

Press Release

Light – with respect for nature's allure The Selux Book



With the new “Selux Book”, the Berlin-based manufacturer of luminaires dares to take a look at the bigger picture for 2021.

In an extraordinary year, Selux created an extraordinary medium that is now being released at the beginning of 2021: a book that is not a catalogue, not an image brochure, not a brand bible – but something that is all that combined and yet still much more. Therefore, its creators have simply named it “The Selux book” – they see it as a response to the recent challenges faced by companies and their communication. Due to the pandemic, we have had to forego meetings and trade fairs, business trips and site visits: contacts have appropriately shifted to a digital realm. Selux responded with this book – a sensual, haptic and intellectual pleasure which stretches thinking beyond the mere functionality of a product catalogue. In this way, the company would like to give its partners and customers such as architects, lighting designers and urban planners, a new philosophical approach to the illumination of architecture and urban spaces.

“We love the notion that our products will ensure both safety and beauty in sync with the environment even after 50 years. This timelessness is real sustainability. This idea has a big impact on how we design lighting and what we have to pay attention to. This is what we want to convey in our new book. Sustainability is something very beautiful and powerful,” says Klaus-Peter Siemssen, CEO of Selux AG.

Selux reflects intensively on how different outdoor lighting requirements, such as sustainability, safety and beauty, can be combined, and how a manufacturer can contribute to preserve nature. An extensive photo essay celebrates the earth’s beauty with the contrast between macrocosm and microcosm. Text contributions explore the relationships between lighting and nature, especially in the animal kingdom, and even culture in the form of design and man-made places. As a result, Selux seeks and finds answers to an essential topic: “How can holistic lighting solutions for outdoor spaces be created in harmony with nature – light for generations.”

The book is divided into three chapters. The first chapter “Unique Places” focuses on the perfection of nature and the essentials necessary to feel comfortable in a place. The second chapter “More than Light” deals with future issues regarding lighting that Selux is concerned with – for example, landscape architecture, lighting quality, the role of materials and technologies, such as solar energy or the smart city. Even in the third chapter, which presents the company’s products, large-scale contrasts of product and nature motifs create complex associative connections. For example: the structured, streamlined body of a dragonfly compared to the innovative linear lighting technology of the new product “The Line”; a green blade of grass as a symbol of photosynthesis builds a bridge to the use of solar technology for illuminating streets, paths and places, or how the aesthetic of a shiny metallic beetle wing are echoed in the reflector optics of the new Tritec Sky.

“We and Selux want to set an example with the book; to make the strengths of the brand perceivable. Sophisticated communication instead of advertising statements. This is why we have not included a foreword from the CEO, but instead summarised his views in a sophisticated essay. We also want to use the imagery to stimulate and challenge the reader. We are convinced that corporate communication has to be honest and clear. People crave something new and Selux has recognised that,” says Hugo Göldner, Founder and Creative Director of the Berlin-based design agency, CDLX.

Of course, a book like this only fits into our era if it is designed to be sustainable in every respect. That is why Selux, together with CDLX, selected paper and printing processes that not only look natural on an aesthetic level, they also meet the highest ecological standards. The three main chapters of the book are printed on uncoated paper and the appendix is printed on recycled paper. Thanks to modern LED offset printing technology, the book is also printed and finished using environmentally friendly inks and with reduced energy consumption – all with outstanding quality. The Selux Book therefore represents the company’s respect for the beauty and perfection of nature in terms of content, design and materials.

If you are interested in the Selux Book, please send your enquiries to info@selux.de or visit us at selux.com/thebook to see a digital preview.

Page 3



With the new "Selux Book", the Berlin-based manufacturer of luminaires dares to take a look at the bigger picture for 2021.



Large-scale contrasts of product and nature motifs create complex associative connections.



An extensive photo essay celebrates the earth's beauty in the contrast between macrocosm and microcosm



The Selux Book represents the company's respect for the beauty and perfection of nature in terms of content, design and materials.



In the Selux Book, Selux reflects on its activities as a lighting technology manufacturer and its position between man and nature more intensively than ever before.



Together with the Berlin-based design agency CDLX, Selux selected paper and printing processes that not only look natural on an aesthetic level, they also meet the highest ecological standards.

Page 4

Berlin, February 2021

Press contact:

Selux AG

Manuela Schnabel

Head of Marketing

T+ 49 172-329 80 15

m.schnabel@selux.de