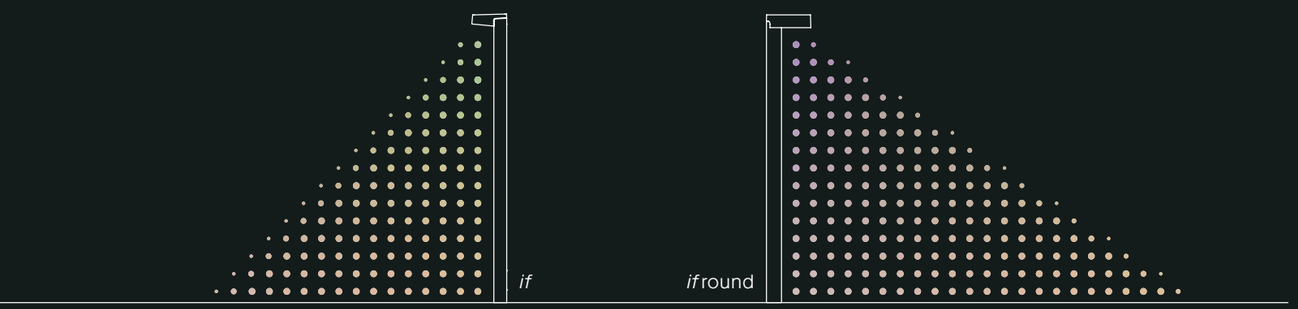
ewo



if...

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Light changes the quality of space.
Light determines the mood of any location. Nature is a prime example of this: On an overcast day our surroundings can appear dull, while the sun can shine with warmth and radiance in the exact same location.

And when day turns into night, we bring artificial light to public spaces. That way, we unlock squares, pathways and buildings, turning dark corners into safe havens. At ewo, the wisdom of nature's teachings is translated into moods and scenes through the medium of our luminaires.

Seeing and being seen.
We strive to shape and target light to illuminate any areas that are crucial for orientation and safety. In addition, we seek to improve the quality of cityscapes and the identity of a place. Both can be influenced by strategically illuminating certain areas and leaving others unlit. With our tools, lighting designers have every imaginable freedom:

Shape of Light, in other words the heart of a luminaire, optimises the way light is directed, making it even more accurate and allowing us to individually adjust all light with the help of our optics.

Body of Light describes the skin of a luminaire, so to speak: the housing, which is available in different shapes, colours and design variations – to the point that it can be tailored to fit entirely individualised designs.

Intelligence of Light includes a range of communication technologies to operate and control illumination systems with the help of software and hardware. Together with connexx, our very own start-up, we endeavour to continue pushing the increasingly important integration of our systems into the Internet of Things (IoT).

Light has an impact.
Light is a vital medium for us human beings. It allows us to see what’s around us. By noticeably improving the surrounding settings and mood, light also has an effect on our well-being.

Light is both a source and a medium. And as such, it influences our lives on a number of different levels – not least because it has an impact on our environment, the space we’re in and our immediate experiences. We are able to highlight all attributes of light with ewo luminaires. A process we like to call Mastering Light.

»What *if*«
Artist duo beierle.goerlich explores how light transforms space into fantastic scenery – with photographs and installations, and with characters and props swapping places. Through its light, *if* has a transformative effect on any location. That way, a clearing becomes a venue and a world in which the imagination knows no limits. A place where anything could happen *if* ...

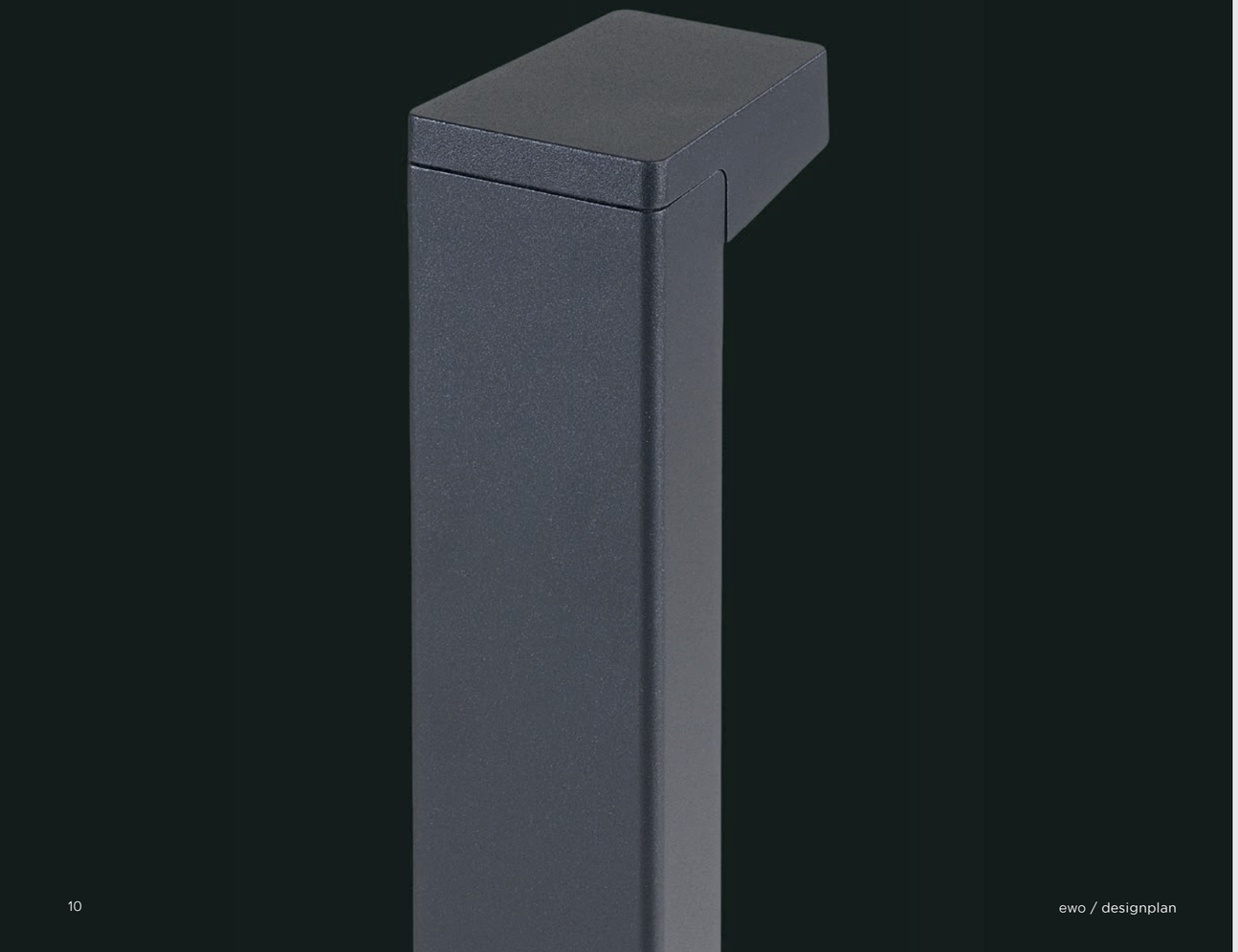
if ...

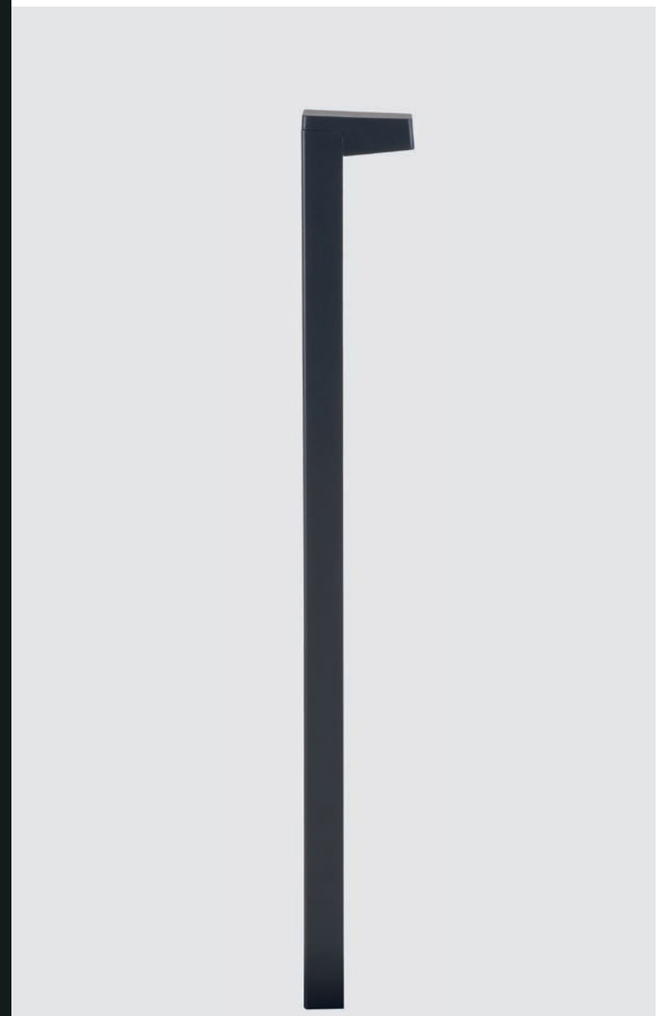
beierle.goerlich – that's photographer Edward Beierle and artist Jutta Görlich. Their work typically takes them into close proximity with architecture, and oftentimes to places that are undergoing some sort of transformation, which offers them new scope for exploration. For ewo, the duo has shifted their gaze and lens to the *if* bollard luminaire.

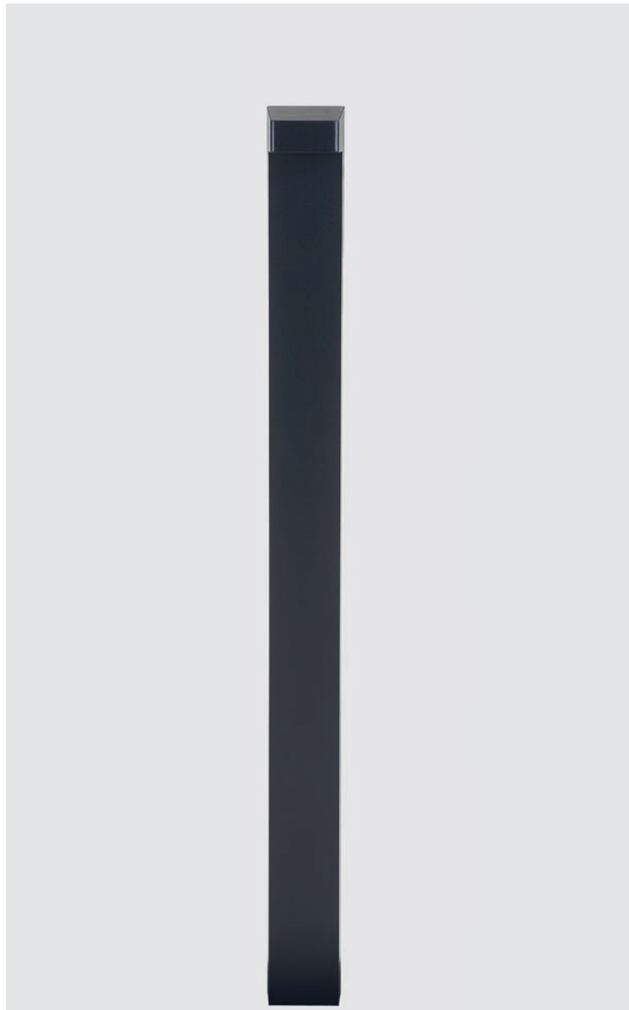
Although *if* is perfectly at home in classic architectural settings, beierle.goerlich decided not to depict it together with buildings. Instead, they took typical gardening activities such as mowing the lawn, barbecuing or tending to flowers out of the context of cultural landscapes and relocated them to a forest. In a series of surrealistic images, captured at dawn or dusk, the characters are placed next to each other without any apparent relationship: for instance, the forest fauna and the Woman in Black – a recurring figure in beierle.goerlich's work – whose activities in the woods are soberly observed by onlooking animals. Much like the unruffled wildlife, *if* is a quiet, reserved witness, whose light nonetheless powerfully sets the stage at the heart of the Bavarian Forest.

if — the lighting tool for paths, gardens and squares

When it all comes down to atmosphere, our *if* bollard luminaire is the perfect tool to direct light along walkways, gardens and squares in architectural surroundings. In public spaces, private gardens, residential estates and hotels alike: Clad in an elegant housing whose clear-cut and discreet form appeals to the senses, it conceals some of ewo's most innovative technology. With a head no bigger than the palm of your hand, *if* fuses intelligence and aesthetics, creating a surprisingly flexible and efficient lighting solution.

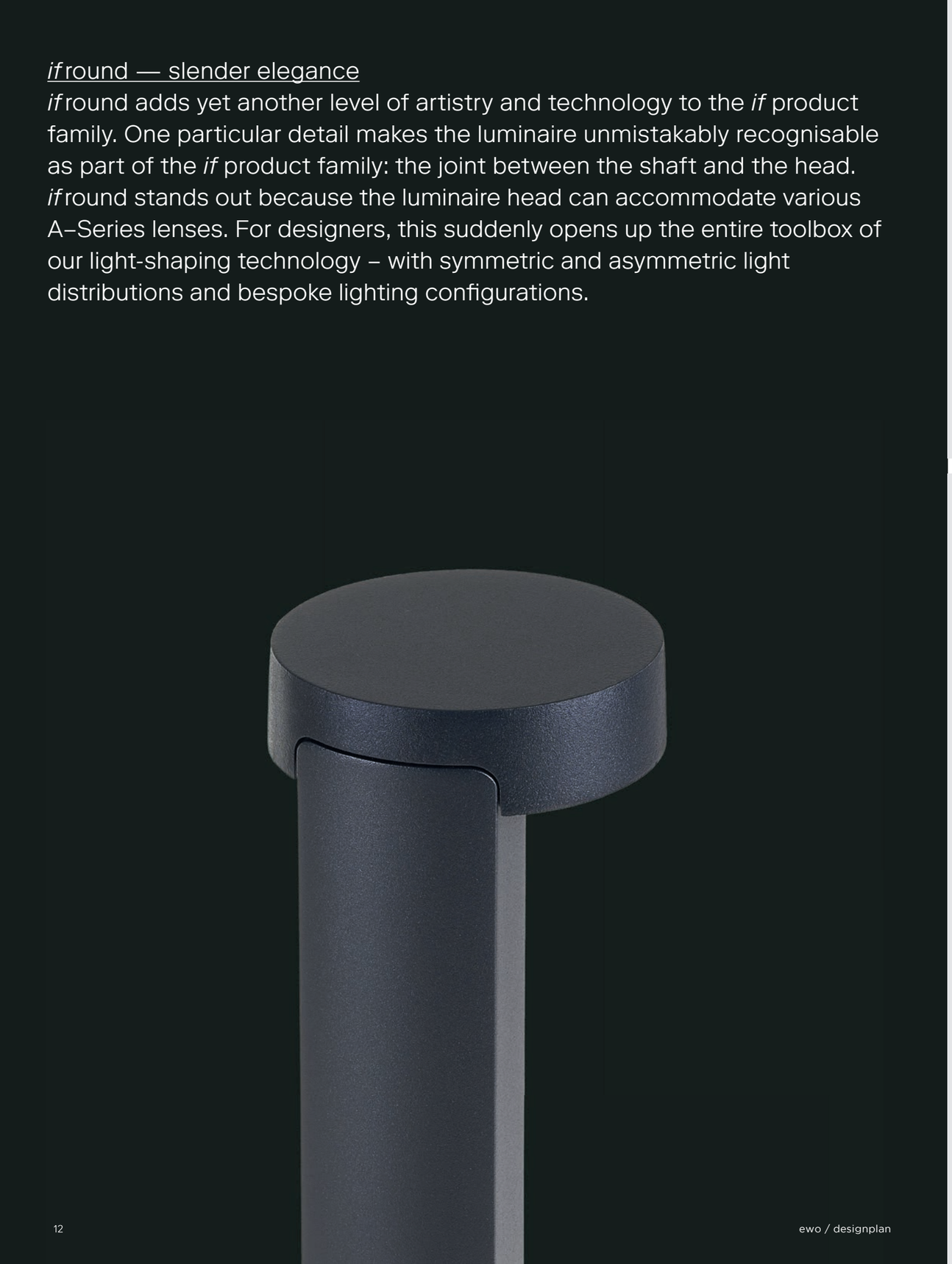


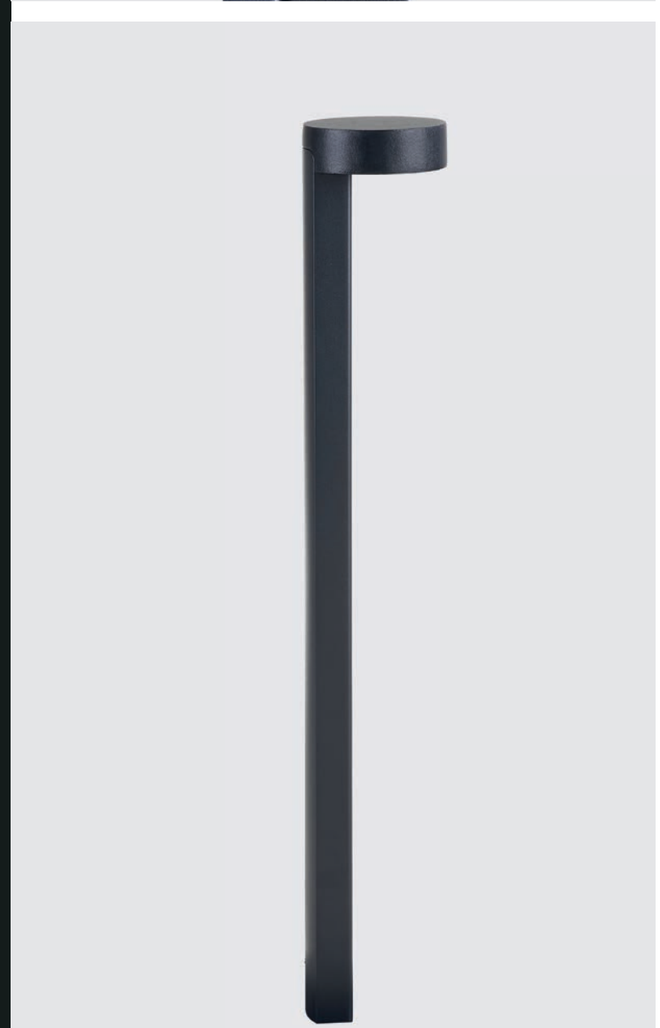


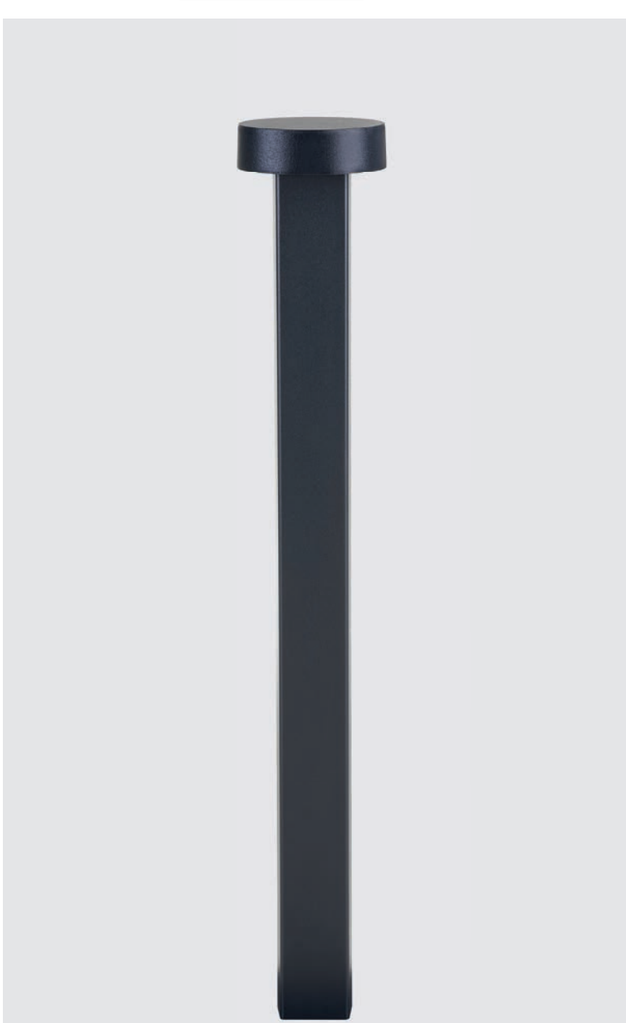


if round — slender elegance

if round adds yet another level of artistry and technology to the *if* product family. One particular detail makes the luminaire unmistakably recognisable as part of the *if* product family: the joint between the shaft and the head. *if* round stands out because the luminaire head can accommodate various A–Series lenses. For designers, this suddenly opens up the entire toolbox of our light-shaping technology – with symmetric and asymmetric light distributions and bespoke lighting configurations.







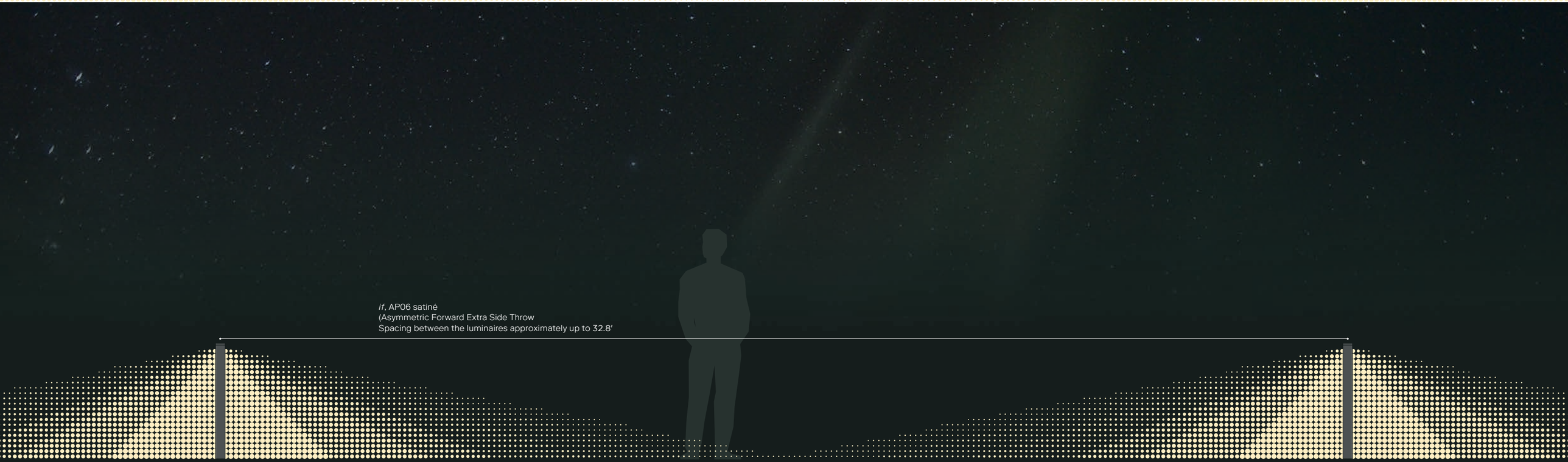
if round — all about architecture

As an elegant continuation of the *if* bollard, *if* round and its slender form effortlessly blend in with any setting and environment. Be it in private gardens or on walkways, in residential areas or hotels: With its homogeneous illumination, *if* round is sure to meet even the highest demands of building owners, architects and planners. Especially since it is also available in a wall-mounted version that significantly extends its range of application in, on and around any building. And in public spaces, *if* round is the ultimate tool to create and gently fine-tune any high-quality drama, for nearby objects, surfaces and moods alike.

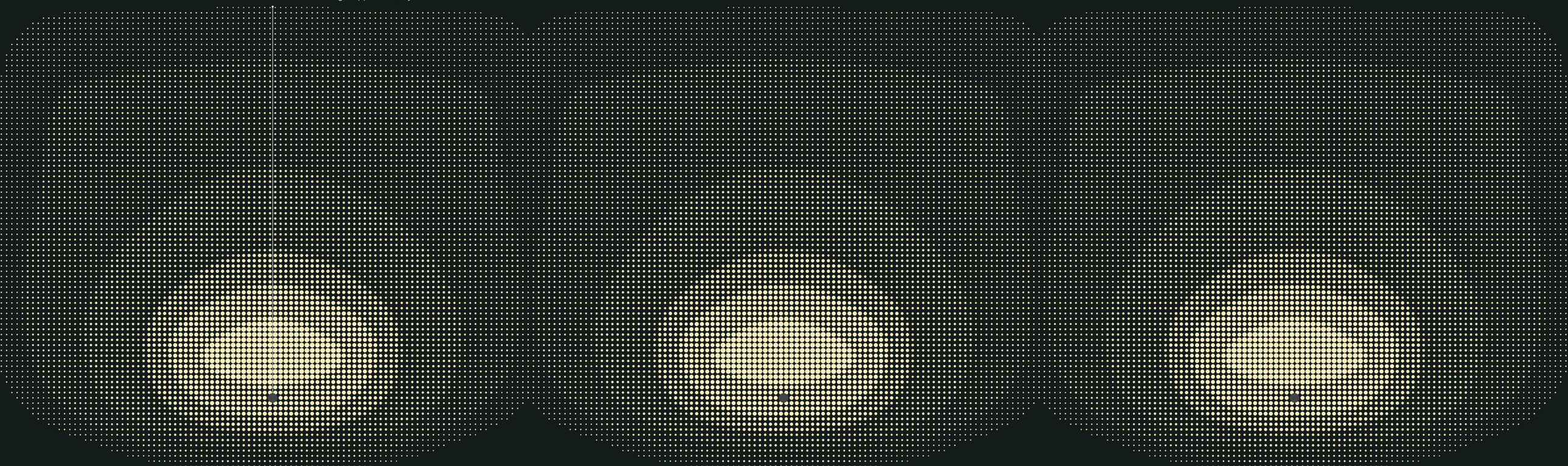
Hannes Wohlgemuth : »As a trained architect, I am particularly fond of products that work in unison with buildings. With its pure, smooth geometry, *if* round is simple yet unmistakable.«

Luminous range — unrivalled efficiency

By using asymmetric lenses from the A–Series, a homogeneous illumination of up to 32.81′ to the side can be achieved – a feat that makes planning walkways and paths far more efficient than with comparable bollards. And not just with the desired intensity, but also guaranteeing the most economical use of light.



AP07 (Asymmetric Extra Forward), *if* round



AS06 satiné (Asymmetric Extra Side Throw), *if*

Body of Light — an integrative process

»Our motivation was to develop a simple bollard luminaire that, thanks to its sleek elegance, can discreetly be integrated into any environment. The design links opposites in complete harmony: soft spheres on the vertical plane and clear cuts at the horizontal level.«

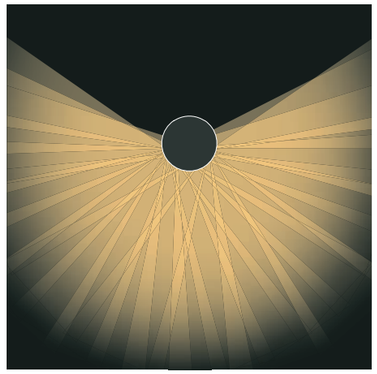
— Moritz Kessler, product designer

»In the housing, the shaft and the head are linked by a joint – a smooth connecting detail with a decidedly natural look. *if* is uncompromising in its shape and construction.«

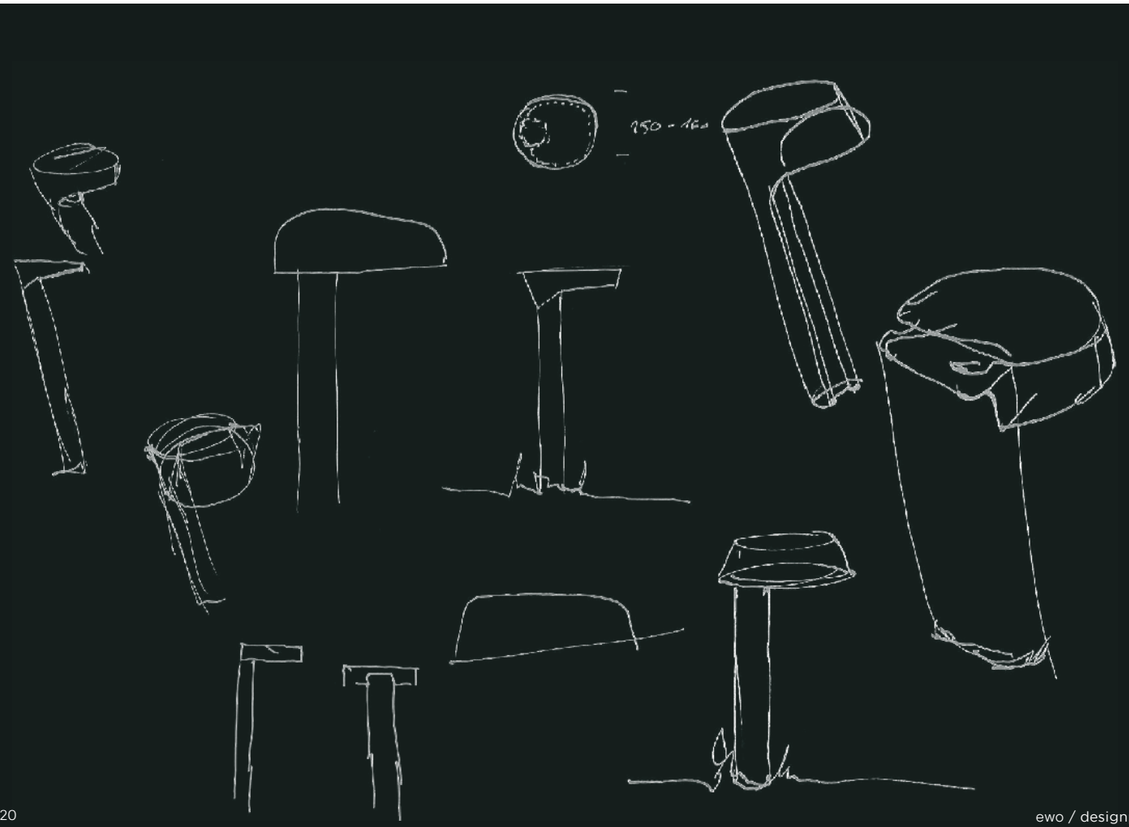
Playful light

»For the paths that lead the guests to their villas, we created a perforated variation of the *if* round that provides a distinctive and welcoming presence in the otherwise sparingly lit landscape. The resultant vibrancy is reminiscent of a collection of lanterns being left out to guide the guest home.«

— The Flaming Beacon, Lighting Designers



The eye-catching effect of our perforated screen. An ewoIndividual project for Park Hyatt Maldives Hadahaa and The Ritz Carlton Maldives, Fari Islands.



if

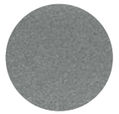
Model	*if*	*if*-W
LPH [ft][1]	2.95′	-
Max. Weight [kg]	5.51 lbs	1.10 lbs
Luminous Flux [lm]	280–350	280–350
Power [W]	5	5

1) Other LPH available upon request

IP65/IP22 RoHS IK05

- Housing accommodates 1 lighting unit, 4 LEDs
- Electronic control gear integrated
- Lens made from PMMA
- Aluminum luminaire
- Finish: polyester powder coating, silver grey (RAL 9007/DB 702). other colors upon request

RAL 9006 / DB 701
white aluminum



RAL 9007 / DB 702
silver grey

DB 703
anthracite

if round

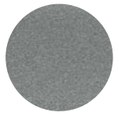
Model	*if*round	*if*round-W
LPH [ft][1]	2.95′	-
Max. Weight [kg]	6.61 lbs	1.76 lbs
Luminous Flux [lm]	190–730	190–730
Power [W]	2.5–7.0	2.5–7.0

1) Other LPH available upon request

IP65 RoHS IK08

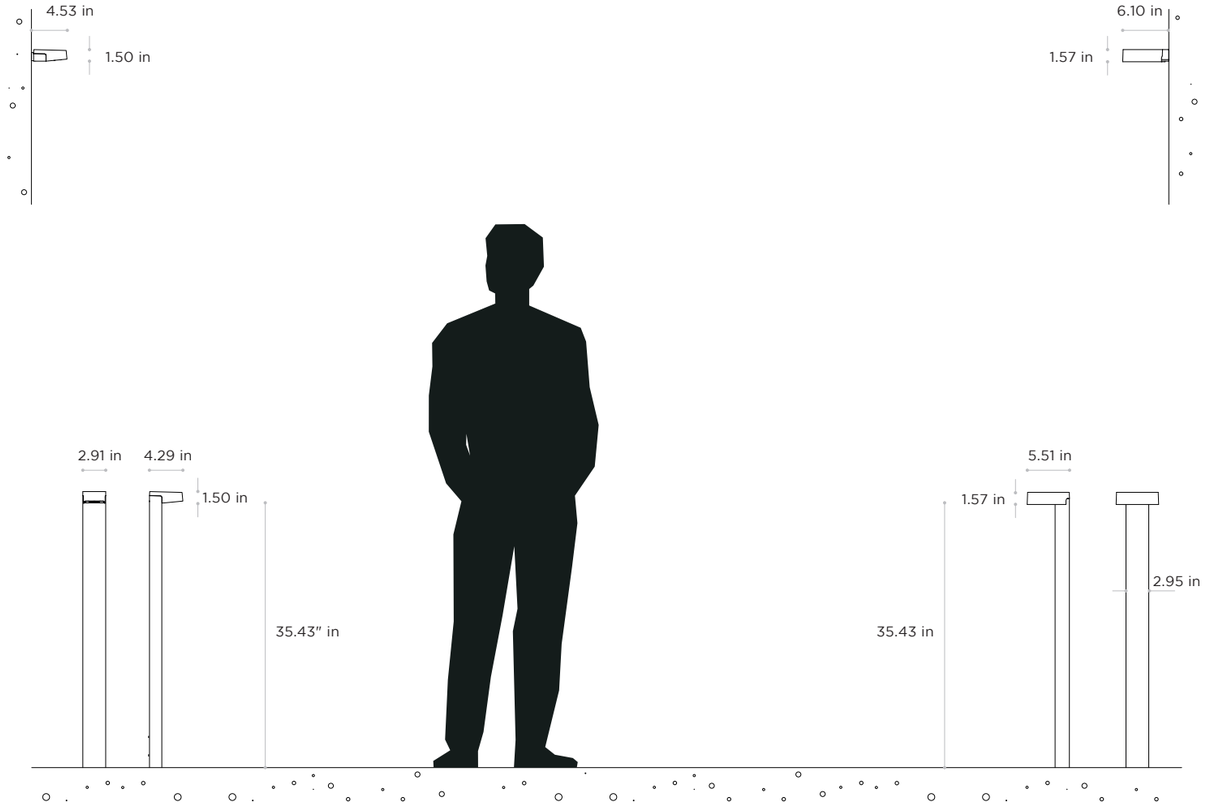
- Housing accommodates 1 lighting unit, 4 LEDs
- Electronic control gear integrated
- Lens made from PMMA
- Cover in single-pane safety glass (ESG), satin-finished
- Aluminum luminaire
- Finish: polyester powder coating, silver grey (RAL 9007/DB 702). other colors upon request

RAL 9006 / DB 701
white aluminum

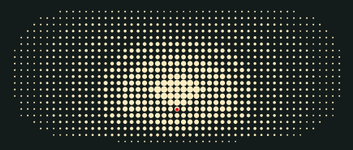


RAL 9007 / DB 702
silver grey

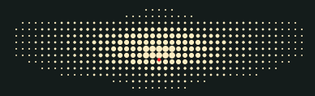
DB 703
anthracite



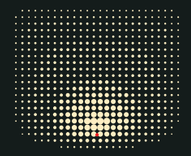
Light Distributions *if*



AP06 satiné (Tilt 5.5°)
Asymmetric Forward Extra Side Throw



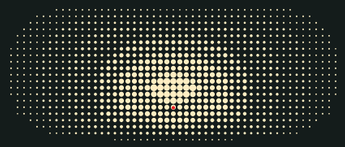
AS06 satiné (Tilt 5.5°)
Asymmetric Side Throw



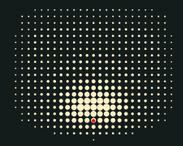
AP05 satiné (Tilt 5.5°)
Asymmetric Extra Forward

Light Distributions *if* round

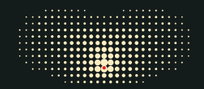
AH02
Symmetric Wide Flood



AP06
Asymmetric Forward Extra Side Throw

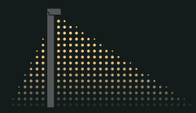


AP07
Asymmetric Extra Forward

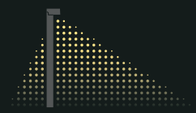


AS07
Asymmetric Side Throw

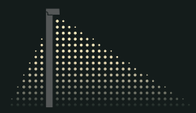
Color Temperatures *if* / *if* round



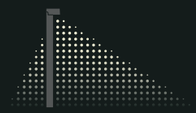
2,200 K
CRI ≥ 70

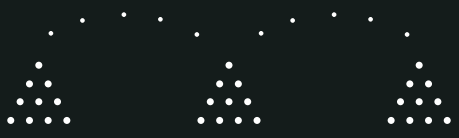


2,700 K
CRI ≥ 70



3,000 K
CRI ≥ 80



4,000 K
CRI ≥ 70

CRI ≥ 80 and other colour rendering indexes available upon request