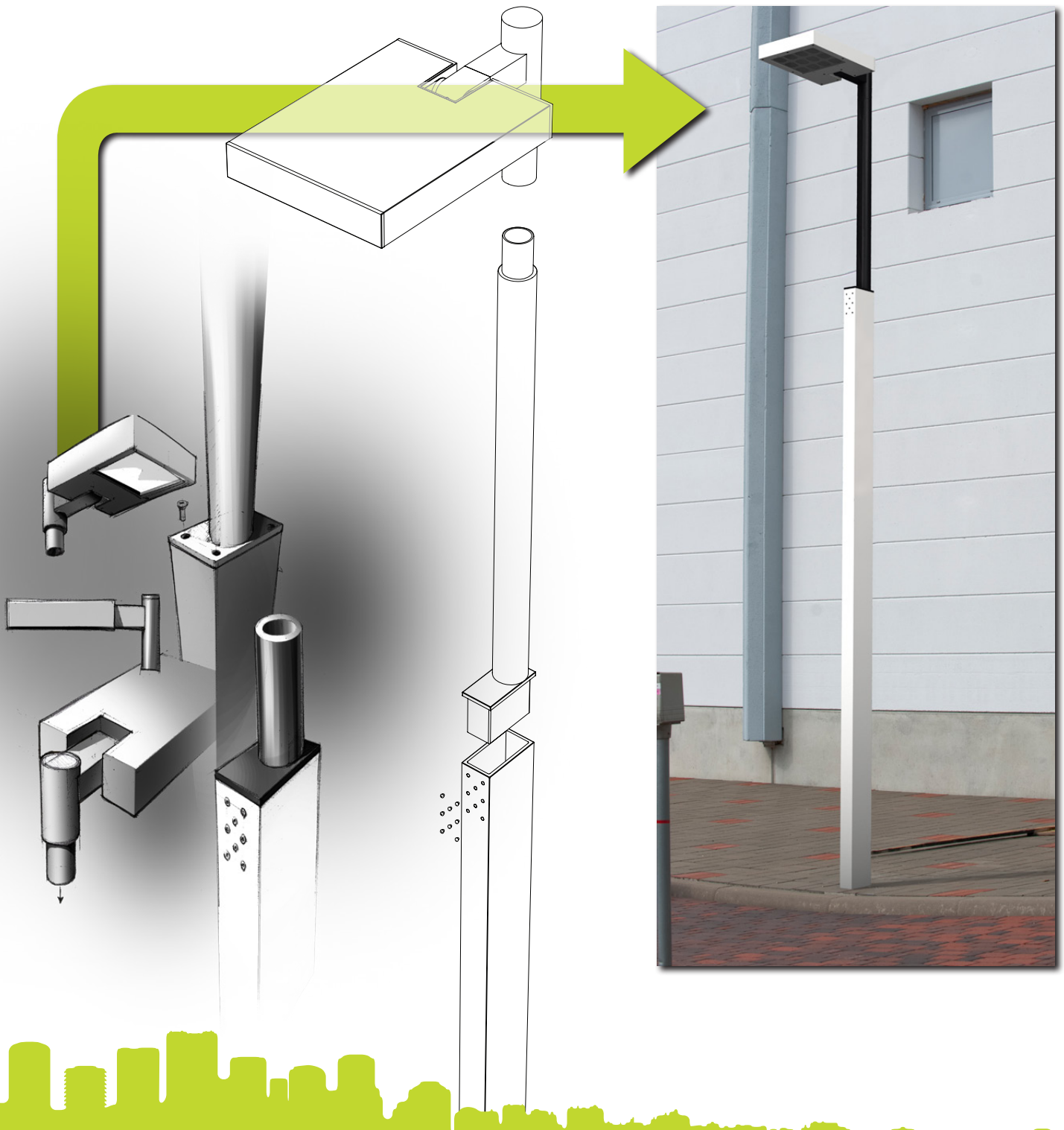


Design + Process.

## Industrial Design...

Industrial design is a process which is applied to products that will be manufactured through mass production techniques. The goal of the industrial design process is to develop products in a way that is mutually beneficial for both the end user and the manufacturer. The end goal of the process is to strike a balance between form, materials, manufacturing techniques, transport, installation, maintenance, aesthetics, and of course, cost.



# Design does not happen randomly...

Contrary to popular belief, design is not the work of a magician. There is a simple and detailed process that should be followed.

**1. Design Brief:** The customer will be required to provide a DETAILED list of the criteria the said design must fulfil. The more information the better!

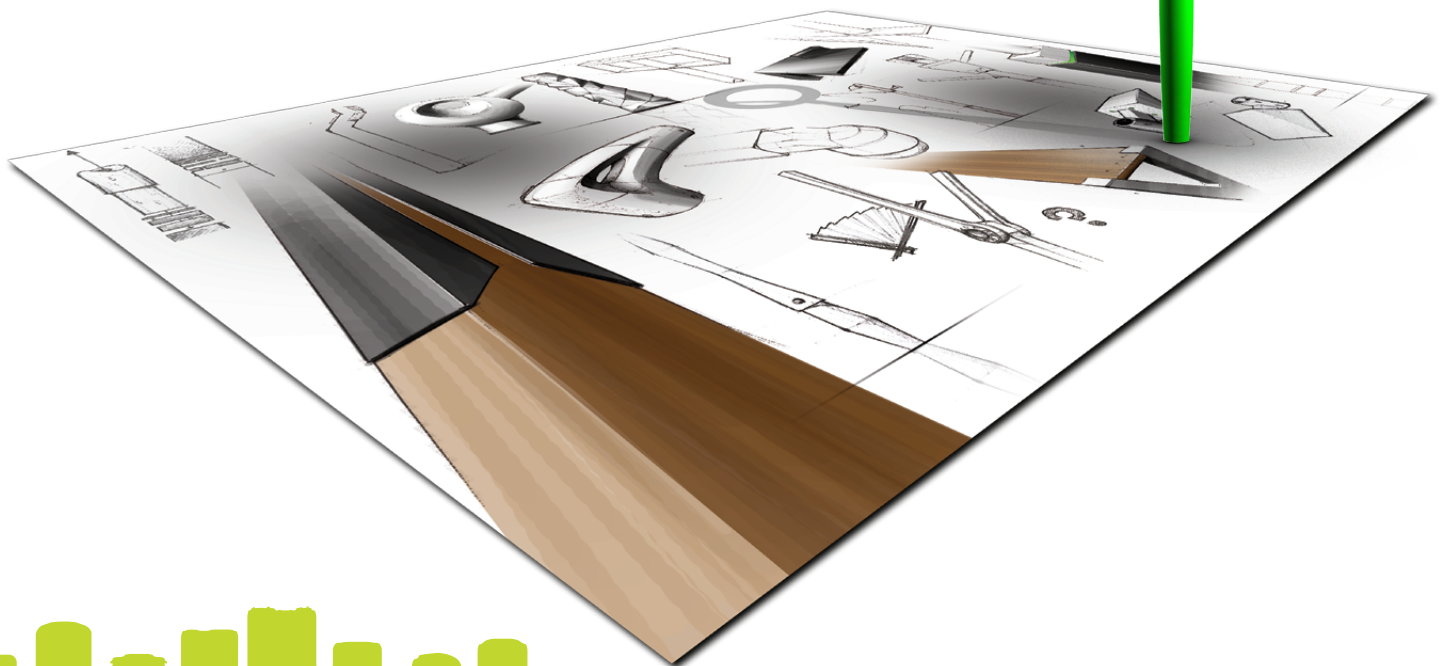
**2. Research:** Depending on the project this could mean researching competitive products or the location where the project will be installed. Similar products, failures and successes, Aesthetic requirements with regard to the project location... These are just a few of the points that must be examined before the first sketch is prepared.

**3. Concept Development:** At this stage sketches and simple 3D models can be prepared. It is important to keep manufacturing processes, materials and functionality in mind. At this point the aesthetics of the product begin to take shape.

**4. Internal Reviews:** This phase is used to narrow down concepts and focus the design. Concerns with respect to manufacturing, functionality, cost, and so on, are addressed here. Once a small selection of concepts is prepared there will be another round of refinement to rectify any concerns raised during the review.

**5. Design(s) are sent for approval:** Proposals are prepared, and forwarded to the client. Usually, we will provide the customer with a small selection of viable products from which to make their selection. Once selected, the designs will be further refined according to any comments made by the customer.

**6. Manufacturing:** The approved design is sent back to engineering to be finalized. Production drawings are completed, and production gets underway.





# From concept to reality...

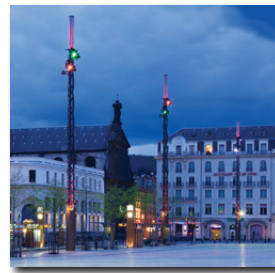
No matter the stage of your project, Valmont has the capability to help. From ground up design work to the manufacture of OEM parts, and everything in between, Valmont is ready to help.

**Valmont as a Manufacturer:** Sometimes our clients know exactly what they want. In this case the supplied design will be checked by our engineers to verify that there are no structural issues and to optimise the design with respect to Valmont's manufacturing capabilities. Once the design is validated we will begin production.



**Collaborative Efforts:** Perhaps you know that you want a wooden lighting column, but beyond that there is no definitive design. In this case Valmont will work with you to define a product that will fit your project perfectly.

**We Want Something Special:** On some occasions the customer is not at all sure about which type of lighting column is best suited for the project. In this case, our team of designers are happy to assist! From a subtle tweak on a standard mast to a totally bespoke design, Valmont is ready.



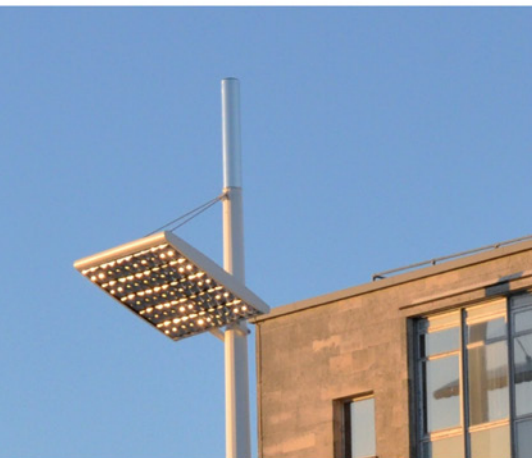
**Dedicated Ranges:** We often work with lantern manufactures to develop masts and brackets specifically designed to compliment a new lantern or family of lanterns. The result is a seemingly bespoke column or bracket that is fully standardized.

## Seeing is believing...

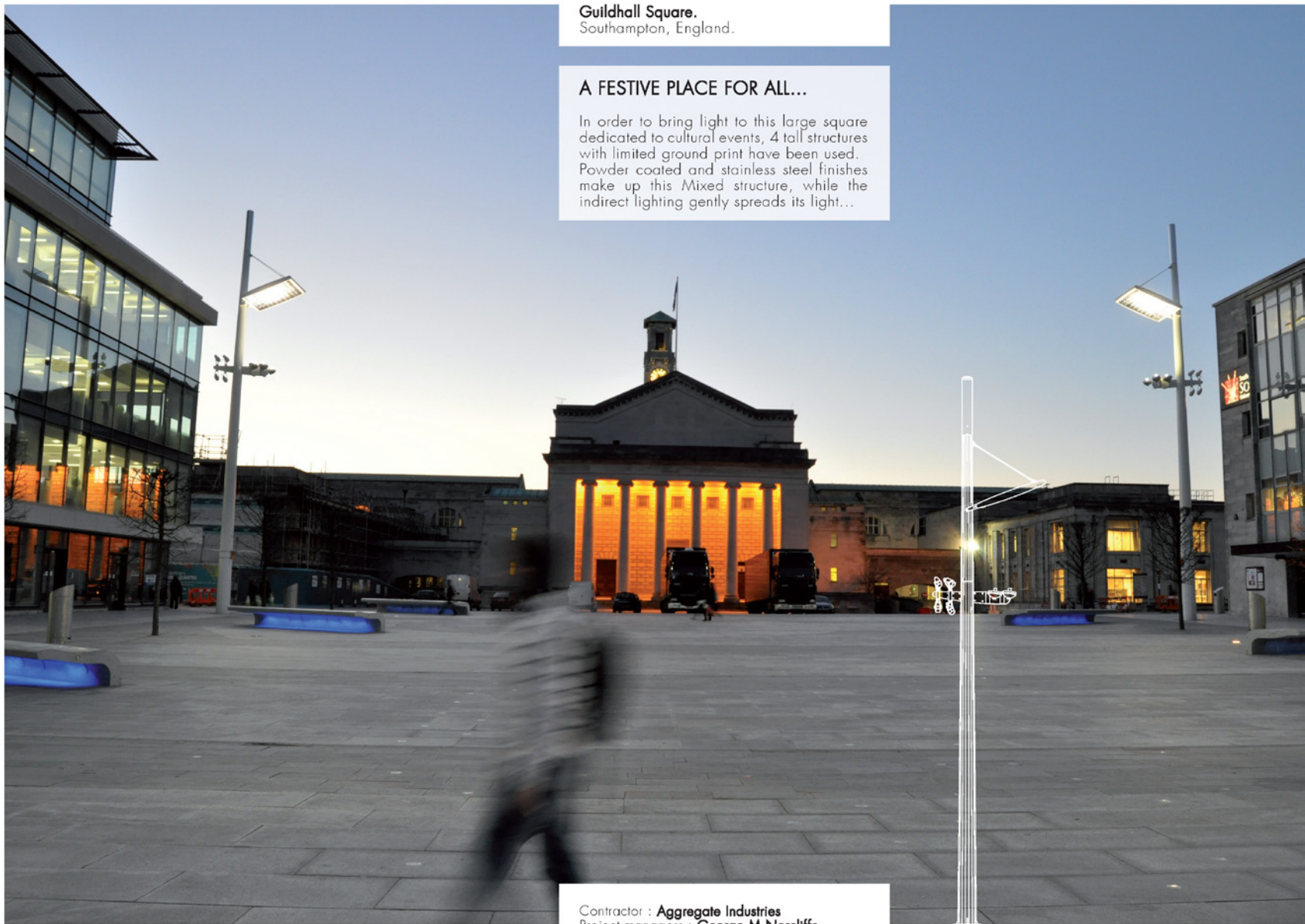
Valmont is the Global leader in lighting columns. With more than 90 facilities spanning the globe Valmont is a partner you can trust for your next lighting project. No matter the scope of your project, Valmont is the right choice.



Let our global experience  
inspire your next project...



**Description.**  
Sydney 16m HLE Steel.  
Extension 2m Stainless Steel.  
Height 18m.



**Guildhall Square.**  
Southampton, England.

### A FESTIVE PLACE FOR ALL...

In order to bring light to this large square dedicated to cultural events, 4 tall structures with limited ground print have been used. Powder coated and stainless steel finishes make up this Mixed structure, while the indirect lighting gently spreads its light...

Contractor : **Aggregate Industries**  
Project managers : **George M Norcliffe**  
**Siteco & Jonathan Falls Aggregate Industries**  
Designer : **Rob Stone**  
Company : **Aggregate Industries**

Photo Credits SITECO UK.



**Description.**  
Polygonal pipe 12m S235 sSeel.  
Lighting extension 6m.  
Height 18m.



**National Stadium.**  
Warsaw, Poland.

### A MAGICAL ARCHITECTURE...

To host the Euro 2012 football championship, Poland built the most majestic sports complex in the country, illuminated by 9 beacons inspired by the architecture of the stadium...

Contractor : **Agat**  
Project manager : **Agat**  
Designer : : **Tomasz Zajac + Adrian Peski + Antoni Kiciak**  
Lighting Designer : **Lichtvision**  
Company : **Agat**



Photo Credits Piotr Tolwinski.



**Description.**  
Bipode Trisection S235 Steel.  
Plates Aluminium 6060T6.  
Height 14m.



**La Motte Rouge & Parvis Saint Nicolas.**  
La Rochelle, France.

## A RECONSTITUTED GATE...

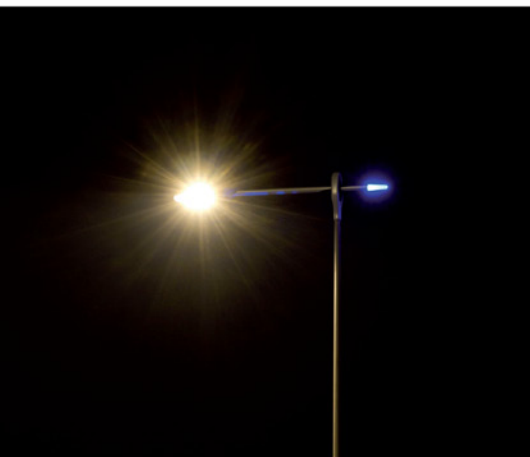
A visual metaphor with the Bipodes conjuring up an old gate of the fortified town...



Contractor : **Ville de La Rochelle**  
Project manager : **Service technique**  
Designer : **Service technique**  
Lighting Designer : **Service technique**  
Company : **Service technique + CITEOS**

Photo Credits App'or Studio.





**Description.**  
RELE Steel 100HE3.  
Ago + Lighting spike.  
Height 10m.



RELE mast with Passive Safety, classified 100HE3 according to standard EN 12767.

Passive Safety of Structures supporting Road Equipment. Requirements and Test Methods.

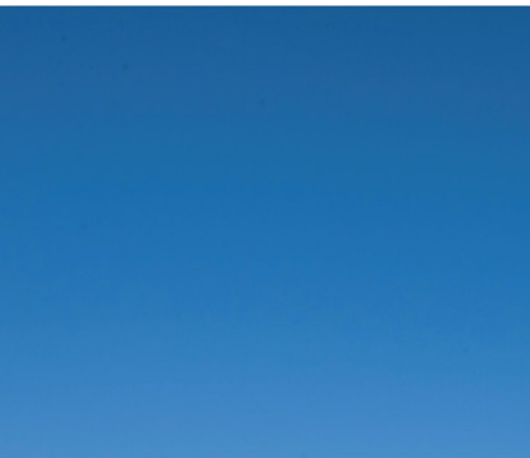
**Ghisalba.**  
Lombardy, Italy.

## ROAD SAFETY AT ITS MOST LUMINOUS...

The RELE range of energy-absorbing masts is conceived in such a way as to be able to host any type of bracket at its apex. The light marking at its latticed base, made possible by LED technology, warns drivers they are coming to a crossroads.



Contractor : **Province de Bergame**  
Project manager : **Zamboni & Stella**  
Designer : **Tehomet a Valmont Company**  
Company : **Colman**



**Description.**  
Round-conical bended Steel S235.  
Heights 7.5 & 5.5m.



**Juliana Bridge.**  
Zaandijk, Netherlands.

### THE FOURTH BRIDGE...

"Julianabrug" unites the town of Zaandstad, on both sides of the river Zaan. This bridge offers pedestrians and cars the possibility of crossing over, but also lets the many ships go up and down the course of the river: its roadway raises to let them through...

Contractor : **Province Nord Hollande**  
Project manager : **Cofely**  
Architect : **Royal Haskoning**  
Company : **Cofely**

Photo Credits Mariëtte Karstens.



**Description.**  
TriPod Aluminium 6060T5.  
Height 17m.



**Entering the Town Center.**  
La Grand'Croix, France.

## A NEW WAY TO ENTER THE TOWN....

This twisting TriPod is meant to be the symbol of the town's foundation in 1860, following the fusion of territory from the parish of La Grand'Croix and the villages of Cellieu and Saint Paul en Jarez.



Photo Credits App'or Studio.

Contractor : **Ville de La Grand'Croix**  
Project manager : **SIEL**  
Designer : **Antoine Golinvaux** © Valmont France  
Company : **SERP**



Rue de Paris.  
Vichy, France.

## URBAN SCENOGRAPHY FOR AN EMBLEMATIC STREET...

The Rue de Paris is a major road which runs through the town centre and connects Vichy to its Thermal Baths and its river, the Allier. Crossroads are bathed in a bluish hue where brilliant light is projected, playing on the theme of Water...

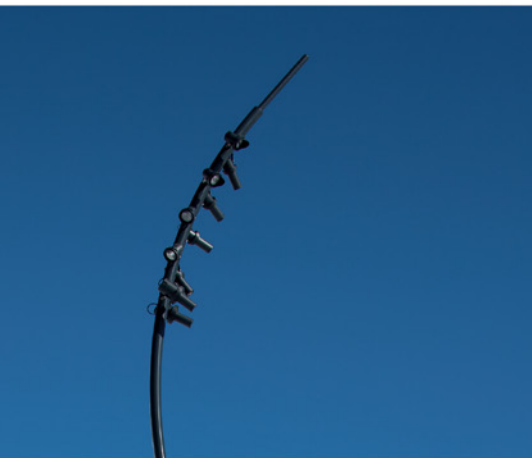


Contactor : **Ville de Vichy**  
Project manager : **Axe Saône**  
Lighting Designer : **Les Éclaireurs Lucas Goy**  
Company : **VIGILEC**

Photo Credits Les Éclaireurs + Carole Aurillac.

### Description.

Antares Sp Steel HLE S420 + Extension Steel S235.  
Special Lighting bracket + banner AISI7Mg.  
Heights 11.2m & 7.3m.



**Esplanade Oxygène.**  
Val d'Isère, France.

**A HIGH-UP SLALOMING PERSPECTIVE...**

At the foot of the Bellevarde Olympic ski slope, the Esplanade Oxygène is a space given over to Val d'Isère's great sporting events. Five double-curve masts slalom through the spacious landscape...



Contactor : **Ville de Val d'Isère**  
Project manager : **Cabinet UGUET & APS**  
Lighting Designer : **L'acte lumière**

Photo Credits App'or Studio.

**Description.**

Sigma SP Steel S350.

Heights : 20m.17m.14m.11m.8m.



**Description.**  
Anthéa SP Aluminium 6060 T5.  
Height 7.5m.



**Allées Paul Riquet.**  
Béziers, France.

## A NEO-CLASSICAL VISION IN FULL COLOUR...

The Allées Paul Riquet are the main roads in the town of Béziers. They have always greeted strolling locals and tourists in the cool of the evening beneath their sycamore trees, and now dynamic lighting adds to the welcome.

Contractor : **Ville de Béziers**  
Designer : **Valmont France**  
Company : **TRAVESSET**

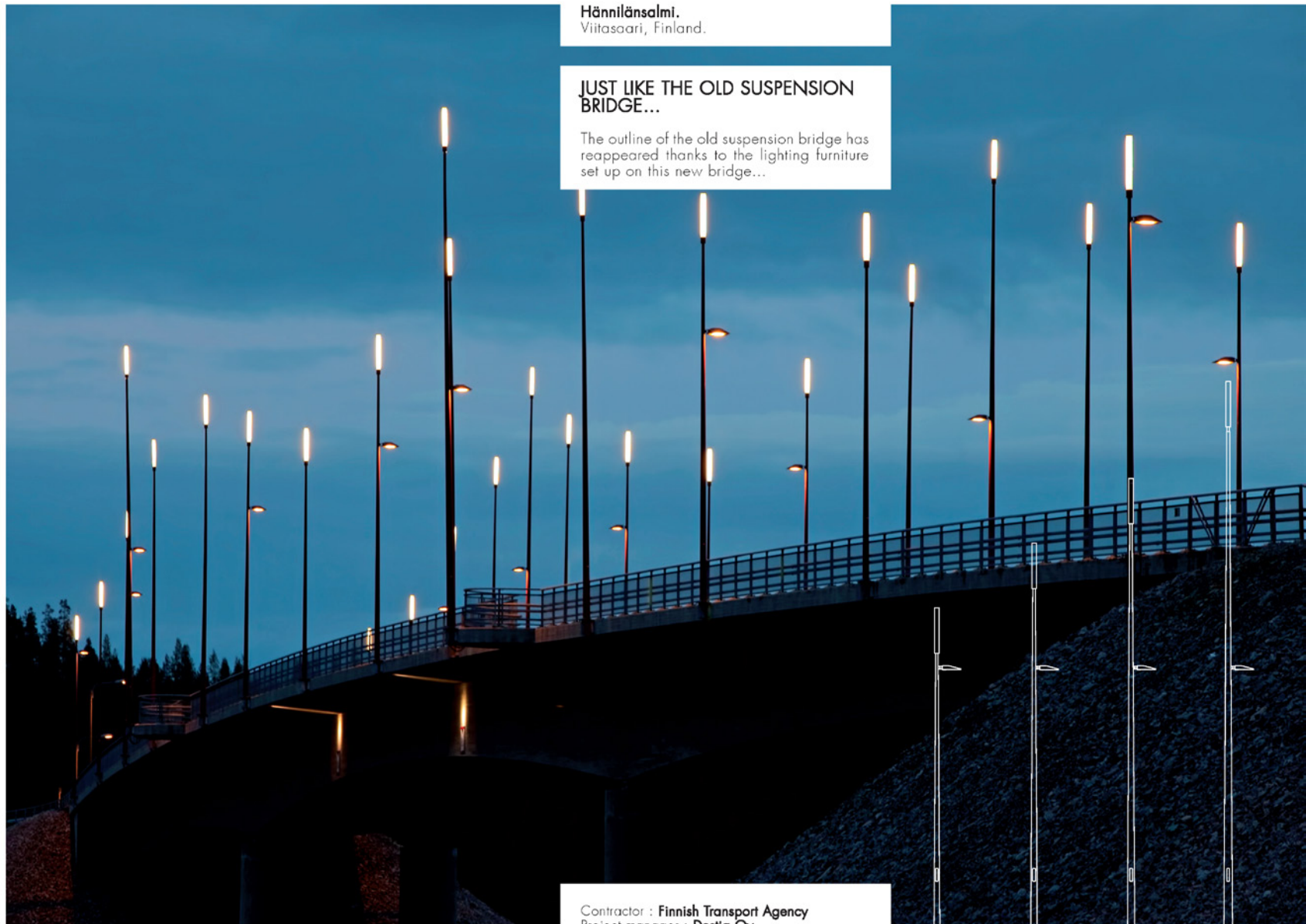


Photo Credits Xavier Baymond.





**Description.**  
Round-conical Steel S275.  
Heights : 15m. 12m. 10m. 8m.



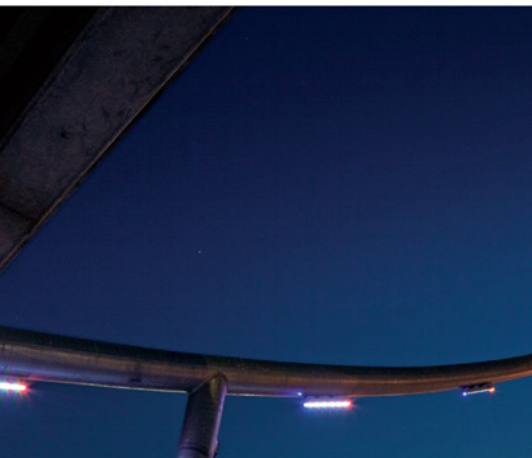
**Hännilänsalmi.**  
Viitasaari, Finland.

**JUST LIKE THE OLD SUSPENSION  
BRIDGE...**

The outline of the old suspension bridge has reappeared thanks to the lighting furniture set up on this new bridge...

Contractor : **Finnish Transport Agency**  
Project manager : **Destia Oy**  
Designer : **Jere Ruotsalainen Fantastiarakenne**  
Company : **Destia Oy**

Photo Credits Tuomas Suvinen



**Description.**  
Steel ASTM A53 & A572.  
Height 11.3m.  
Width 54.4m.



**Longhorn.**  
Austin, Texas, USA.

### THE LONGHORNS JOIN THE PARTY BENEATH THE INTERSTATE...

The Texas Longhorns, mascots of the University of Texas at Austin, light up the car park situated beneath this urban highway...

Contractor : **Ville d'Austin**  
Project manager : **Dean Thoene**  
Architect : **Cotera + Reed Architect**  
Comapnay : **Austin TAG Electric**

Photo Credits Tom Kessler.





**Description.**  
Monopod Steel S235.  
Height 13m.



**Station forecourt.**  
Paderborn, Germany.

## WHEN A TOTEM STANDS OUT IN THE LANDSCAPE...

Station forecourts are places of movement, with multiple consonances. Paderborn has regenerated a new pedestrian space where serenity rules...



Contractor : **Ville de Paderborn**  
Project manager : **Valmont Mastbau**  
Designer : **Valmont Mastbau & EON Paderborn**  
Company : **EON Westfalen Weser Paderborn**





**Description.**  
QuadriPod Steel S235.  
Knot Polyester.  
Height 50m.



**Light Needle.**  
Eindhoven, Netherlands.

## A NEW LANDMARK...

Rising 50 meters above the ring road, it alone reflects what it means for Eindhoven to be a capital of Light.

Contractor : **Ville de Eindhoven**  
Project manager : **Florentijn Vleugels Architect**  
Designer : **Florentijn Vleugels**  
Company : **HEIJMANS**

Photo Credits Chris Wälzmann.



**Description.**  
Altor GM + Stainless steel base  
Ring Steel S235  
Height 18m.



**Place Bellecour.**  
Lyon, France.

### THE LARGEST PEDESTRIAN SQUARE IN EUROPE ENHANCED ...

Here linden trees have been freshly replanted and a new lighting system set up. 6 lamps adorn the croissant-shaped bracket, while projectors show off the statue of Louis XIV, the Sun King. To be admired from the top of the Big Wheel!

Contractor : **Ville de Lyon**  
Project manager : **Les éclairagistes associés LEA**  
Designer : **Les éclairagistes associés LEA**  
Company : **Citéas**

Photo Credits App'or Studio.



**Description.**  
Lighting RVB stick.  
Steel S355 & Polyester.  
Height 8m.



**Kielatie Town Center.**  
Vantaa, Finland.

## DYNAMIC AND LUMINOUS ROAD SAFETY....

When LED turns to signposting, to mark out the busiest of urban thoroughfares...

Contractor : **Ville de Vantaa**  
Project manager : **Tehomet Oy**  
Designer : **Pöyry Building Services Oy**  
Company : **Tehomet Oy**

Photo Credits Ilpo Aalto.

# Design + Process.

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**valmont**   
STANTON