

A large, bold, white letter 'W' is centered within a solid black square in the top right corner of the advertisement.

Waldmann

ENGINEERS OF LIGHT

A Waldmann floor lamp is the central focus, featuring a dark wood tripod base and a dark, cylindrical lampshade. The lamp is illuminated, casting a warm glow. It stands in a modern interior with a textured wall and a large arched window in the background. A black leather sofa is partially visible to the right.

IT'S MY LIGHT

FEEL FREE — DESIGN YOUR ViVAA Free.

Everyone has their own style and design is a great opportunity to show individuality. The modular structure and many design options of the ViVAA Free floor lamp offer flexibility and a great way to customize a space. Simply start with the online configurator, choosing between various lampshades and lamp bases, as well as controls— to make the room work for you. [its-my-light.ch](https://www.its-my-light.ch)

ViVAA Free – It's my light

Make the most of your space! Better well-being through dynamic light control. More design choices to make it your own. More light output than conventional standing luminaires. Better quality for a long service life.

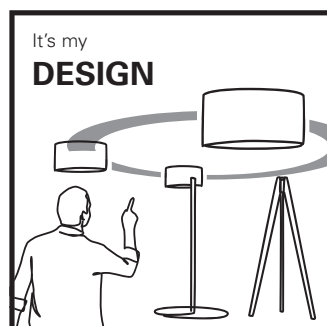


[its-my-light.ch](https://www.its-my-light.ch)



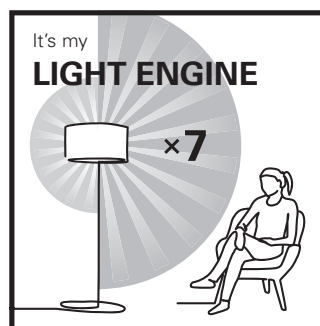
My smart HCL luminaire.

Human Centric Lighting promotes health and well-being with the proven VTL lighting system to support natural lighting needs. ViVAA Free's "Plug & Light" function is immediately ready to use.



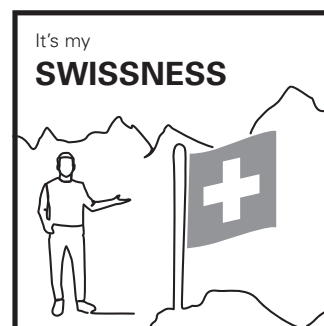
My style with mix and match options.

At home with Traditional, Industrial or Minimalistic style, the versatile ViVAA Free works with every project. Various woods and metal bases and a choice of lampshades are available.



My personal light source.

More light? Less light? ViVAA Free uses direct and indirect light sources, along with continuous dimming to control light output, creating a soothing atmosphere, even in small rooms.



My Swiss quality product.

ViVAA Free—developed and manufactured in the country of beautiful mountains and lakes. Made with components from the region when possible, as we strive towards a cleaner, smaller life-cycle footprint.