



Viro ‘Fresnel’ Pendant Wins L A M P 2022 Manufactured Pendant Award

Recognition comes in advance of Viro’s public launch in early 2023

SALT LAKE CITY, Utah - (December 27, 2022) — Viro, an innovative lighting brand that combines handcrafted design with smart technology, today announced that its ‘Fresnel’ collection has won the L A M P 2022 Manufactured Pendant Award in the International Lighting Design Competition. This recognition comes in advance of the official public launch of the Viro lighting collection in early 2023.

The L A M P awards, in partnership with Design Milk, aim to discover emerging designers and encourage the advancement of established designers while delivering a unique platform to showcase these talents and introduce them to wider audiences.

Designed by glass artist Emma Walters and award-winning industrial designer Robert John Morrison, the Viro lighting collection features intelligent hand-blown, lead-free crystal pendant lights that redefine the role of light in a modern living space.

The Viro Fresnel pendant light was inspired by ‘the invention that saved a thousand ships,’ elevating the optical lighthouse lens to a celebration of urban industrial style. Tiered concentric rings of crystal glass — weighing nearly eight pounds — create a prismatic display of contoured light that brings a fresh look to today’s interiors.

“Until now, smart lighting has been focused on function, with little regard for aesthetics,” says Morrison. “Viro changes the game by pairing beautiful hand-blown crystal glass with innovative, smart lighting technology that’s easy to assemble and install.”

Hidden within the diecast cap is a patent-pending tunable LED bulb in a unique form factor, flattened so the artisan glass may be fully appreciated without the distraction of a functional bulb. The Viro app enables users to have complete control of color temperature, brightness and automated circadian lighting throughout the day.

Viro lighting fixtures feature a modular design and patented spool system with an adjustable cut-free cord. This allows users to easily move their light fixture to another room or another home, making it a sustainable lighting option.

“We look forward to our innovations paving the way for new possibilities in home decor and smart home spaces. Recognition from L A M P’s International Lighting Design Competition demonstrates that we’re on the right path,” Morrison added.

The L A M P International Lighting Design Competition was founded in 2013 by Nicole Fox and Annika Siemsen. The 2022 L A M P Awards included three submission subcategories: manufactured, professional and student. Juried by designers Anna Karlin, Ionna Vautrin, Ayako Takase, Carol Gay and Anna Granath, L A M P 2022 received submissions from 112 cities and 42 countries.

Viro is based in Salt Lake City. For more information about Viro, visit www.virolighting.com.

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About Viro: Viro combines handcrafted design with smart technology to provide a bold new approach to home lighting. Created by award-winning designers, the Viro collection features intelligent hand-blown crystal glass pendant lights embedded with smart LED technology and includes circadian rhythm automated lighting controlled directly via smartphone. Viro is backed by Hammerton, the largest luxury lighting manufacturer in the U.S. with over a quarter century of design leadership in the decorative lighting industry.

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Photo: Viro's Fresnel lighting fixture was recently awarded the LAMP 2022 Manufactured Pendant Award