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GO

**Luminaire
for ewo**

April 2015

**Outdoor Lighting
LED lighting systems
Model: GO**

ewo works tenaciously on connecting first-class lighting technology with high quality creations; this is our second collaboration with the Swiss designer Jörg Boner. After UN, ewo is now introducing the GO luminaire. „We are broadening our portfolio with GO to include another interesting product with a diverse range of uses, which is state of the art and able to meet formal requirements”, emphasizes ewo’s head of marketing, Hannes Wohlgemuth.

GO is conceptualized as a family of products. Available as standing lamps and wall lamps, they are suitable for residential streets, parks and buildings built close to one another.

Jörg Boner, „We translated as many contexts and usage requirements into one simple and clear language.

The language of the design of GO is restrained, yet simultaneously strong enough that it marks the luminaires with a recognizable personality.

The South Tyrolean company ewo develops high quality luminaires for public places with the objective of being a leader in technology, functionality and sustainability. That has meant the ability to see light in a holistic way for more than 20 years now. ewo is active on an international scale and offers its customers modular, flexible and individual solutions to the directing, distribution and restriction of light.

ewo approaches all of its technological and formal challenges in an open and creative way, setting the bar extremely high for itself every single day.



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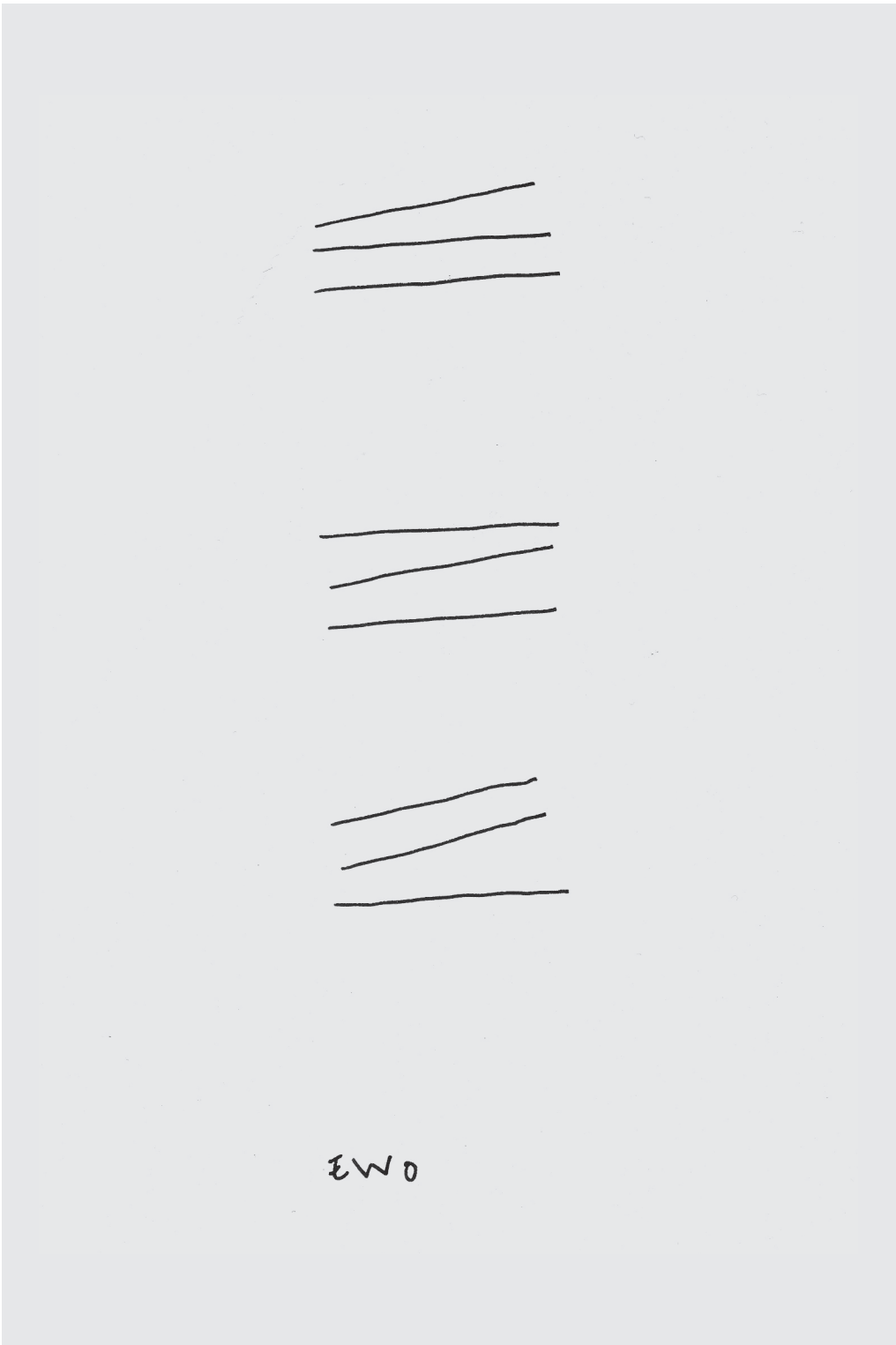
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07 Cardboard model
1:1 scale



08 Cardboard model
1:1 scale