



**Lifestyle Communications**

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## **Audi showcases digital design innovation at Design Miami/ Basel 2010**

- **Audi actively participates as an exhibitor to the fair**
- **Moritz Waldemeyer presents lighting installation ‘Lucid Flux’**
- **25,000 LED lights evoke streamlined design and aerodynamic efficiency**

**Basel, 15 June 2010 – Audi returns to Design Miami/ Basel as exclusive automotive sponsor and presents a dynamic and innovative lighting installation entitled ‘Lucid Flux’, designed by Moritz Waldemeyer, to celebrate the car manufacturer’s iconic A1 and A8 luxury sedan models – the range that Audi offers for every stage of life.**

Following the critical success of its debut presentation in Milan at this year’s Salone del Mobile, ‘Lucid Flux’ and Audi’s two new flagship vehicles travel to Basel where they will be displayed in a new setting within the custom-designed Audi Lounge.

With technology and ‘digital design’ at the forefront of this edition of Design Miami/ Basel, ‘Lucid Flux’ shows Audi’s commitment to cutting-edge, forward-thinking design initiatives.

As ‘designer among designers’, Audi does not only fulfill a traditional sponsor role at Design Miami/ Basel, but actively participates as an exhibitor and provides relevant content to the fair.

Suspended above the two Audi cars, ‘Lucid Flux’ features 25,000 LED lights arranged in orderly lines – which will create an illusion of motion, while also evoking Audi’s streamlined design and aerodynamic efficiency.

The dramatic installation of flickering lights also embodies the connection between the life stages that each car represents. At first glance, the cascading lights form beautiful abstract patterns, however as the lines of lights come together, the patterns start to make sense, becoming messages, that can be read as a flowing text display. This interactive aspect encourages visitors at the show to divulge their fondest memories, adventures and anecdotes in their most treasured cars – so reflecting Audi’s “lifetime companionship” mantra.



The installation's materials and composition are perfectly attuned to Audi's design philosophy – which looks towards aerodynamics and efficiency, and specifically uses LED technology as a part of its vision: the LED lights used in the Audi headlights are vastly more efficient than traditional headlights – and the flexibility of the technology gives the cars a greater aesthetic finesse. Audi's synthesis of providing both the goods and the looks – is inherent in LED technology itself – as exquisitely represented in 'Lucid Flux'.

“Moritz Waldemeyer has expressed the Audi design philosophy really well with his 'Lucid Flux' installation,” says Peter Schwarzenbauer, Member of the Board of Management for Marketing and Sales at AUDI AG. “This co-operation once again demonstrates Audi's expertise in the areas of stand construction and customer delight.”

Widely recognised as one of the most innovative designers of his generation, Waldemeyer has worked across the industries of design, architecture, fashion, photography and music. He has developed collaborations and commissions from the likes of Philippe Starck, Zaha Hadid, Hussein Chalayan, U2 and Rihanna. “Audi is very strong about both design and lighting,” explains Waldemeyer, “and subliminally celebrating Audi cars as 'lifetime companions' in an innovative way has never been done before.”

'Lucid Flux' will be displayed at Design Miami/ Basel, Hall 5, Messe Basel, Switzerland  
11am – 7pm, 14 – 19 June 2010



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**The Audi Group** sold around 950,000 cars of the Audi brand in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007 and of the Audi A4 in early October 2008. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation.

#### **MORITZ WALDEMEYER**

Born in Halle, Germany, Waldemeyer, 36, is at the forefront of mechatronics – a combination of mechanics and electronics – a rapidly growing engineering field that creates design innovations for concept cars, smart weapons and space shuttles. A relatively new discipline, but a component in almost everything we use nowadays – be it washing machines or electric car windows - everything is automated one way or another. What sets Waldemeyer apart is his enthusiasm to apply his technological prowess to more creative endeavors – such as Ron Arad's Lolita chandelier, that displays scrolling text messages on shimmering Swarovski crystals; to a tabletop with an interactive, touch-sensitive control panel for Zaha Hadid's futuristic Z Island kitchen for DuPont Corian. As designers move away from the constant quest to reinvent shapes, technology is becoming a design medium in itself. Waldemeyer is a true maverick, in that he has the most up-to-date technology while also understanding the aesthetics of design – a rare and compelling combination.