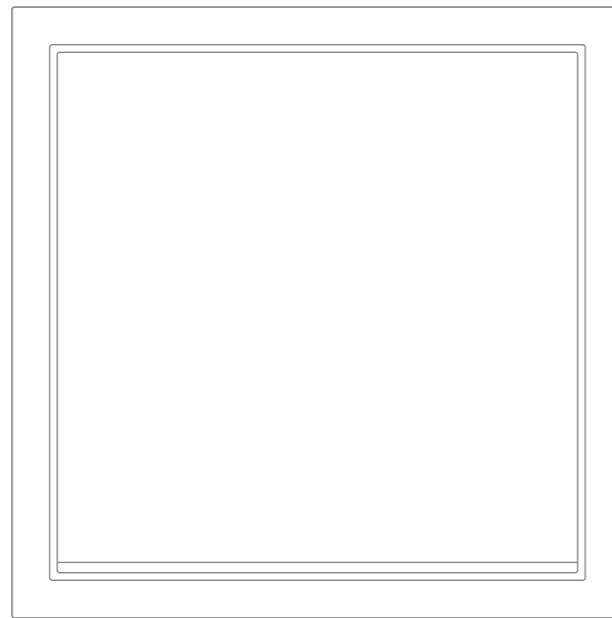


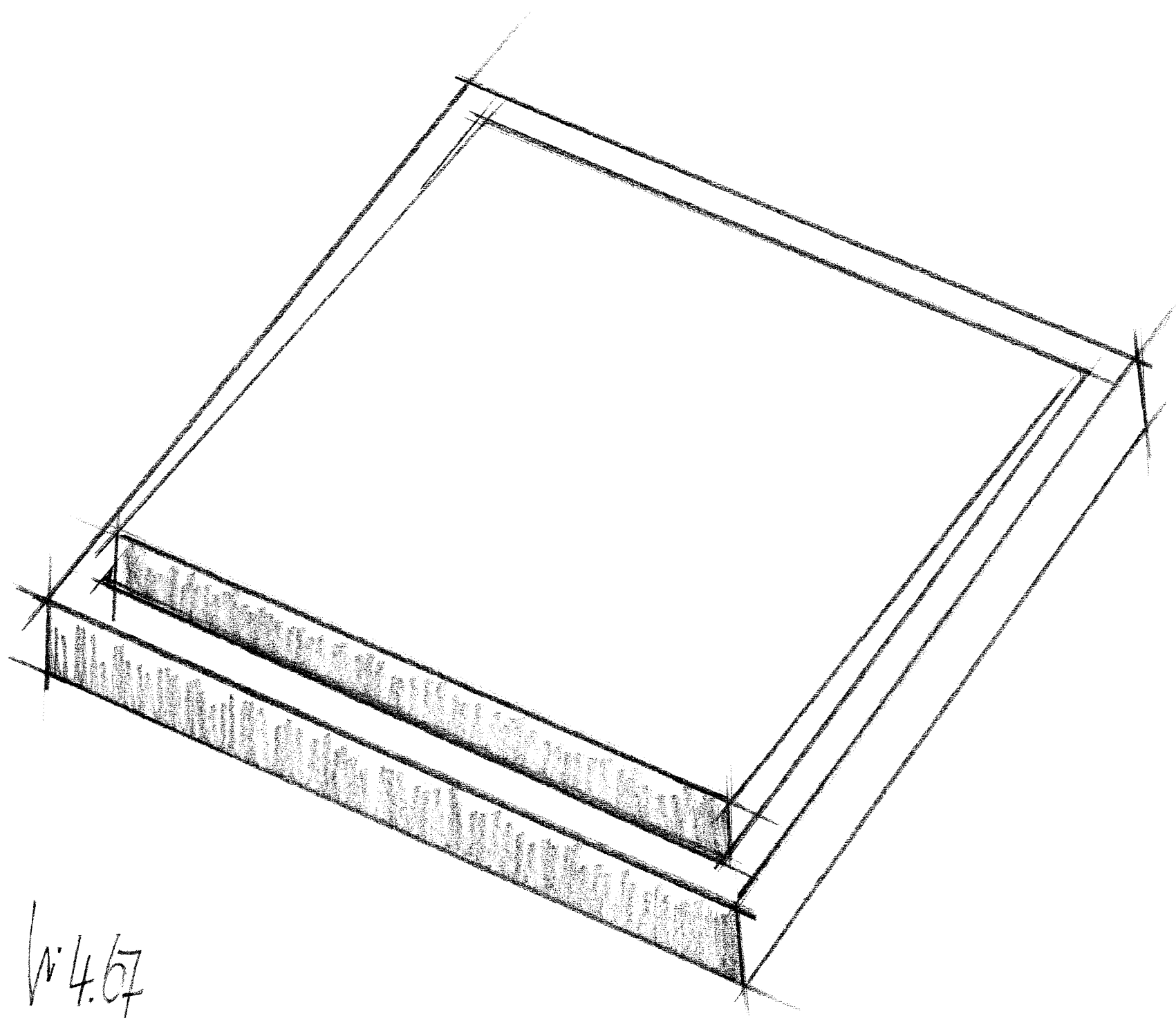
A classic turns 40.

Design in the classic Bauhaus tradition



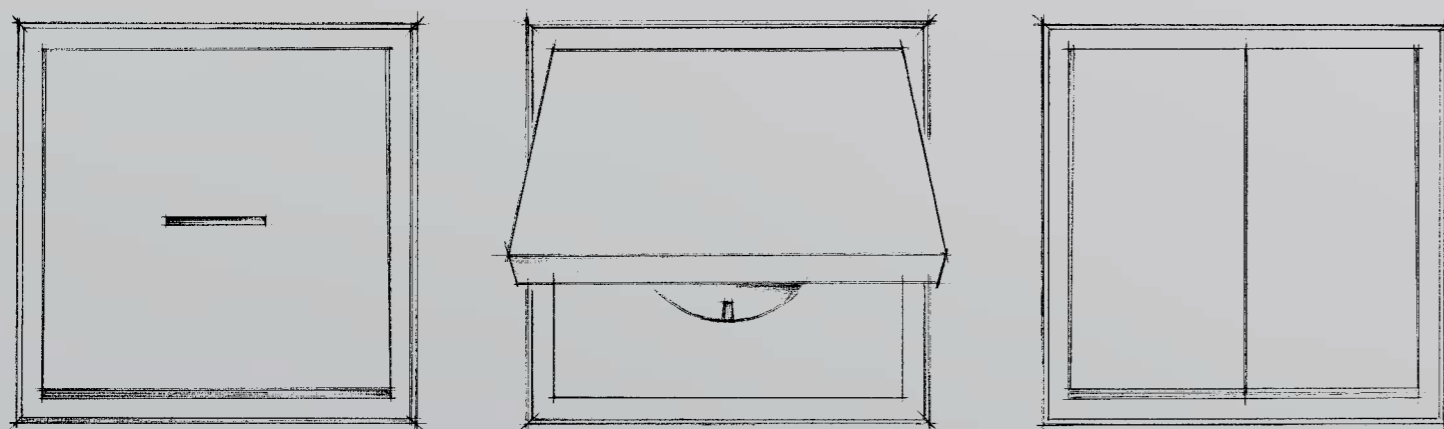
The birthplace of modern design is in Weimar. It was there in 1919 that Walter Gropius founded the Bauhaus – an academy of art and design with a new mode of thought. Against the backdrop of the post war years which were characterised on the one hand by social upheaval and on the other hand by industrial progress, the Bauhaus artists risked a brave balancing act. They said goodbye to the principle of a division of labour between design and production and declared the idea of unity. From then on, the Bauhaus devoted itself to the development and manufacture of products which combined intellectual, commercial, practical and aesthetic issues in equal measure. The writing was on the wall for designers who brought shape to everyday life. Everyday items such as lamps and tubular steel furniture were turned into objects.

The “Neues Bauen” (“New Building”) movement also made quite a splash in the architectural world. The famous Weißenhofsiedlung in Stuttgart is probably the most significant example of this. The Bauhaus concepts conveyed a clear, functional language. The concentration on the essential led to minimalism which was typical for this era. Fundamental geometric shapes such as a circle, square and cone became the defining design components. The significance of this classic shaping has been maintained until now. The industrial design of later years often aligned itself with the models of the Bauhaus era when developing new products. The Bauhaus philosophy was therefore a successful mentor at the birth of a promising generation at the end of the 1960s.



№ 4.67

LS 990 – A concept takes shape



Forty years ago, on the search for a timeless, relevant switch design, the designers from JUNG rediscovered the classic square shape often used in the Bauhaus tradition. The pure aesthetics of the strict form, the maximum ease of use of the even surfaces and the clear structure met all the requirements of modern interior design. The modular principle of the new LS switch range was equally inspired. The rocker measures 70 x 70 mm while the frame measures 81 x 81 mm. All further device developments were implemented on the basis of this square module. At its market launch in 1969, LS 990 was available at the electrical wholesalers in white and grey as well as the "special version" in silver and gold. Already a year later, the extended "JUNG mobile switch system" LS 990 was offered with dimmers and low-voltage sockets.





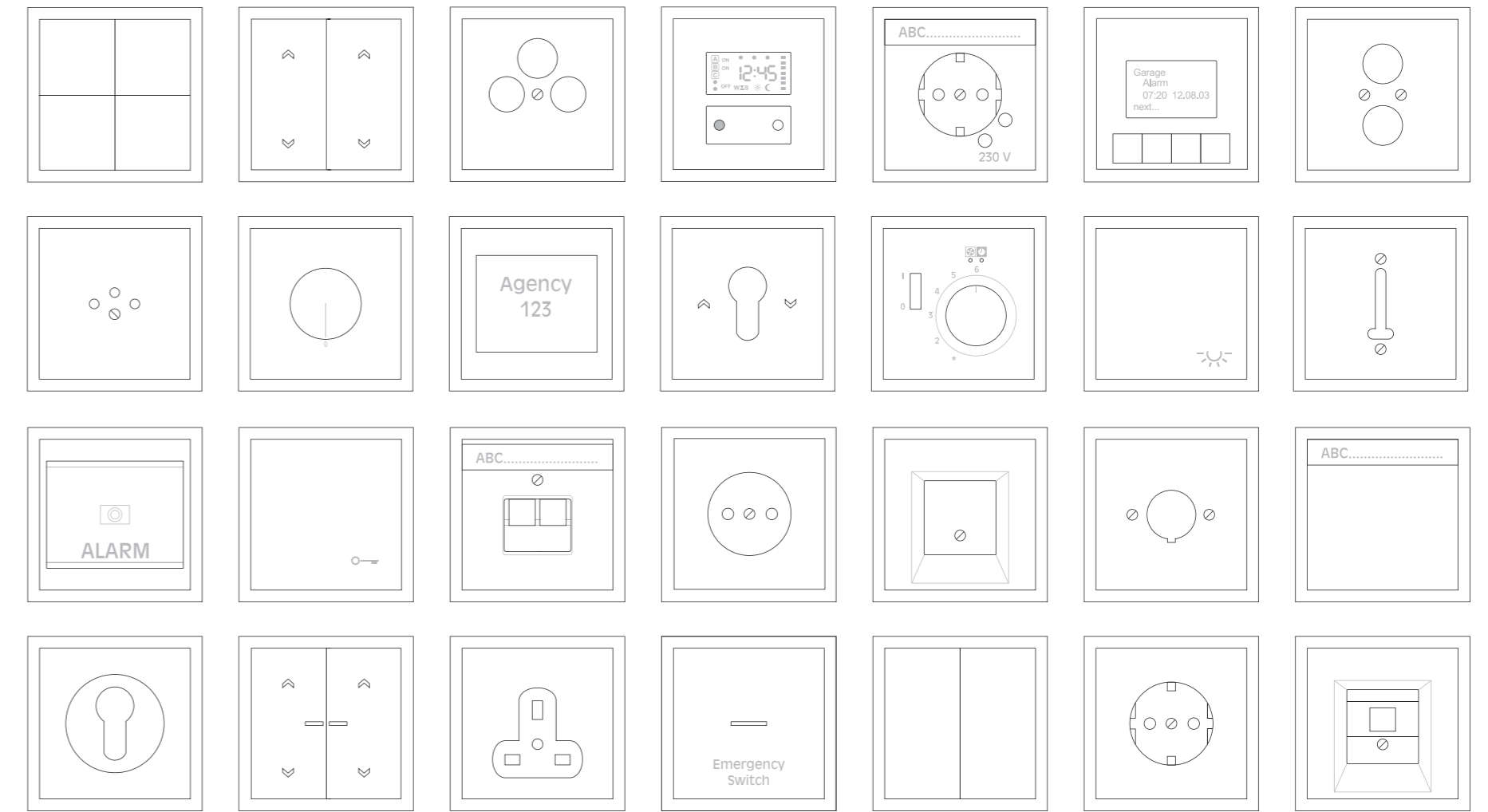
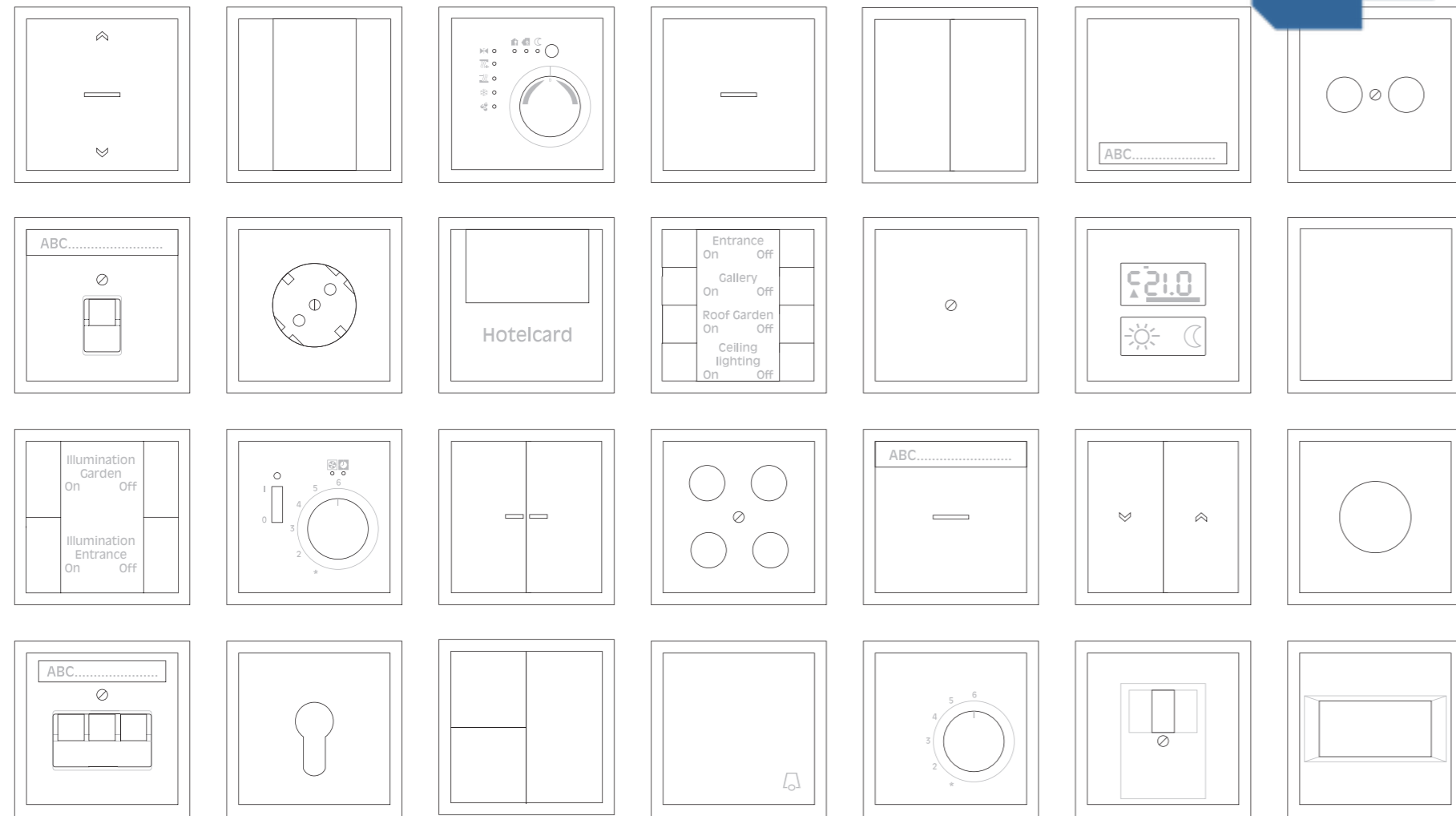
En route to design

The LS switch range continued to grow in the years that followed. New functions such as shutter controllers or synchronous timers were added. It was at this time that designers began to look for electrical accessories that would enhance the ambience of the space they were designing. LS possessed that quality, and had the added factor of technical excellence. This new perception presented the design team at Jung with particular challenges. It was a case of always being a step ahead of future developments and converting trends in good time. Innovative materials were used and modern colours were created. Exclusive design variants such as agate, leather, white marble or antique brown show the breadth of ideas which made the LS 990 flat switches into modern accessories in the 1970s. The expectations of the designer could now be met in full, simply by using the LS 990 system as it provided a comprehensive selection of components available with different finishes and colours that were suitable for any installation.

The quality of true values

Architects and clients prefer to use the classic LS 990 for their buildings. They appreciate the objective design which can be integrated harmoniously into their concepts. The elegant stainless steel version which was presented for the first time in 1999 finds approval among architects and clients. Three years later, the time for a new, visionary innovation had arrived: JUNG surprised the market with the first industry-wide switch range made from "natural" aluminium. The high-quality material is one of the most popular materials in modern buildings as it meets all the requirements of contemporary building technology. Subsequently, the metal versions were effectively supplemented by anthracite, polished chrome and gold finishes.





Variety across the range

From the beginning, the LS switch range set its sights on the future as it brought along all the requirements to prepare the way for progress. Due to its special design principle with the large LS rocker, it was not only possible to use the maximum operating area but every technical innovation could be implemented without any problems. LS 990 thus effortlessly mastered the path from simple switch to intelligent control unit for the wide variety of applications in Lighting, Blind and Radio Management as well as for the KNX building control system. Fitted with all conceivable convenience and exemplary functional versatility which meets every wish.

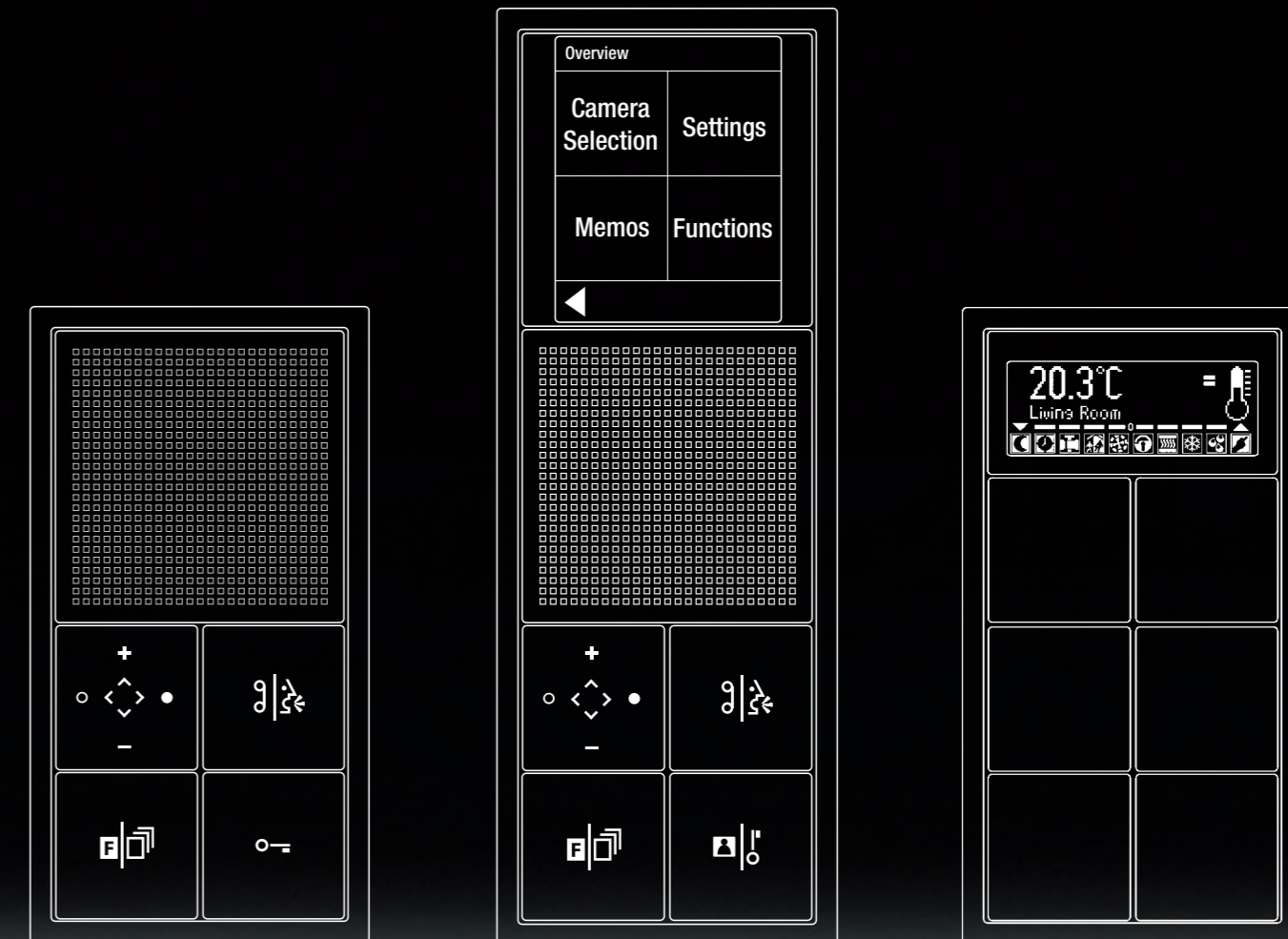
Progress as a tradition



The pace of current technical development is accelerating continually. The technology used in electronics is becoming increasingly complex. The demands on the switch functions are increasingly sophisticated. Since the company was founded almost a hundred years ago, JUNG ranks as a pioneer who continually promotes development through groundbreaking ideas. Numerous innovations with the JUNG brand have become a benchmark for technical progress.

For example, the latest product ranges are a door communication management system with video and audio stations for use in internal and external installations, and the elegant JUNG radio for recessed wall mounting. The unit is fitted with integrated bass reflex tubes to provide excellent sound quality.

The continued growth of KNX technology has also been achieved in an exemplary manner. This truly open bus system creates the basis for intelligent control of building functions by networking and communicating with devices or "gateways". Sensors and actuators regulate the use of light, heat, fresh air, shading and audio entertainment. Once again LS can provide the uniform visual effect.



At home in visionary worlds

Whenever there is a challenge for perfection in modern architecture, the LS range is often present. For example in Munich where BMW World made planning vision into reality. The glass and steel covered tornado-like structure in the shape of a double cone which ends in a 16,000 m² cloud-like roof structure opens up previously unknown dimensions. In this design concept, LS 990 switches in elegant anthracite and aluminium take charge of building functions.

Over the years the LS 990 has been installed in many iconic properties. Quality in form and function is persuasive. Again and again.

A favourite among architects





Our architecture stands for tradition and innovation.

The whole house is expressed in the selection of materials and the execution of detail. If the detail is not right, the whole is also not right. Jung LS 990 underlines the insight into this aspect of architecture: through its clear shape and geometry as well as strict minimalism and systematic simplicity, it supports architecture with timeless consistency.

PROF. HELMUT KLEINE-KRANEBURG



Architecture must be durable, useful and attractive.
(Andrea Palladio 1508-1580)

To achieve this, the following are required: planning of buildings, rooms and devices as well as knowledge and use of products whose material, function and shape meet the highest standards. This includes without doubt the switch ranges of Jung. Only through carefully planned detail and individual characteristics of the design will the architect's plan be completed.

PROF. WOLFGANG DÖRING



It would be interesting to check how many times a day you turn the light switch on or off. We would certainly all underestimate the number of times this happens. This is a good result for the switch which accompanies us day and night and is clearly visible on the wall without drawing attention to itself or making an issue of each operation. As far as I am concerned, the LS 990 is an advocate of this category.

DIPL.-ING. JÜRGEN ENGEL



LS 990 – as far as I am aware, the first switch range that makes this consistent reduction into the essential – like a drug outlasting modes and yet still current.

Once used, it is difficult to get away from it again due to its limitless extendability.

DIPL.-ING. JAN KLEIHUES

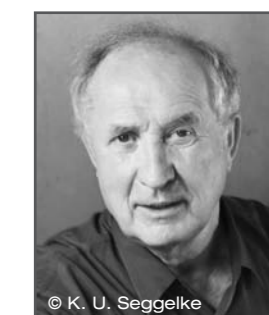
She was 20 years old before I layed a hand on her – now hardly a day goes by without a gentle caress on perfect lines of the upper or lower quadrant – always that same comforting klick.



DIPL. ARCHITEKT PETER WILSON

Tradition is proven progress, progress is continued tradition. Classics in product design are classics in architecture. Not the quickly won awareness of the sensation that characterises it but the long period of selection through everyday use allows us to appreciate its worth.

Perception equals aesthetics in Greek.



PROF. VOLKWIN MARG

The LS 990 is a true design classic like the New National Gallery by Mies van der Rohe which is likewise 40 years old! For us at schneider+schumacher, the switch range has been a constant companion since our office was founded 20 years ago. We first used the range in black in the Düsseldorf-Seestern hotel building. This shows that a good product remains contemporary for many years with minor modifications. We are already looking forward to congratulating the LS 990 on its 60th birthday when we celebrate our 40th anniversary!



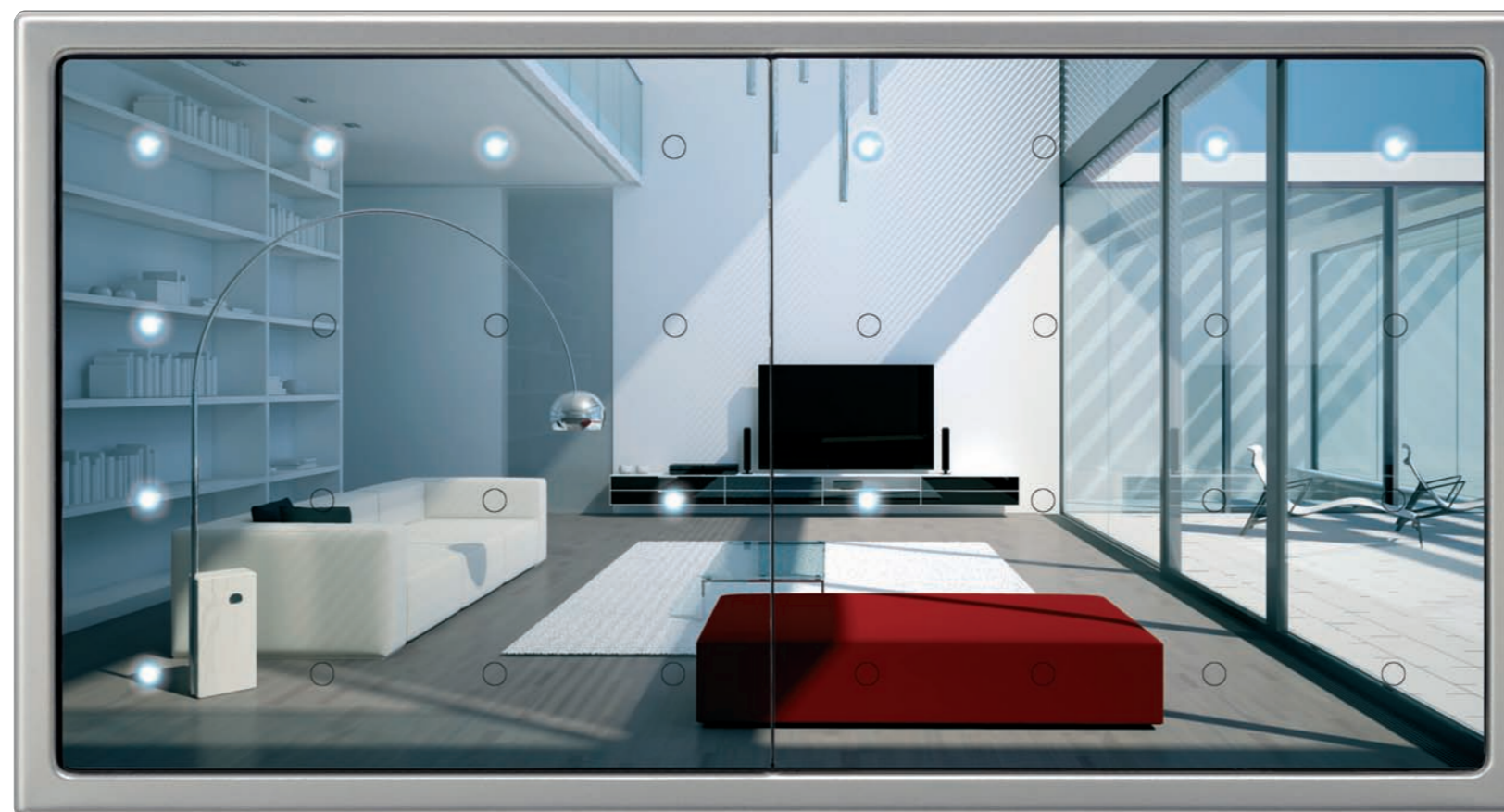
DIPL.-ING. MICHAEL SCHUMACHER

40 years of LS 990: unpretentious and attractive, reliable and multifunctional – it remains forever JUNG!



DIPL.-ING. EKKEHARD VOSS

Sensory
switching –
The future
has already
begun



Electrical installation is approaching a new era. With the sensor technology from JUNG, the first step is freedom of individual design. Further proof that the LS 990 design always keeps pace with technical development regardless of the current trend.

The sensory surface of this innovative switch creates new scope for creativity. An ideal prerequisite for turning a switch into an object with an unmistakable visual effect. If required, the front can be configured in different ways – for example with a photo of the room, with a stylised drawing or simply text. Briefly touching the backlit sensor points is sufficient to switch the required function, be it a specific lighting scenario or the control of blinds and shutters.

This innovation provides evidence that it is also future-proof: with its huge development potential, the LS 990 flat switch will pave the way for the technology of tomorrow.



The future remains JUNG.

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