

## 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

[koncept.com/Zbar](http://koncept.com/Zbar)

## KONCEPT

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# Z-BAR

The slim LED lamp that started it all

"Best of Category" in I.D. Magazine's 2006 Annual Design Review  
Permanent collection at Die Neue Sammlung, Munich  
TIME Magazine's "Best Inventions Of The Year" 2007



## Flexibility

Three bar design provides  
the ultimate flexibility

## Touch & Go

Turn the lamp on or off or dim the light  
using one finger on the touchstrip



## The Z-Bar Family

The Z-Bar collection broke the mold for desk  
and floor lamp design and introduced the world  
to Koncept's contemporary stylings. With several  
sizes to choose from, there's a Z-Bar for every need.



## Minimalism at its Best

No bulky bulbs - just a slim row of tiny  
LEDs you can turn to illuminate any direction