

Inspired by the illumination of the deep sea

Ameluna luminaire from Artemide: A dome made from PLEXIGLAS® molding compound creates a fascinating light effect

- **Ameluna luminaire from Artemide is a perfect combination of lighting technology, design and materials**
- **PLEXIGLAS® is used to create a lighting effect which is based on a fascinating natural phenomenon**

Floating in space as if weightless, a ring of light lining its transparent, shimmering body. Ameluna – the name is a reference to moonlight, yet the illumination draws its inspiration from the mysterious essence of the deep sea. Bioluminescence is the name given to the fascinating ability of producing light with their bodies inherent to fish, jellyfish and microorganisms.

The Ameluna pendant lamp was designed in cooperation between the renowned lamp manufacturer Artemide and Mercedes-Benz Style. In addition to traditional automotive design, designers at Mercedes-Benz collaborate with select partners to create products from the mobility, lifestyle and interior design sectors under this label.

The organic design of Ameluna is not only reminiscent of a delicate jellyfish, but the luminaire also appears as though it is illuminated from within, as the patented lighting technology deployed does not require a central light source. This lighting concept is based on an optoelectronic innovation integrated in a transparent luminaire element made from PLEXIGLAS® molding compound.

Extraordinary ability to conduct light

“Almost all creatures in the deep sea are able to create luminescence as they can convert chemical energy into light with almost no loss” says Carlotta de Bevilacqua, CEO of the Italian lamp manufacturer, Artemide.

The brand polymethyl methacrylate (PMMA) from Röhm is an ideal material for the design of luminaires – thanks to its optical properties, such as the excellent light transmission and conductivity. The highly transparent dome on Ameluna is therefore made from PLEXIGLAS® 8N, an amorphous, thermoplastic molding compound with high weather resistance and good heat deflection temperature, which is also used in the taillights of vehicles or illuminated displays.

Intelligent illumination concept

A brushed satin, transparent aluminum band surrounds the edge of the luminaire element made from PLEXIGLAS® and contains 288 LEDs. The light radiates down in a circular pattern from here and is diffused upwards, ensuring the entirely transparent body of the Ameluna luminaire is illuminated.

Ameluna is part of the next generation of intelligent luminaires and can interact with its environment, as it can be controlled via an app to create variable light and color atmospheres as required.

Darmstadt, December 18, 2019

Press contact:

Thomas Kern
Global Communications
BU Molding Compounds

Kirschenallee
64293 Darmstadt
Germany

T +49 6151 18-3071
F +49 6151 18-843071
thomas.kern@roehm.com
www.roehm.com

Röhm GmbH
Dolivostr. 17
64293 Darmstadt
Germany
www.roehm.com

Management board
Dr. Michael Pack
Dr. Hans-Peter Hauck
Martin Krämer
Magdalena Wagner

The company is registered in Essen
Court of registration:
District Court Essen
Trade Register HRB 26282

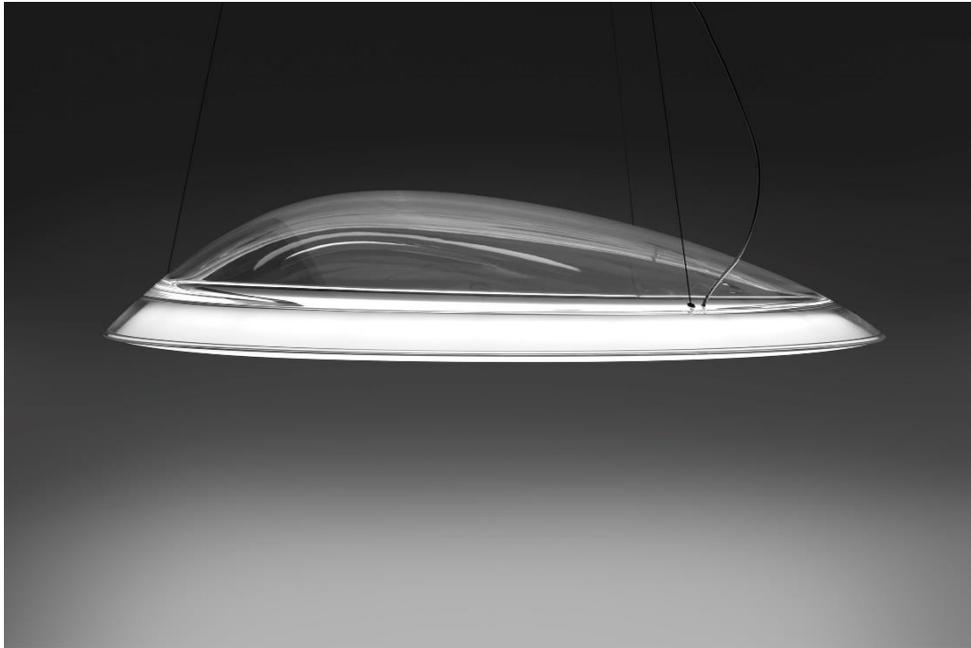


Photo: © Ameluna by Artemide

The Ameluna luminaire combines the lighting expertise from Artemide and the philosophy of sensory clarity from Mercedes-Benz Style. The cooperation of these two strong brands is supplemented by the proven PLEXIGLAS® expertise from Röhm.



Photo: © Ameluna by Artemide

The organic design of Ameluna is not only reminiscent of a delicate jellyfish, but the luminaire also appears as though it is illuminated from within.

About Röhm

Röhm is a worldwide manufacturer of PMMA products sold under the PLEXIGLAS® and PLEXIMID® trademarks on the European, Asian, African and Australian continents and under the ACRYLITE® and ACRYMID® trademarks in the Americas.

With 3,900 employees, 15 production sites worldwide, and revenues of EUR 1.9 billion (2018 figures), Röhm is one of the world's leading manufacturers in the methacrylate business. The medium-sized company with branches in Germany, China, the USA, Russia, and South Africa has more than 80 years of experience in methacrylate chemistry and a strong technology platform. Our best-known brands include PLEXIGLAS®, ACRYLITE®, DEGALAN® and DEGAROUTE®.

More information is available at www.roehm.com