

Double recognition for LAMILUX corporate film

Success story continues: Red Dot Award for “We live daylight”

The new corporate film “*We live daylight*” by LAMILUX continues its success story: after already winning the intermedia-globe Silver Award at the World Media Festival, the film has now also received the Red Dot Award in the category *Image Films*. This means that LAMILUX’s creative brand communication has been honoured with two international awards at once. “The fact that our film has received two such significant awards within just a few months shows that our way of telling the dialogue between architecture and daylight resonates internationally,” says Hartmut Manske, Head of Marketing at LAMILUX and producer of the film.



reddot** winner 2025**

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The almost four-minute spot “*We live daylight*” takes viewers on a visual journey across Europe. Real buildings in **Amsterdam, Berlin, Katowice, Hamburg and Rehau** illustrate how daylight brings architecture to life. Featured are renowned architects, including **Maciej Franta, Johannes Vogelsanger and Lars Courage**, who share their perspectives on light, space and quality of life. The result is a brand film that captures mood and character, going well beyond traditional product communication.



Lars Courage with his wife Christa in Amsterdam

From the concept phase to the premiere, around 18 months passed. Under the direction of Andreas Söllner (LAMILUX) and in creative collaboration with Chiara Neumann (rebellebrands) and Thanh-Long Vo, a production emerged with clear imagery, strong emotions and authentic voices. The film made its debut in January 2025 at BAU in Munich – before an international trade audience. “When the first scenes appeared on the big screen, it was immediately clear that this film is more than just a corporate portrait,” says Andreas Söllner.

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Johannes Vogelsanger in Hamburg

The Red Dot Design Award is one of the world's leading competitions for design and brand communication. Only entries that convince through concept, design quality and creative achievement are honoured. The award is divided into three disciplines, with one competition taking place annually in each. The jury consists of international experts who evaluate according to the motto *"In search of good design & creativity"* and thereby set standards in international design.

"The fact that our film has been recognised multiple times in an environment of internationally renowned productions is a very special honour for us," explains Hartmut Manske. "The renewed recognition by the Red Dot Jury is not only evidence of the creative quality of our work but also a strong signal for the brand positioning of LAMILUX. The spot represents what our products stand for: spaces filled with light, health and quality of life."

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Maciej Franta in Katowice, Poland

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Watch the corporate film [here](#)!

LAMILUX Heinrich Strunz Group, Rehau

Continuous rooflights, glass roofs or rooflights: the LAMILUX Heinrich Strunz Group is one of the leading manufacturers of skylights in Europe. The skylights ensure efficient use of natural daylight in a wide variety of buildings. In addition, special smoke and heat extraction systems provide safety in case of fire and are therefore essential components of fire protection concepts. LAMILUX is also known for its solutions for object smoke extraction. Furthermore, the medium-sized family business founded in 1909 is one of the world's largest producers of carbon and glass fibre reinforced plastics. These composite materials provide stability, lightweight construction and impact resistance for instance in roof, wall and floor linings in commercial vehicles. LAMILUX strives to be the innovation and performance leader in all areas relevant to its customers. The family-owned company, based in Rehau, Germany, is managed by Johanna, Dr. Sophia and Dr. Alexander Strunz in the fourth generation, currently employs around 1,300 people, and in 2024 generated sales of around 357 million euros.

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