



PRESS RELEASE

W+ at 3 Days of Design 2026 Malmö, Sweden – May 2026

Lighting company Wästberg reveals the next step in its brand evolution, becoming W+. Building on the company's strong emotional design legacy, the new brand adopts a bolder, clearer expression, reflecting its expanded potential within the XAL Group. At the heart of W+ is a single principle: good light – light that is emotional, functional, sustainable, and affordable. These four qualities form the pillars of the new W+ brand, defining both its identity and its direction going forward.

W+ combines the emotional heritage of Swedish lighting pioneer Wästberg with the technical expertise of XAL Group. The result is light that is emotional, functional, sustainable and affordable – the brand's definition of Good Light. At 3 Days of Design 2026, W+ presents the new products Babel, designed by ThamVidegård, V and Cast, designed by Foster + Partners Industrial Design, through an installation designed as an invitation to interaction. Across three rooms, each product's ability to deliver Good Light is explored through use and experience.

The centerpiece of the exhibition space, is the Babel interactive wall installation with more than 50 large Babel lamps arranged in a grid on a wall. In a large room, a calm installation of several V desk lights is arranged around a rectangular table with simple seating along its sides.

In a narrow room at the back, light is reduced to create a small yet dramatic setting where the Cast spotlight is used to illuminate another Cast. Two Cast spotlights face one another – a meta interpretation of exhibiting a lamp designed to highlight other objects, placing the spotlight on the spotlight itself.

The exhibition is open June 10-12 from 9 am - 8 pm.
Address: St. Kongensgade 85, 1264 Köpenhamn K, Danmark

For further information, please contact:

Trendgruppen PR
Maria Hartog-Holm, Senior PR Consultant
Phone: + 46 72 924 22 10
E-mail: maria.hartog-holm@trendgruppen.se