



Redefining Premium Lighting Through Photobiological Innovation and Nordic Design Masterpiece

BAENUE Debuts at 3daysofdesign 2026

From MIT engineering heritage to an exclusive collaboration with Øivind Slaatto, the Korean high-end lighting brand introduces an immersive 5-step circadian light journey in Copenhagen.



COPENHAGEN, DENMARK – June 2026 — BAENUE, a premium lighting brand rooted in advanced LED engineering and human-centric design, officially announces its global debut at 3daysofdesign 2026. Taking over the intimate atmosphere of the Lille Blå Wine Bar, BAENUE invites global press, architects, and design enthusiasts to experience "**Mind Behind Light**"—an immersive, 5-step exhibition that synchronizes the sophisticated mechanics of light with the natural circadian rhythms of human life.

Founded by CEO Jinwoo Bae (Ph.D. in Engineering from MIT), BAENUE bridges the gap between invisible technology and visible emotional serenity. Rather than creating mere decorative objects, BAENUE designs light spectrums that dynamically support the human body's biological clock, introducing a quiet luxury that elevates the quality of daily living.



THE 5-STEP JOURNEY: MIND BEHIND LIGHT

The exhibition at Lille Blå is meticulously curated into 5 narrative steps, guiding visitors through BAENUE's technology, present innovations, and future visions:

Step 1. Our Root – BAENUE (The Engineering Heritage)

BAENUE began its journey by perfecting the hidden core of light—custom LED modules. For over a decade, BAENUE's proprietary light sources have operated quietly inside millions of Europe's premium professional luminaires. Driven by a desire to directly bring the most comforting, bio-supportive light into people's daily environments, the founder expanded its footprint from a B2B technology powerhouse into a sophisticated consumer lighting brand.

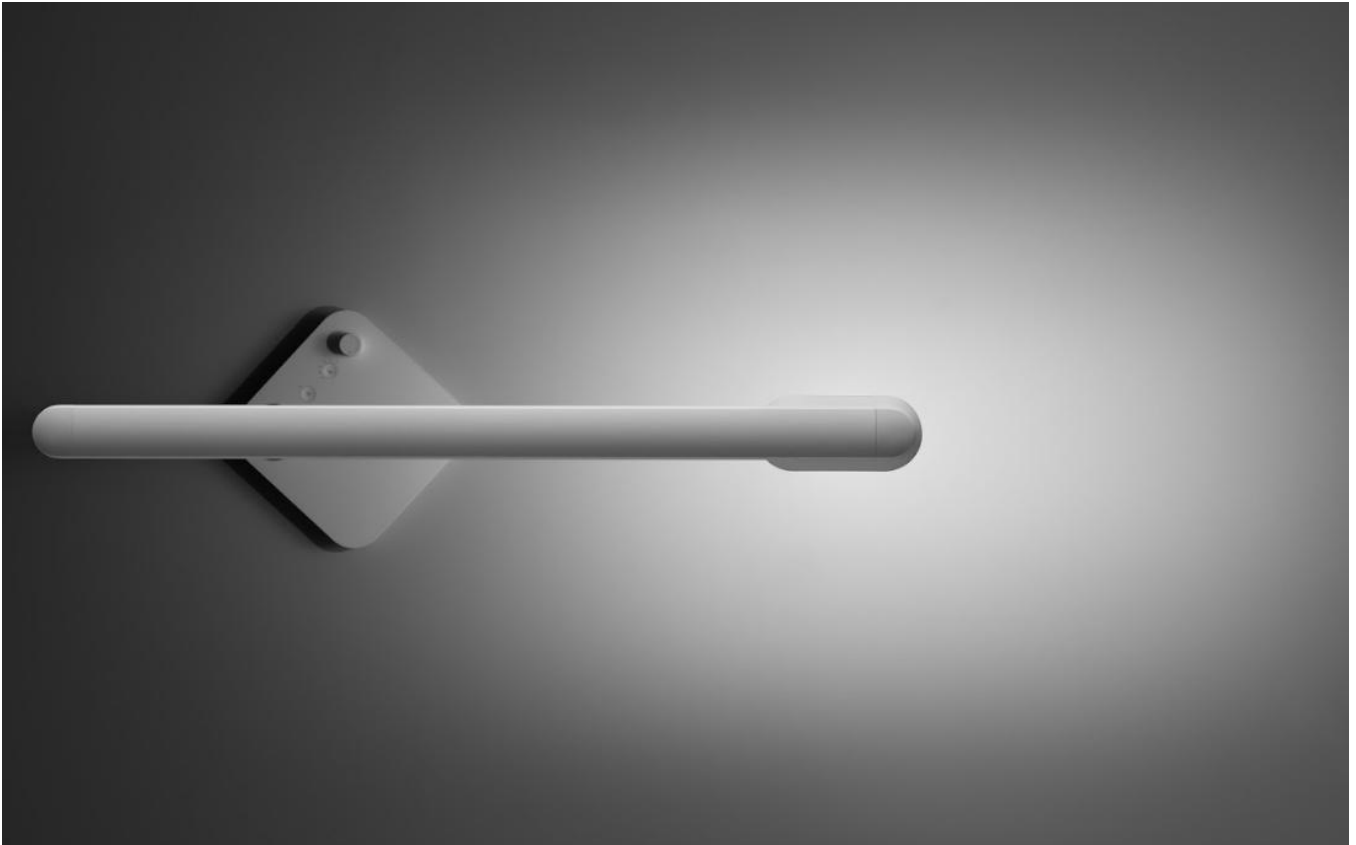
Step 2. Innovation – THE NEW LAMP (Dim2Amber™ & Optical Shift)



At the heart of BAENUE's innovation lies **Dim2Amber™**, a patented photobiological technology born from an in-depth analysis of how light spectrums govern the human circadian rhythm. Moving far beyond ordinary dimming or mere replication of natural light, Dim2Amber™ compresses a highly complex engineering mechanism into a single, seamless dial interface. From an **Energizing White** spectrum that stimulates morning alertness to a **Soothing Amber** spectrum carefully engineered to protect melatonin secretion at night, BAENUE actively shields the user's biological clock and nurtures the natural trajectory of health.

This groundbreaking spectrum technology is beautifully encapsulated in BAENUE's inaugural masterpiece, **THE NEW LAMP**. This architectural task light features a continuous, monolithic silhouette with absolutely no exposed joints or wires, adjusting light distribution with precision through its proprietary **Optical Shift** mechanism.

- Retail Price: USD 575 / 3,700 DKK / 495 EUR (Available online at baenue.com)



Step 3. New Horizon – MINI (The Non-Axisymmetric Paradigm)

Fuelled by the incredible support of its first connoisseurs, BAENUE pushes its boundaries to launch **MINI**—a portable lamp that delivers BAENUE’s perfect glow wherever you go.

Breaking away from conventional portable lamps that utilize a centralized, axisymmetric structure to project light omnidirectionally—where the lamp itself claims the center of the space—MINI recognizes that the human, not the object, must be the center of the environment. Designed to sit quietly at the user’s side, such as on a dinner table or at a bedside, MINI features a shade subtly tilted at **13.5°** toward the user. This non-axisymmetric engineering precisely directs the perfect glow onto the user’s active area while completely eliminating direct glare.

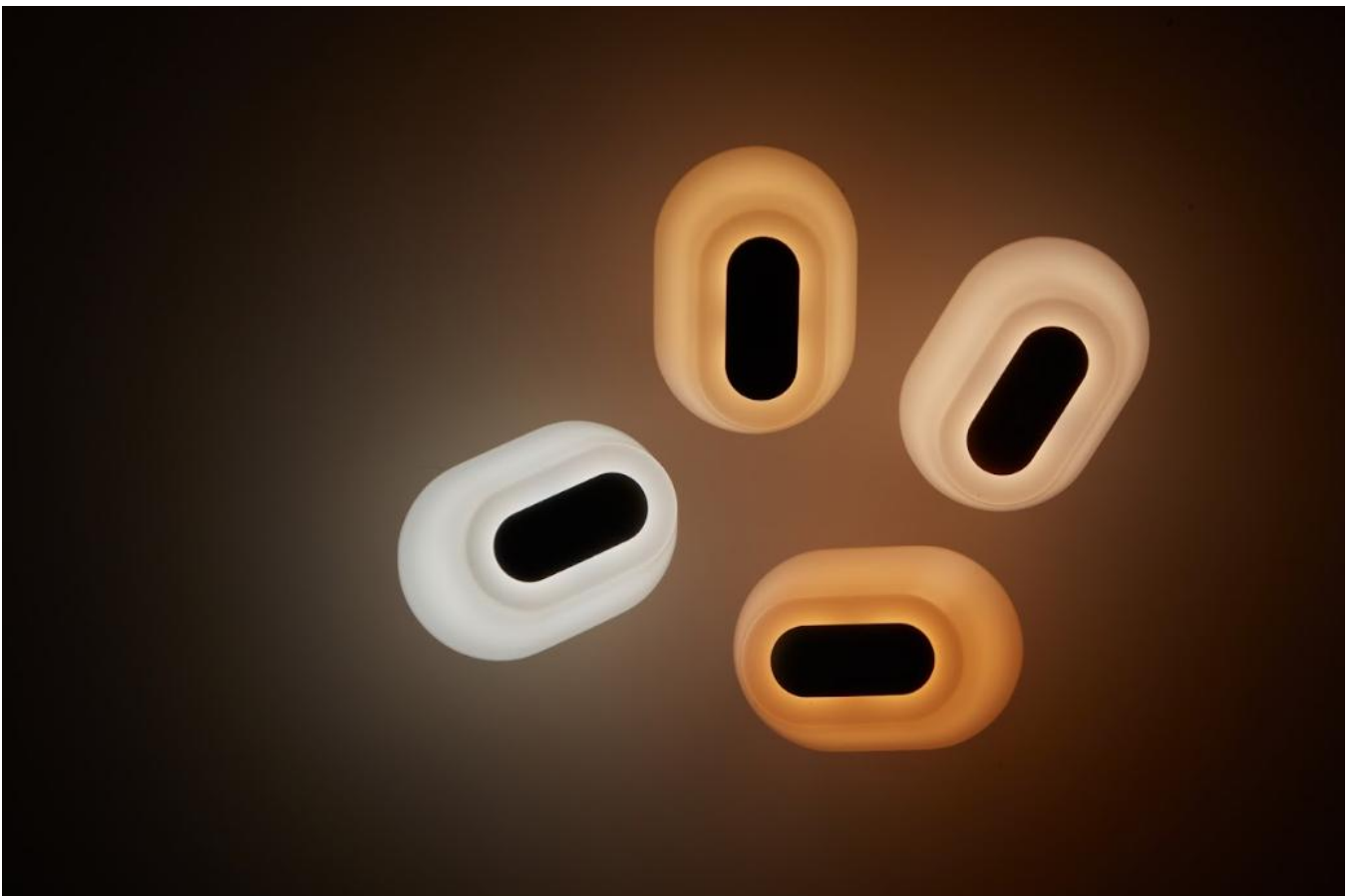
While most portable lamps opt for touch buttons or stepped dimming for manufacturing ease, MINI firmly upholds the tactile dial inherited from its predecessor. This physical ball-shaped dial allows users to feel the continuous transition of the Dim2Amber™ technology right at their fingertips, enabling the fastest and most precise control of brightness and spectrum.

MINI features a **Soft-On**, morning energizer (gradually brightening over 20 seconds to match human pupillary adjustment) and a **Slow-Off**, sleep timer (fading to 0% over 30 minutes to induce natural slumber).

Crafted with an ergonomic 33mm pole and a signature oround shade, MINI serves as a physical companion for daily rituals.

- Copenhagen Limited Launch Edition: 1,160 DKK / 155 EUR / USD 180 (Exclusive 100 units available at the venue)

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Step 4. Synergy – SHIIM (A Masterpiece with Øivind Slaatto)





BAENUE



Marking a major milestone, BAENUE unveils **SHIIM**, a cross-cultural collaboration where Korean high-end LED technology meets the soul of iconic Danish design, crafted alongside celebrated designer **Øivind Slaatto**.

SHIIM offers a mesmerizing transformation of light. When turned off, it stands as a minimalist, geometric sculpture. When illuminated, the mathematically calculated shade becomes translucent, revealing a beautifully curved inner bulb glowing through more than 10,000 micro-holes to create a soft, shivering texture of light.

Flawlessly integrated into the clean silhouette, the tactile **Slaabae™ dial** redefines how users physically interact with premium light.

Powered by BAENUE's proprietary **Dim2Amber™** technology, the light shifts gracefully into a soothing amber designed for peace and relaxation — inspiring the very name of the collection: **SHIIM**.

Coming this autumn.

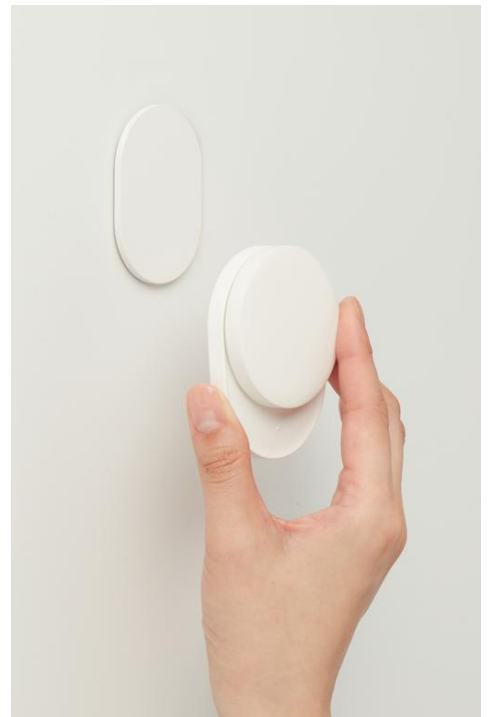
Step 5. Maestro – SHIIM DIMMER (Kinematic Control)

The final piece of the ecosystem, **SHIIM DIMMER**, orchestrates the entire spatial atmosphere. While seemingly too simple to be called advanced engineering, this familiar rotary dial provides precise dimming control. Free from the distraction of smartphone applications, users can effortlessly control multiple paired SHIIM lamps simultaneously, transforming the mood of an entire architectural space with an intuitive, tactile gesture.

With a simple press of its dedicated button, it delivers a kinematic light flow with Soft-On and Slow-Off functions across the synchronized layout.

Utilizing a hidden magnet, the dimmer snaps effortlessly onto a minimalist wall cradle, smoothly transitioning from a free-moving object into a fixed, elegant architectural switch.

Coming this autumn.





About BAENUE

BAENUE is a high-end lighting brand founded by Jinwoo Bae, an MIT engineering doctorate, dedicated to designing light that nurtures human well-being. By infusing cutting-edge photobiological light spectrums (Dim2Amber™) into timeless, minimalist design forms, BAENUE crafts lighting that elevates both architectural spaces and human circadian health.



About Øivind Slaatto

Øivind Slaatto is one of Denmark's most prominent contemporary designers, recognized globally for his structural, nature-inspired masterpieces for Bang & Olufsen and Louis Poulsen. His collaboration with BAENUE marks a historic synergy of Nordic design purity and advanced Korean LED technology.



Exhibition Info

- **Exhibition Title:** BAENUE 5-STEP JOURNEY: Mind Behind Light
- **Location:** Lille Blå Wine Bar, Copenhagen (3daysofdesign Venue)
- **Dates:** June 10 – June 12, 2026 (Exclusive VVIP & Press Preview on June 9)
- **Hours:** 10:00 AM – 6:00 PM

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