

Empathy by Alexey Danilin Wins Bronze in A' Lighting Products and Fixtures Design Award

*Innovative Empathy Floor Lamp
Recognized for Its User-Centric Design
and Adaptability in Prestigious
International Design Competition*

COMO, CO, ITALY, July 5, 2024
/EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [lighting design](#), has announced Empathy, a floor lamp designed by [Alexey Danilin](#), as the Bronze winner in the Lighting Products and Fixtures Design category. This prestigious recognition highlights the lamp's exceptional design, which combines functionality, aesthetics, and a strong focus on user needs.

Empathy's innovative design aligns with current trends in the lighting industry, emphasizing user-centric features and adaptability. The lamp's motion sensor control and adjustable light output offer practical benefits for users in various settings, from homes to public spaces. By prioritizing hygiene and convenience, Empathy demonstrates its relevance to the evolving needs of the lighting market.

What sets Empathy apart is its unique combination of empathetic design principles and advanced features. The angular shape of the rebar strategically positions the motion sensor, allowing users to control the lamp effortlessly while sitting or passing by. The 360° horizontal and 90° vertical rotary mechanism provides unparalleled flexibility, while the sleek, minimalist design ensures visual appeal without compromising functionality.

This recognition from the A' Lighting Products and Fixtures Design Award serves as a testament to Alexey Danilin's commitment to pushing the boundaries of lighting design. The accolade is



Empathy

expected to inspire future projects that prioritize user needs and foster further innovation in the field. It also motivates the designer and his team to continue their pursuit of excellence and creativity in lighting solutions.

Team Members

Empathy was brought to life by a talented team of professionals. Lead designer Alexey Danilin conceptualized the lamp's empathetic design, while engineer Nikita Morozov ensured its technical feasibility. Product manager Elena Slivka and assistant product manager Anastasia Orlova oversaw the project's development, and visualizer Dmitry Cherednikov created stunning visual representations of the design.

Interested parties may learn more about the Empathy floor lamp and its innovative features at: <https://competition.adesignaward.com/ada-winner-design.php?ID=156207>

About Alexey Danilin

Alexey Danilin, a German designer born in 1987, has made significant contributions to the world of lighting and interior design. With a background in fine arts and experience working with renowned designers, Alexey's work has been featured in numerous exhibitions and publications. His designs, including the award-winning Shell sofa transformer and hundreds of lighting fixtures for Maytoni, have garnered international recognition and dozens of awards in the field of object design.

About Maytoni

Founded in 2009, Maytoni is a leading manufacturer of lighting products, initially focusing on classic designs such as crown and crystal chandeliers. Over the years, the company has expanded its collection to include modern and decorative luminaires, developing trendy new products annually. Maytoni's products are distributed throughout Europe and the Middle East, showcasing the brand's commitment to quality and innovation in the lighting industry.

About Bronze A' Design Award

The Bronze A' Design Award recognizes lighting designs that demonstrate a high level of creativity, practicality, and professional execution. Winners are acknowledged for their ability to blend form and function effectively, offering solutions that enhance people's lives and well-being. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, lighting industry experts, journalists, and academics, ensuring that only the most deserving designs receive this prestigious recognition.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior products and projects since 2008. Open to entries from all industries and countries, the A' Design Award aims to make the world a better place through the transformative power of good design. By showcasing pioneering designs on a global stage and celebrating the creative minds behind them, the award drives inspiration and advancement in the design

community. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://designawardlighting.com>

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