

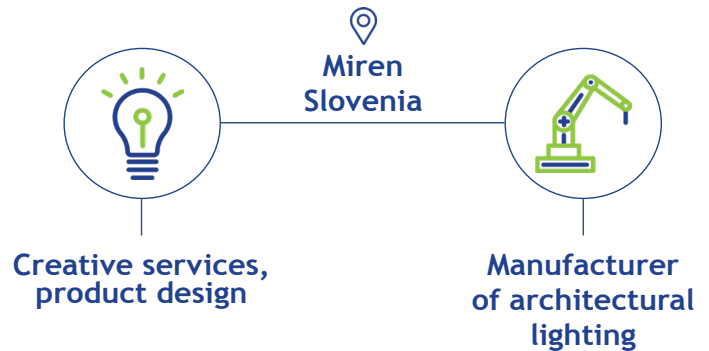
# BEST PRACTICE EXAMPLE

## Product design for a design driven lighting company

*From prototype to a serial product*

### Challenge

Vitka is a luminaire collection, which was designed by Janez Mesarič as a personal project for his exhibition. Later on he presented the exhibition prototypes to Intra Lighting, and they decided to include the luminaire collection into their product line.



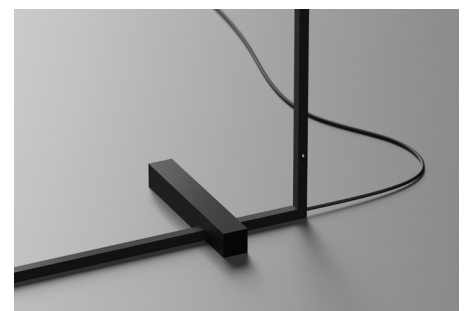
### Result

The main challenge was to adjust the prototypes to fit Intra's manufacturing process and machines, and to introduce new technical solutions (for example an advanced touch dim switch, which was initially developed by Mashoni) which could also be used for other future products in Intra's product line.

After a close collaboration of Mashoni design team and Intra's development team, Vitka was successfully adjusted and is now being produced by Intra Lighting as a serial product.

In less than one year since its official launch, Vitka has been awarded with some of the most prestigious international awards for design and innovation, such as Good Design Award 2019 Tokyo and Good Design Award 2019 by the Chicago Athenaeum.

These type of recognitions contribute to better product positioning on the market, and strengthen the relationship between designers and their clients.



**CREATIVITY  
DRIVES INNOVATION**

