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## Rubbie Bollard by Louis Poulsen Lighting wins Award for Best External Luminaire at Lighting Design Awards, The United Kingdom

The Rubbie Bollard won the award for Best External Luminaire at the prestigious Lighting Design Awards, presented on March 10, 2011, at the London, Hilton. Each year the Lighting Design Awards showcase the best of the lighting industry.

Louis Poulsen introduced the Rubbie Bollard in 2010. Designed by Peter Bysted, the original concept was created for the Expo 2000 in Hanover, Germany. The Louis Poulsen Rubbie Bollard combines the latest technology with state-of-the-art materials. Its form is low key yet inviting. The Rubbie was designed to be more than just another bollard, it is a piece of urban furniture – also serving as a stool.

The Rubbie's light source is a powerful 19W (3000K) or 18W (4000K), 1100 lm LED (standard or dimmable) which distributes a small amount of uniform, symmetric, vertical light from its strategically placed light point, creating a feeling of safety while illuminating the surrounding area.

The Rubbie Bollard is mounted on a base plate. Its housing is manufactured from black EPDM rubber. The luminaire is designed with a polycarbonate enclosure and a reflector made of metalized plastic.

By virtue of the Rubbie's low maintenance, durable construction and glare-free illumination, it is ideal for plazas, city centers, parks, walkways and marine environments.

Louis Poulsen Lighting, Inc. is a design firm and lighting manufacturer that has succeeded uniquely through collaborating with architects, for almost 100 years. Founded in 1874 as an electrical company in Copenhagen, Denmark, Louis Poulsen evolved into a firm that creates and produces many of the most beautiful and functional lighting fixtures ever designed. Some of their most notable products are the PH Artichoke, the classic PH Table and Pendant lamps, and the LP Charisma and Nyhavn series. These superior works of art, craft and technology illuminate prominent architectural projects around the world, as well as many simple homes. Many of the classic designs were by the renowned Danish Modern architects Poul Henningsen, Arne Jacobsen, and others. More recently the firm has collaborated with contemporary architects such as Foster + Partners in the UK, the Polshek Partnership and Moore Rubell Yudell in the US. The history of Louis Poulsen's achievements is a timeline of the firm's most important and successful partnerships with architects in Denmark and across the globe, including publishing the internationally renowned NYT Magazine on Lighting Design and Architecture. Louis Poulsen, has won numerous international design awards, including one from the Chicago Athenaeum, the Danish National Association for Building, and the prestigious international Red Dot Design Award in Germany.

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