

**Designer Rona Meyuchas Koblenz from kukka studio wins collaboration program with LG Lighting to develop an innovative luminaries by using Luflex panels**

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Image: kukkastudio

Designer Rona Meyuchas - Koblenz from kukka studio has been selected by [LG OLED Light Collaboration Program](#) for her project to develop an innovative custom made luminaire for Bio House Ltd. First project, 1300sqm in Jerusalem, Israel due to be completed in autumn 2018

*“Obviously, all applications for the LG OLED light Collaboration Program were carefully reviewed and selected. Although Rona’s Bio House project may not have been the largest one, it definitely had all the elements: It is a meaningful application capitalizing on the light quality of OLED panels; it is expandable from a business standpoint; and Rona was overwhelmingly passionate about applying good quality light to this project. With more people like Rona, we believe that we should be able to see a significant improvement in our lighting environment.”*

- Luflex – LG OLED light

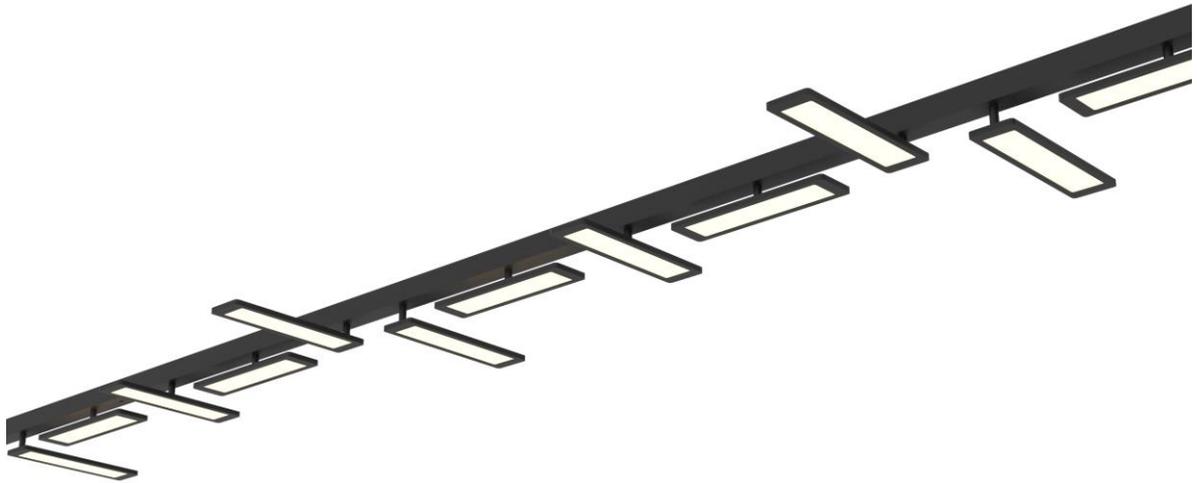


Image: kukkastudio

### **Innovative High-quality Light with No Blue Light Risk**

LG Display has launched 'Luflex' as the new brand for the company's OLED light panels. The vision of Luflex is to provide lighting with 'eye comfort' while enabling 'eye catching designs'. Not only do OLED panels come with high CRI (Color Rendering Index) levels, the light source produces a very pleasant illumination without any blue light risks. Blue light in artificial light sources has negative effects on human metabolism. In particular, exposure to blue light at night emitted by electronics and artificial light sources is quite harmful to our health. Also, recent research has showed that a disrupted circadian rhythm and exposure to hazardous blue light at night may contribute to the causation of cancer, diabetes, heart disease, and obesity. Various ophthalmology research centers are also conducting a series of tests dedicated to OLED light. Some of these tests have been revealing additional benefits of using OLEDs compared to other light sources in terms of preserving eye health.



Image: kukkastudio

*"It's extremely exciting to work with OLED technology and to be supported by LG on this exciting project in collaboration with Bio House. The thin, lightweight panels are great to work with; we've integrated them in our design so that different compositions of light could be created. BioHouse innovative campuses for the BioMedical binds perfectly with LG Luflex technology. For me, it was ideal to use OLEDs as light source"*

- Rona Meyuchas Koblenz, kukkastudio

The lights, 22x5.5x6mm designed to be mass produced, are CNC made from Aluminium, Black anodized.

"I wanted to create a minimalistic, linear shape. We've designed a module that could fit into varies compositions in the space, by that, we managed to create a design language and identity"



Image: Openmind

## Notes to the Editor

### About Rona Meyuchas-Koblenz

Born in Tel-Aviv, Rona is an internationally acclaimed product designer, art director and researcher. She graduated in 1999 with a Master degree from the Scuola politecnica di design in Milan and started her career by working in different design consultancies in Milan and London.

Rona's experience in design and manufacturing then motivated her to create products under her own label, and her first collection was released in Milan during Salone del Mobile 2007 at Spazio Romeo Gigli. The following year she was approached by the British embassy in Milan to exhibit selected products at The Galleria d'Arte moderna in Milan, an exhibition curated by Sir Paul Smith and Moroso.

The minimalist democratic approach and an honest design are most recognized with Rona's style and work.

In 2010, she created the brand kukka, which works for architects, interior designers, private clients

and retailers. Among her clients: Conran, Paul Smith, La Rinascente, Selfridges, De Padova, Caesarstone, Amorim

The studio, underpinned by creative stimulation, specializes in experimenting with materials, manufacturing methods and technology.

Rona is also a lecturer, a writer and a tutor.

[www.kukkastudio.co.uk](http://www.kukkastudio.co.uk)

### **About BioHouse**

Established by LR Group – BioHouse is a network of next-generation BioMedical hubs.

Partnering with top tier medical centers and based within their campuses, these hubs will be power-houses for BioPharma, MedTech and Digital Health startups.

Companies shall be provided with premium location for their activity, adjacent to excellent medical facilities and personnel, both research and clinical. Companies shall also have access to comprehensive professional support, including prototyping abilities.

Each hub shall host startups at various stages and offer top-quality facilities, substantial exposure to investors, service providers and strategic partners.

Dealing with cutting edge technology, we are designing our sites accordingly to have an ultra-modern look and feel.

We are launching a pilot in Israel with 3-4 sites and have started discussions with top tier centers in the U.S.

BioHouse Creative Team:

Architecture: Open Mind Art Architects

Lighting Design: orly avron alkabesLighting Design

[www.biohouse.co/](http://www.biohouse.co/)

### **About LG**

LG Display Co., Ltd. is the world's leading innovator of display technologies, including thin-film transistor liquid crystal (TFT-LCD) and OLED displays, as well as a global pioneer in OLED lighting. The company manufactures display panels in a broad range of sizes and specifications primarily for use in TVs, notebook computers, desktop monitors, and various other applications, including tablets and mobile devices. It also produces a wide range of OLED light panels for the automotive and interior design sectors. LG Display currently operates manufacturing facilities in Korea and China, and back-end assembly facilities in Korea, China and Poland. The company has approximately 49,000 employees operating worldwide.

[www.lgoledlight.com](http://www.lgoledlight.com)

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