

## Meet the Designers



Koncept was born when Peter Ng and his two sons, Kenneth Ng and Edmund Ng, joined forces in 2002 in order to harness years of manufacturing and industrial design experience.

Since then, the family-operated team continues to employ a multidisciplinary approach to design by embracing modern, minimalist lines while maintaining rich functionalities, thus striking the perfect balance between form and function. Together, they designed one of the first practical LED desk lamps on the market- Koncept's signature Z-Bar light, which was selected into the permanent collection of Die Neue Sammlung, the state museum for design and applied arts in Munich, Germany.

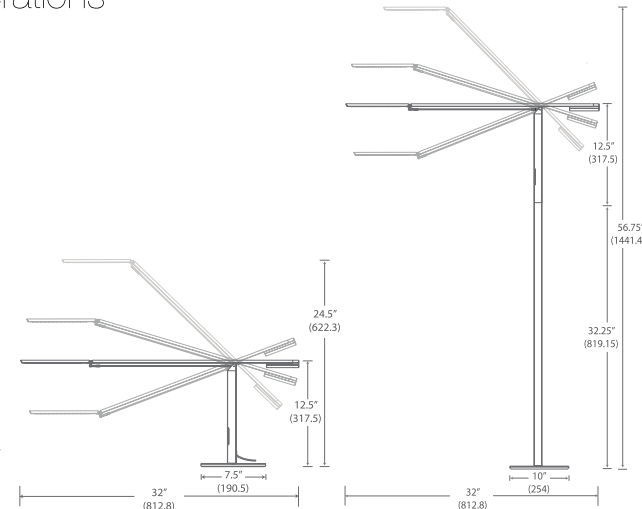
The team at Koncept has designed a range of award-winning products which has significantly influenced by pioneering in the LED task lighting design industry. Their works have been featured in major press such as TIME Magazine, Oprah Magazine, and Interior Design Magazine, etc. To date, their designs have won 37 international design awards including the Red Dot Design Award, "The Best Inventions Of The Year" by Time Magazine, iF Design Award, and the Good Design Award.

## Environmental Considerations

Fully recyclable aluminum  
Water-based paint  
LEDs do not contain mercury  
Low power consumption  
LEED credit eligibility

## Details

6 W watts consumption  
50,000 hours lifespan  
Cool models- 4,500 K light color  
Warm models- 3,500 K light color  
Continuous dimming  
10' cord  
Black, silver, orange, chrome



# KONCEPT

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# equo

## Toast of the Design World

iF product design award 2012  
WAN Awards Shortlisted 2012  
Interior Design's Best of Year 2011 Product  
JDP's Good Design Award 2011  
Benelux Office Products Awards Winner 2011  
Bloom Award Winner 2011  
red dot: product design winner 2011  
Next Generation Luminaires "Best in Class" Winner 2010  
Spark Award – Bronze 2010  
Chicago Athenaeum's GOOD DESIGN Award 2010  
ADEX Platinum Award 2010

## Feather-light Touch

A light, one finger touch allows you to put the light exactly where you need it



## Delicate Balance

Ingenious counter balance design keeps the LED head parallel or at any desired angle

## Sexy Silhouette

The lithe body of this extraordinary lamp rests delicately on an equally slim support bar



## No Burnouts

LEDs rated for 50,000 hours of use – that's 8 hours a day for 17 years

