

PRESS RELEASE

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Novalled cooperates with Marcus Tremonto on development of PAD, a new transparent OLED suspension light

New York artist and designer Marcus Tremonto, in cooperation with [Novalled](#) AG, a company specializing in OLED technologies and materials, has designed PAD, a new transparent OLED suspension light. This ultra slim light, which was conceived and developed by Tremonto entirely from an organic perspective, will be exhibited from April 15th to 20th at the 2012 Frankfurt Light+Building trade show.

Based on the pad-like fingers of the red-eyed tree frog, PAD uses transparent OLED panels to create three types of illumination. The first two types occur when the PAD light is switched on, during which the bottom of the lamp gives off a rich white light, while the top emits ambient light in a variety of colors. The initial series of colors, red, yellow and blue, were chosen in honor of the Bauhaus school of design. The third type of illumination occurs when PAD is switched off, during which ambient light surrounding the lamp will pass through its transparent OLED panels, creating colored shadows similar to the effect of light passing through stained glass. The OLED panels are also partially transparent when PAD is switched on, creating a combination of light and technology that highlights the unique design potential of transparent OLED light sources.



Marcus Tremonto: PAD light



Marcus Tremonto: PAD light

PAD also represents an expandable idea of form which illustrates the beauty and innovative principles of transparent OLED lighting technology. PAD light can be modified, depending on the purpose and requirements of the lighting installation, to create larger area lighting designs that reflect the unique potential of transparent OLED panels.

“In our work, we primarily concentrate on using light as a material, which I firmly believe is the future of lighting design,” said Marcus Tremonto. “Because they are thin, large area light sources, OLEDs are at the forefront of this future. By using transparent OLED panels in PAD, we showed this light source for what it truly is, a magical experience which takes full advantage of the unique design properties of OLEDs to create a work of art and light.”

“Collaborating with Marcus Tremonto was a great privilege for Novalled. The PAD light demonstrates the amazing potential of OLEDs for extraordinary lighting products today and for a wider range of area lighting applications in the future,” said Gerd Günther, Chief Marketing Officer of Novalled.

About Treluce Studios N.Y.C and Marcus Tremonto

Treluce Studios, the New York based design studio of Marcus and Monica Tremonto, was founded in 2002. The studio is a collaborative effort which focuses on product driven concepts based on re-contextualizing, repurposing and re-imaging traditional designs with new design philosophies. Works range from jewelry and everyday objects to furniture and lighting. Artist and designer Marcus Tremonto received international recognition and acclaim for his innovative work in the solo exhibition "Lightworks" for Phillips De Pury & Company in the fall of 2007. Following this, he was chosen for the coveted Swarovski Crystal Palace exhibition in Milan in 2008. His work has been exhibited internationally at the Salone del Mobile in Milan, the Pavillon des Art et du Design in Paris and the Frieze Art Fair in London, and he has designed collections for MOSS in New York. His work is currently held in private collections, fine galleries and museums. For more information, please visit www.treluce.com.

About Novalled

Novalled AG is a leader in the research, development and commercialization of technologies and materials that enhance the performance of OLEDs (organic light-emitting diodes) and other organic electronics. Novalled offers OLED product manufacturers a unique combination of proprietary technology, materials and expertise, and is currently the only company licensing and selling organic conductivity doping technology and materials for use in the commercial mass production of display products in the OLED industry. Novalled has developed strategic partnerships with key OLED innovators and producers throughout the world and, with a broad portfolio of more than 500 patents granted or pending, has a strong IP position in OLED technologies, structures and materials. Commercially active since 2003, Novalled was founded in 2001 as a spin-off of the Technical University and the Fraunhofer Institute of Dresden. Novalled is headquartered in Dresden with sales offices in Korea and Japan. For more information, please visit www.novalled.com.

About OLEDs

OLEDs (organic light-emitting diodes) are solid-state devices composed of multiple thin layers of organic materials often only a few nanometers thick that emit diffuse light when electricity is applied to them. Because they are an area light source, OLEDs are a key part of fulfilling the dream of the rapidly growing flat panel display market: paper-thin, highly-efficient displays with brilliant colors and excellent design flexibility. OLEDs may also lead to [new lighting products](#) that combine color and shape to create innovative decorative lighting applications and personalized environments. In addition, OLED lighting products have the potential to offer greater cost and energy savings than current lighting technologies.

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