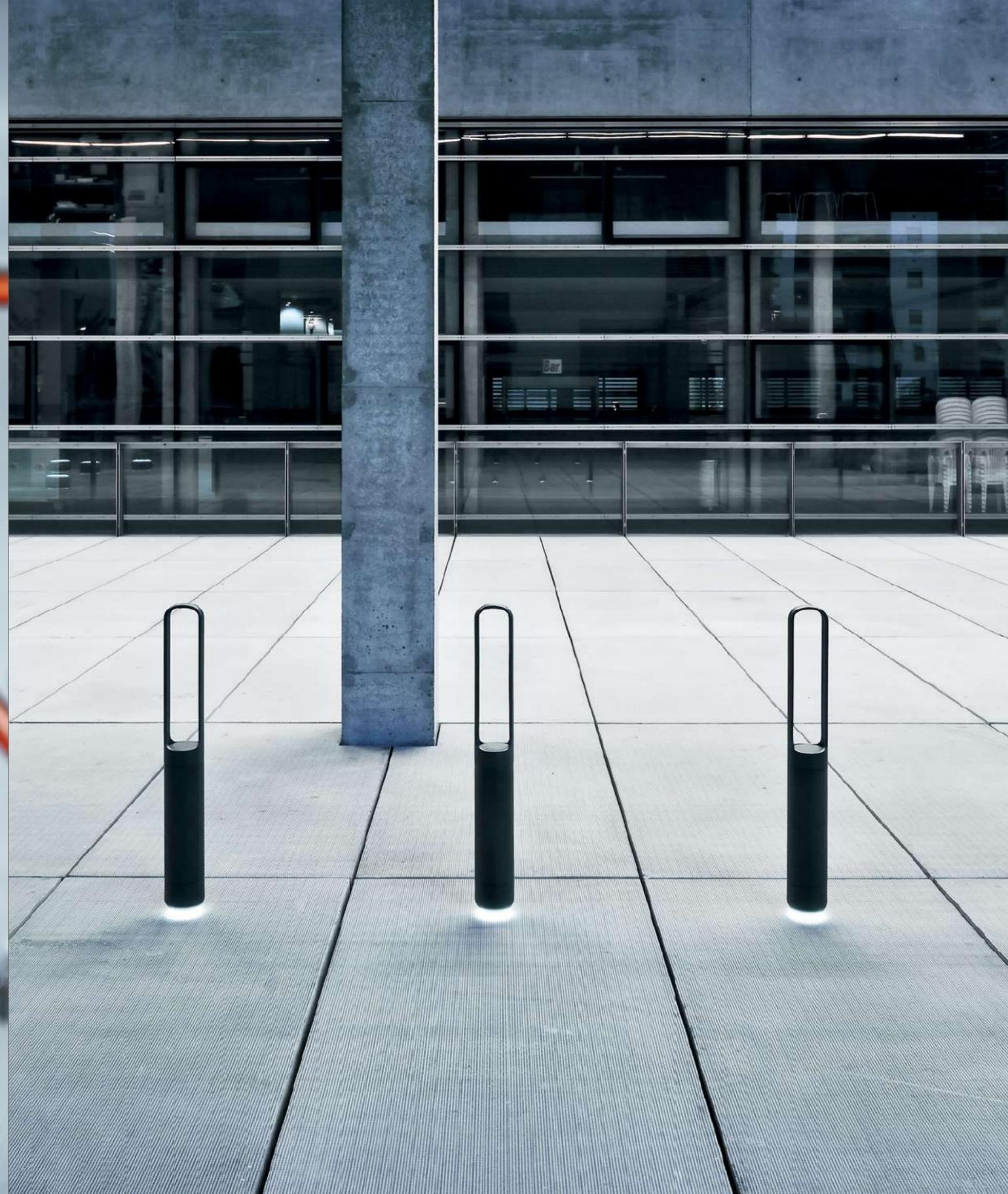


141 special luminaires with light control (150 lx in 4,500 K) along the 300 m long bridge in line with DIN EN 12464-1

FOOTBRIDGE MUNICH AIRPORT
Munich, Germany, 2017

Sher Noori
ewoIndividual











1,000 high-performance floodlights for 63% less annual energy expenditure at one of the world's major transport hubs

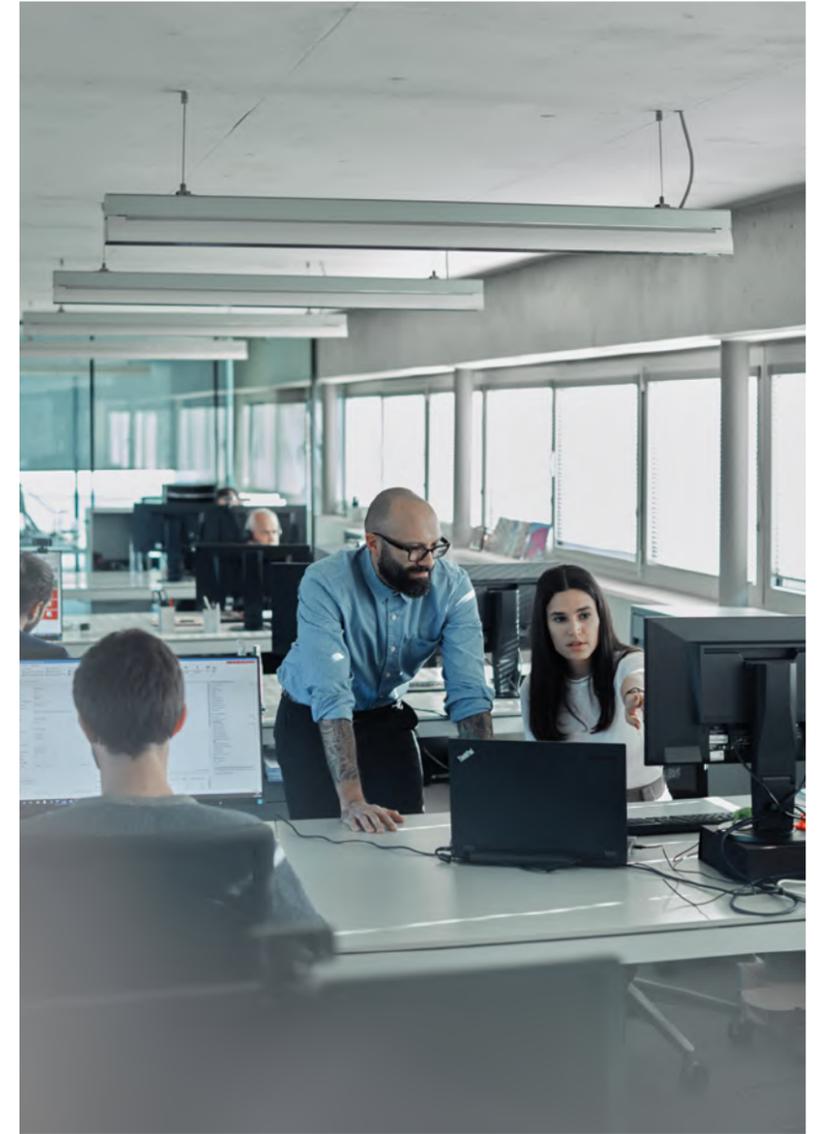
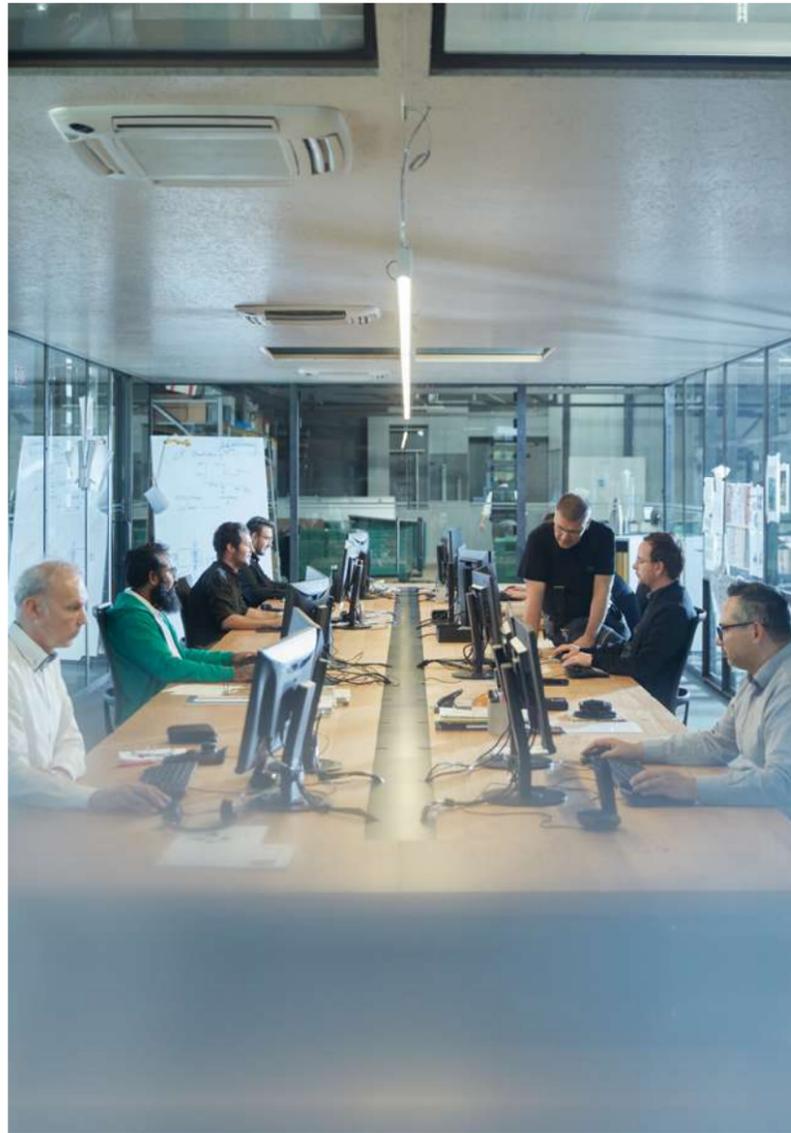




this is ewo

In the beginning there wasn't light, in the beginning there was metal. And a one-man business in South Tyrol's Sarentino. ewo's strongest driving force is the courage to change. A company that stands for uncompromising technology, innovative thinking and a special sense of design and aesthetics – characteristics that are rarely so linked together in any other company. With Hannes joining the company twelve years ago, ewo has become more actively involved in the

worlds of art, design, and architecture. He is never losing sight of the fact that people are at the center of all the company's efforts: as social beings that gather around the technological campfire, as employees who are an invaluable part of the company's journey into the future, and as customers, who are significantly involved in shaping the future of public space. For this, it is important – like the light – to always keep moving.

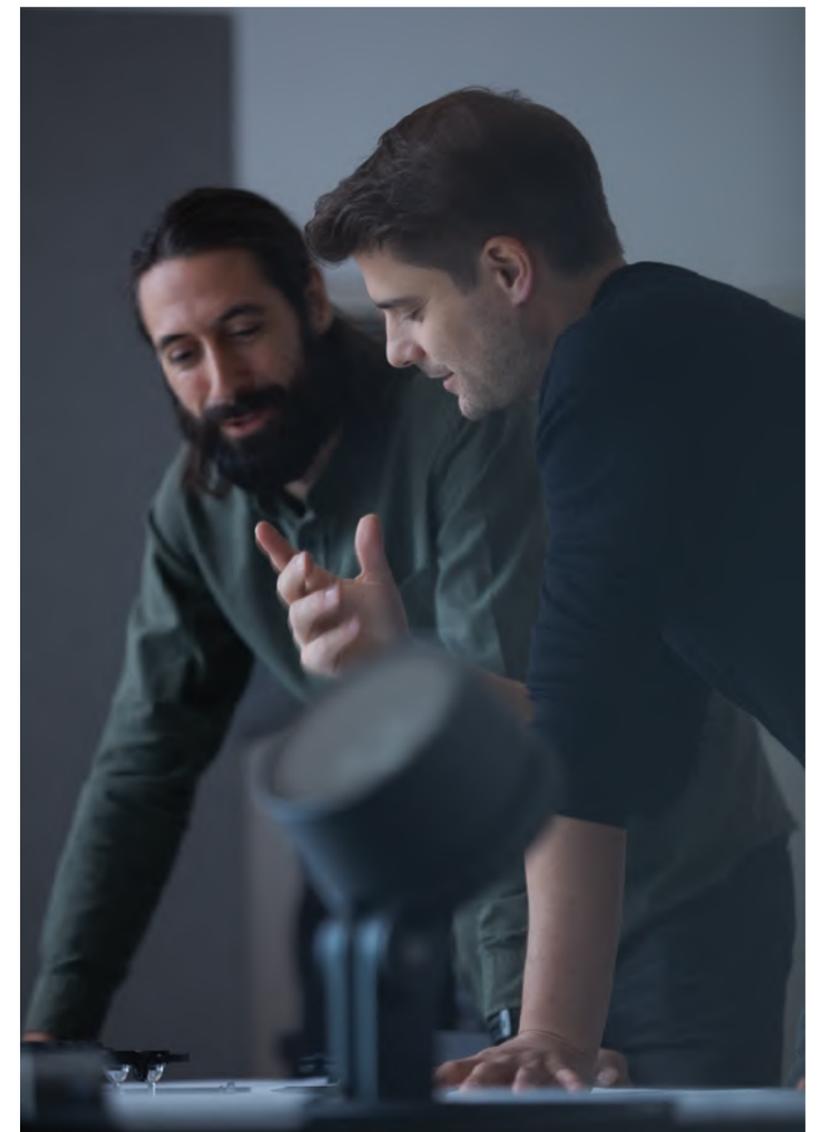


technology and design

Shape of Light, Body of Light, Intelligence of Light: these three principles characterize the second-generation company philosophy under Hannes Wohlgemuth. This means that the shape of the light, the light body, and its smart application guide every ewo project. These principles are not so far removed from his father's initial motto, created more than 25 years ago: first and foremost, a light has to work in order to be able to create an atmosphere. That is the technical part. The design comes from the arts and crafts roots of the entrepreneurial family. Technology has its roots in physics, and alongside the artisans, it was the physicists who initially brought about change. From the beginning of the company's history,

a German physicist and lighting designer was commissioned to work on the first reflectors for ewo, and this led the company to shift its focus to innovative lighting technology. Physicists were employed in-house from 2015 onwards. When it comes to creating a feel-good environment for people in public spaces, many disciplines are needed, from art, to physics, to architecture. Today, they are expressed in a "light culture" that optimally combines design and lighting technology, extended by smart upgrades. Ultimately this resulted in a large number of modular lighting systems whose possible combinations give lighting planners the freedom, they need to design "free spaces".





Merging is in ewo's nature. ewo's future direction is moving towards further networking in the digital space. With a partner from the technology sector, the brand connexx was founded in 2017, to bring hardware and software together under one roof. Our goal: providing a system in which the luminaires can immediately respond to changing (urban or social) conditions. The connection to the Internet of Things not only offers the possibility of sustainable control, but also offers dynamic and flexible tools to improve the quality of life outdoors. In this way, not only do manufacturers and lighting planners become part of the communication with the luminaires, but also the environment, to which the lighting systems learn to adaptively react. The activities of the luminaires can be controlled and monitored by the Leitfeld software

developed in-house. As early as 2012, ewo tackled its first major digital project with a product configurator and brought it into the real world with the associated machine, called ewoPhoto-metricEngine. The product configurator guides planners towards their individual solutions every day. ewo's software programs rely on the ewoDataHub, a uniform data collection tool for all ewo products. Monitoring in the Leitfeld software goes one step further: here, the ewoLightLogger enables the analysis of the actual light distribution across a specific surface. In the final analysis, ewo.digital will offer a complete ecosystem that unites all aspects of innovative outdoor design, from product planning and configuration, to the finished product and its operation, to sustainable control.





ewo for future

A company that places people and their wellbeing outdoors at the center of its philosophy will do everything to ensure that this wellbeing can be as long-term, sustainable, and future-oriented as possible. This awareness begins in ewo's immediate vicinity: from cooling with geothermal energy, using green electricity, providing free and regional fruit and vegetables to the employees, and using recycled materials for packaging in a modern, open and diverse office environment, to the opportunities and CO₂ reductions thanks to remote working. Ultimately, our commitment to sustainability is expressed in the quality of the products, in the sophisticated product design, and in the innovative power of our luminaires. Longevity, one of the keys to enhanced sustainability, is guaranteed by the modular design of the luminaires, which means that individual components can be easily replaced. Extremely durable LED lumi-

nares and anti-corrosion processes applied to the Body of Light also ensure the longest possible lifetime for ewo products. The design of the Shape of Light not only prevents light pollution with its precise cut of the light; it also guarantees the highest possible effectiveness in the illumination, ideally leading to the use of fewer luminaires and thus to a reduction in the number of products, materials, and energy costs. Finally, thanks to the smart control processes and the possibility of working with sensors, different regions, and time zones, the Intelligence of Light ensures enormous savings potential in terms of energy. Wellbeing as the goal: at ewo, this not only applies to the employees and the people outside; wellbeing must also be created for the environment itself. Greatest possible sustainability across all processes is key to achieving this goal.





ewoLAB + ewoTALKS

Since future and progress are also the result of dialogue and knowledge transfer, ewo already began shifting the bridge between different disciplines into the public space with two innovative formats in 2015: with ewoTALKS and the more practical ewoLAB. “We deliberately wanted to expose ourselves to new topics, ideas, and developments,” says Hannes Wohlgemuth, explaining the discussion format, which has been held since 2015. The focus of ewoTALKS ([↘ Video](#)), which is managed by the ewo communications team, is on social issues relating to design, architecture, art, technology, and business. As an interdisciplinary forum, it offers space for discussion, brainstorming, and co-creation, and creates a platform that literally

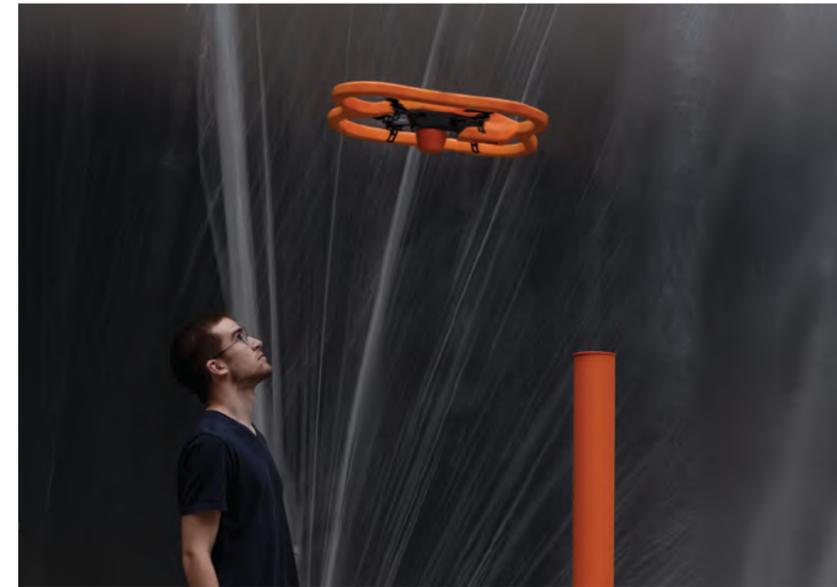
provides everyone the opportunity to help shape the future. ewoLAB is the continuation of the ewo creative and design core in the experimental space – expanded on by the active collaboration of artists, designers, and architects in their experiments on light. What was, for example, a still sensory installation in collaboration with a Copenhagen artist in 2015, now opens up approaches that could be of decisive importance for future company and product development. At the interface between the promotion of young talent and further development, ewo considers formats like this as the driving force for lighting concepts that are oriented equally to the future and to people.



ewoLAB, ECAL, Salone del Mobile, Milano, 2011



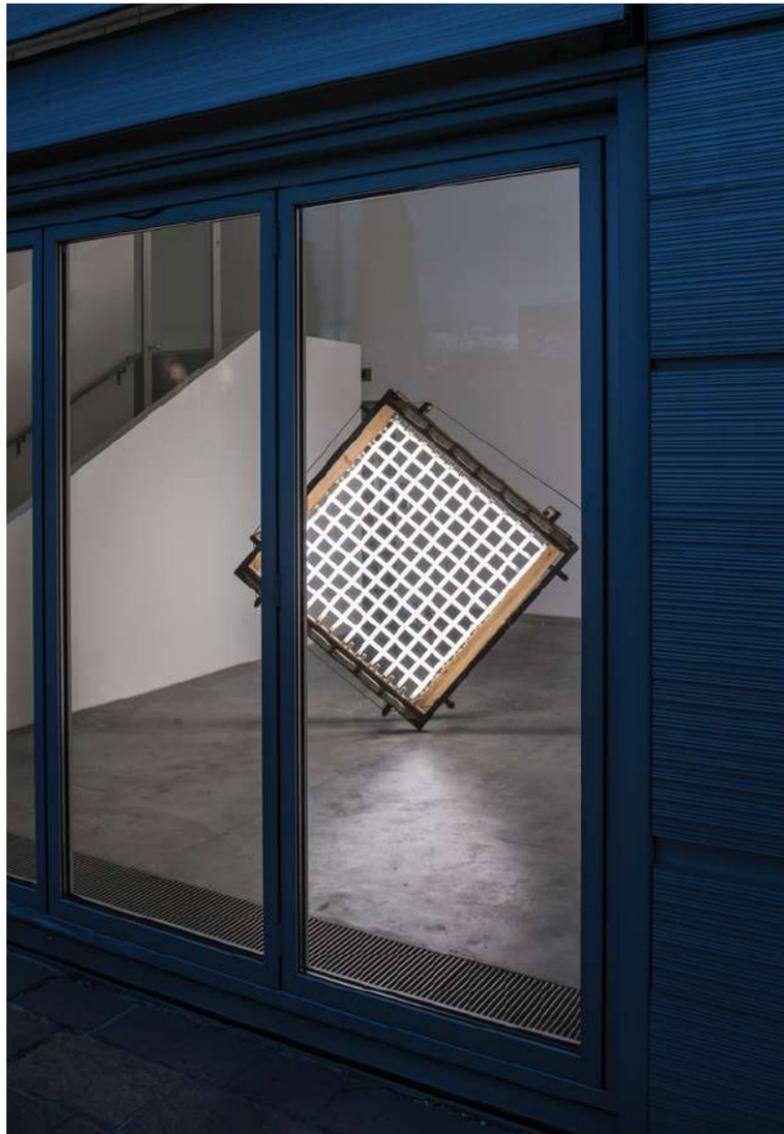
ewoLAB, *Tagliente*, Plasma Studio, DAZ Berlin, 2010



ewoLAB, *MAGIC*, UniBZ, Harry Thaler, Bolzano, 2018



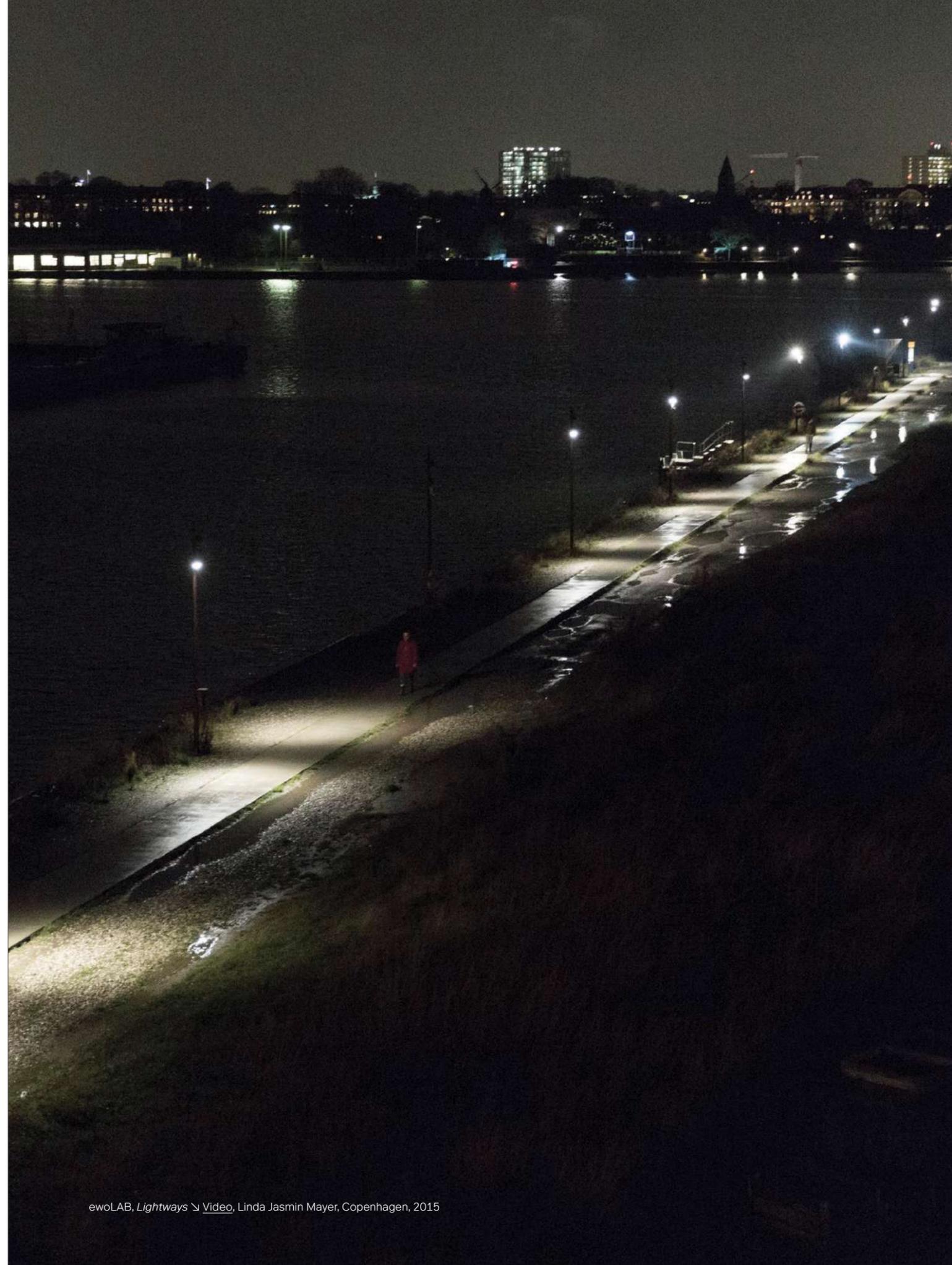
ewoLAB, *MAGIC*, UniBZ, Harry Thaler, Bolzano, 2018



ewoLAB, *Function1.1* ↘ [Video](#), Counterparts Projecting, Brecht Heytens, Museion, Bolzano, 2017



ewoLAB, *Goccia a Goccia*, Julian Koschwitz, Bolzano, 2009



ewoLAB, *Lightways* ↘ [Video](#), Linda Jasmin Mayer, Copenhagen, 2015

Company headquarters in Cortaccia, in the Bolzano area in South Tyrol, Italy. Numerous international partners. Number of employees > 100. CEO: Hannes Wohlgemuth. Subsidiaries in Germany, Austria, France, and the USA:

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