



# Press release

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## A Unique atmosphere on the Streif - TRILUX supplies innovative light for the KITZ-RACE-Club

**Arnsberg/Kitzbühel, January 2023 - The Hahnenkamm races in Kitzbühel are one of the highlights of the ski season. TRILUX has been providing lighting for the legendary KITZ-RACE club since 2019 as the event's official lighting partner and has recently extended its cooperation with marketer WWP. The approximately 4,000 m<sup>2</sup> pop-up location is set up in the direct vicinity of the slopes for the duration of the races. This year, TRILUX once again provided the perfect skiing atmosphere with an impressive lighting concept.**

From January 20 to 22, 2023, around 1,200 guests met daily at the KITZ-RACE-Club, one of the hottest locations of the Hahnenkamm races in Kitzbühel. TRILUX has been using the legendary sporting event since 2019 to demonstrate its holistic lighting expertise in a challenging and exciting environment. "With the KITZ-RACE-Club, we have shown a sports-mad international audience "incidentally", so to speak, what networked smart lighting can do today - and what contribution lighting quality and design make to an unforgettable overall experience," Joachim Geiger, CSO and CMO at TRILUX, explains the commitment. "To this end, we also incorporate cutting-edge innovations into the lighting concept every year," says Geiger.

### **Everything was well thought out with a holistic smart lighting concept**

TRILUX was responsible for lighting eight different areas in the KITZ Race Club, from the outdoor illumination to the bar, café and KITZ Beauty Club to the chalet on the top floor. In addition to lighting quality, the focus was on smartness and design. The luminaire groups were networked via the LiveLink Premium lighting management system and could be controlled



flexibly and according to the situation. Human Centric Lighting luminaires, which synchronise their spectral composition with daylight, provided an enjoyablenatural lighting atmosphere.

One of the lighting highlights hovered above the two-story foyer and the Red Bull Bar: Three solutions from the TRILUX Manufaktur hung seemingly weightless in the air and impressed as a smart networked swarm with dynamic lighting effects.

Also smart: In the beauty area, guests could choose between three lighting scenes to optimally match their makeup to the event: "Ski slope" for a perfect appearance in bright daylight, "Makeup artist" for classic interiors and "KITZ party" ideal for party makeup. Strong lighting moments also awaited visitors in ancillary areas liek the staircases,which showcased an impressive light installation of sculpturally arranged So-Tube LED luminaires for a futuristic atmosphere.

"With our presence at the Streif, we once again showed what our "Where there is light, there is life" approach means in practice. Because wherever people come together, we provide the perfect lighting quickly, flexibly and professionally," Joachim Geiger sums it up. The WWP Group also benefits from the cooperation. "With TRILUX, we have a leading international lighting partner with many years of tradition and expertise at our side. The innovative lighting solutions and lighting productions were a perfect match for the premium claim of the Hahnenkamm races. As a result, the KITZ-RACE-Club became an eye-catcher in the finish area of the world-famous Streif downhill race," explains Mirjam Hummel-Ortner, CEO of the WWP Group.

## Image gallery



**[Photo: TRILUX\_HKR\_1\_Streif]** As the official lighting partner of the 83rd International Hahnenkamm Races, TRILUX



**[Photo: TRILUX\_HKR\_2\_KITZ-RACE-Club]**



once again provided the perfect lighting in the KITZ-RACE-Club.

*Photo: WWP Group*



**[Photo: TRILUX\_HKR\_3\_KITZ-Chalet]**

The sun as a model: Human Centric Lighting also provided "natural daylight" in the KITZ chalet.

*Photo: WWP Group*

Pop-up location: TRILUX equipped the KITZ Race Club with customized solutions for indoor and outdoor use.

*Photo: WWP Group*



**[Photo: TRILUX\_HKR\_4\_Red Bull Bar]**

A smart cloud: TRILUX Manufaktur solutions impress with dynamic plays of light and shadow.

*Photo: WWP Group*

## About TRILUX

TRILUX SIMPLIFY YOUR LIGHT stands for the simplest and safest way to a customized, energy-efficient and future-proof lighting solution. In the dynamic and increasingly complex lighting market, the customer receives the best advice, optimal orientation and the perfect light. To ensure this claim, TRILUX draws on a broad portfolio of technologies and services as well as high-performance partners and companies of the TRILUX Group. The lighting specialist combines individual components into customized complete solutions - always perfectly matched to customer needs and the area of application. This means that even complex and extensive projects can be implemented quickly and easily from a single source. In the spirit of SIMPLIFY YOUR LIGHT, the focus is always on planning, installation and user-friendliness of the solutions for the customer in addition to quality and efficiency.

The TRILUX Group operates six production sites in Europe and Asia and serves international customers through 30 subsidiaries and numerous sales partners. The Lighting Division includes the brands TRILUX SIMPLIFY YOUR LIGHT, Oktalite and ZALUX. Affiliated companies include wtec, Crosscan, ICT and the online platform watt24. As a department for research and development, the Innovation Center bundles the innovative power under the TRILUX umbrella. With locations in Germany, Austria, the Netherlands, Belgium, Great Britain, France as well as Switzerland, the TRILUX Academy imparts the necessary know-how on topics, trends and innovations in the lighting industry. TRILUX employs a total of almost 5,000 people worldwide, with the company headquarters in Arnsberg.

For more information, visit [www.trilux.com](http://www.trilux.com).

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