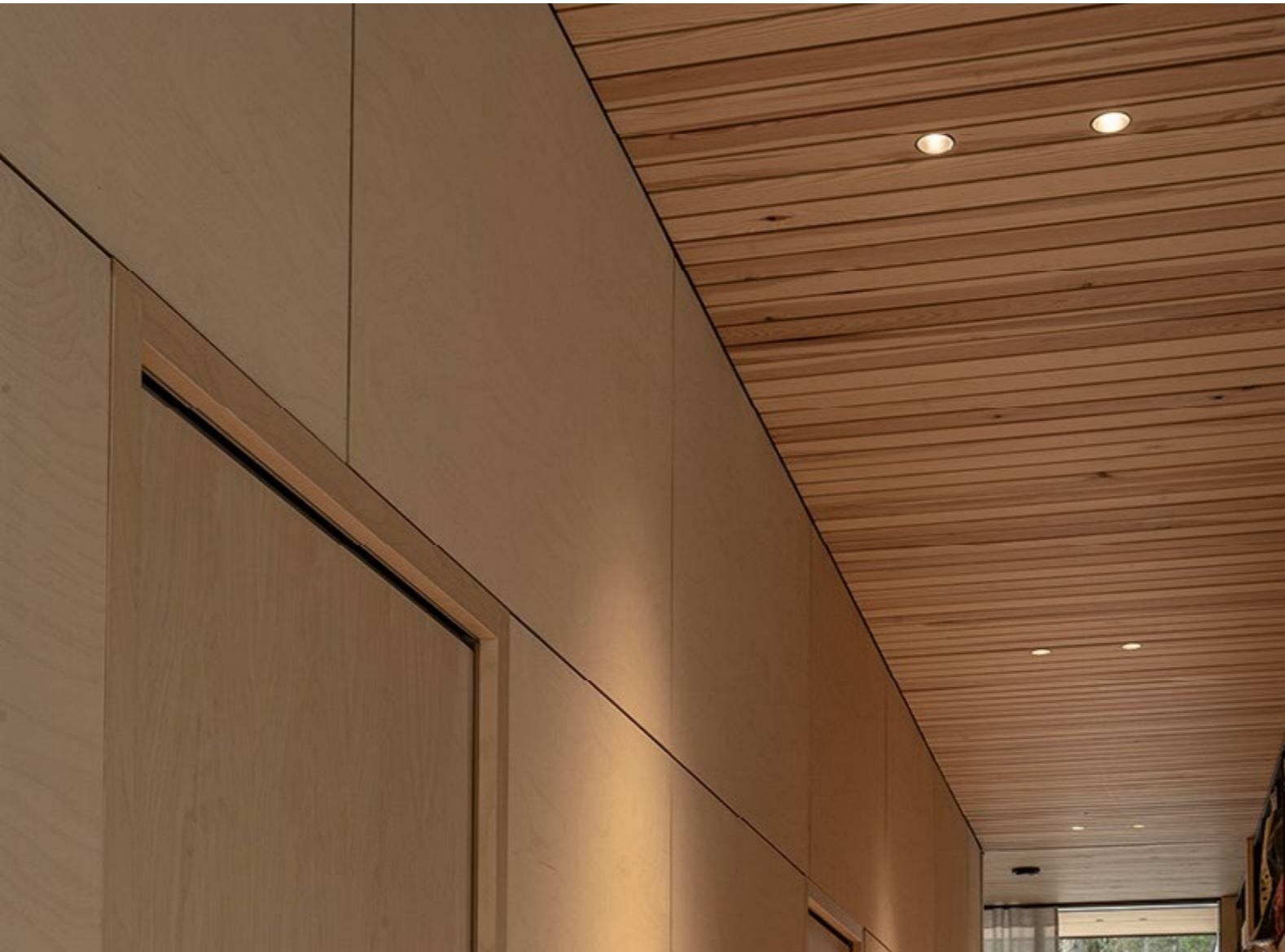


otherwise

Otherwise is a lighting designer and manufacturer who believes in customized solutions rather than mass production. Otherwise acts as a tailor for lights and lighting, with a business idea aimed at making each light fit the material chosen by the designer. This means that each project is unique and each light is tailored to the specific project.

Esa Pietilä, the creative director responsible for Otherwise's design and modularity, has always believed in modularity and thereby cost-effectiveness. Otherwise's product modules were originally created to meet the needs of designing and modifying lights, ensuring the highest quality for each project.



trimless spot VIETA | Villa Karhuniemi, Lohja

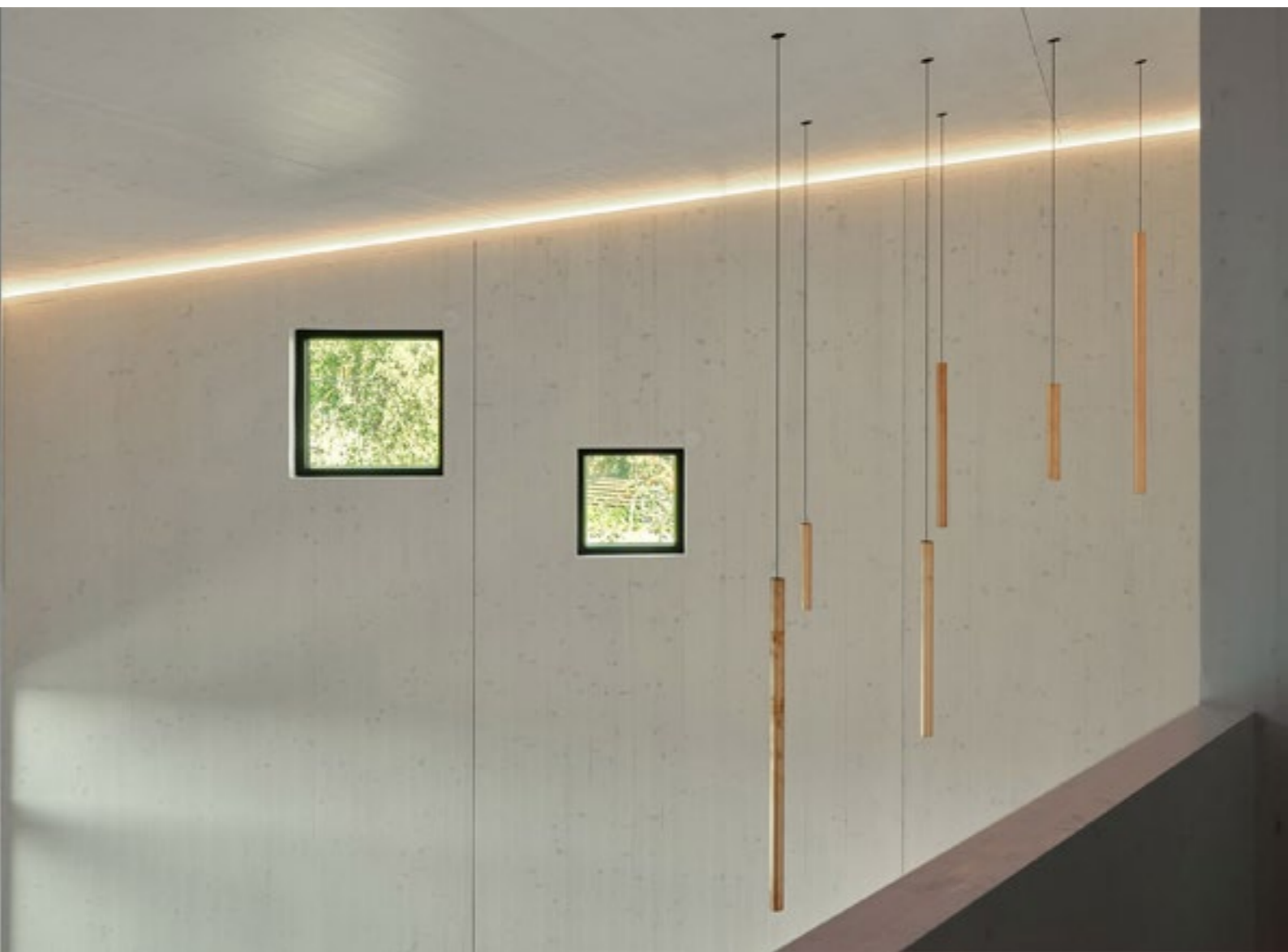
OUR PRODUCTS

All the products we manufacture can be tunable white, dim to warm, or fixed color temperature luminaires. They can be controlled either by DALI or Casambi. We design everything ourselves except for the screws, reflectors, and LED chips. The products are designed to be as simple as possible. In addition to achieving a minimalist design, this also aims to keep production costs as low as possible. The frames are made either from aluminum or stainless steel through milling and turning.

The surface treatments for aluminum are anodizing or powder coating. Stainless steel is either brushed or polished, with color options being natural, brass, copper, bronze, and gunmetal. The coating is done using an environmentally friendly PVD-coating method.



CLT house, Helsinki



pendant light TIPPU | CLT house, Helsinki

THE CORE OF OUR BUSINESS

product manufacturing and design

lighting design
(if needed)

technical consulting
(if needed)



CASE EXAMPLE 1

floating sauna world

Marina Vista is a spa and restaurant complex. The unique feature of the site is a floating sauna world, designed to float and serve customers year-round, from summer to winter ice swimming.

Otherwise designed completely unique lighting fixtures for the ceiling materials (hidden tongue and groove paneling) chosen by the designer. The most important aspect was the adaptability of the light. All the lights in the complex are tunable white (1800-4000K) to create different atmospheres in various parts of the site.





3D render of the design



Finished product in the ceiling



Finished product in the ceiling

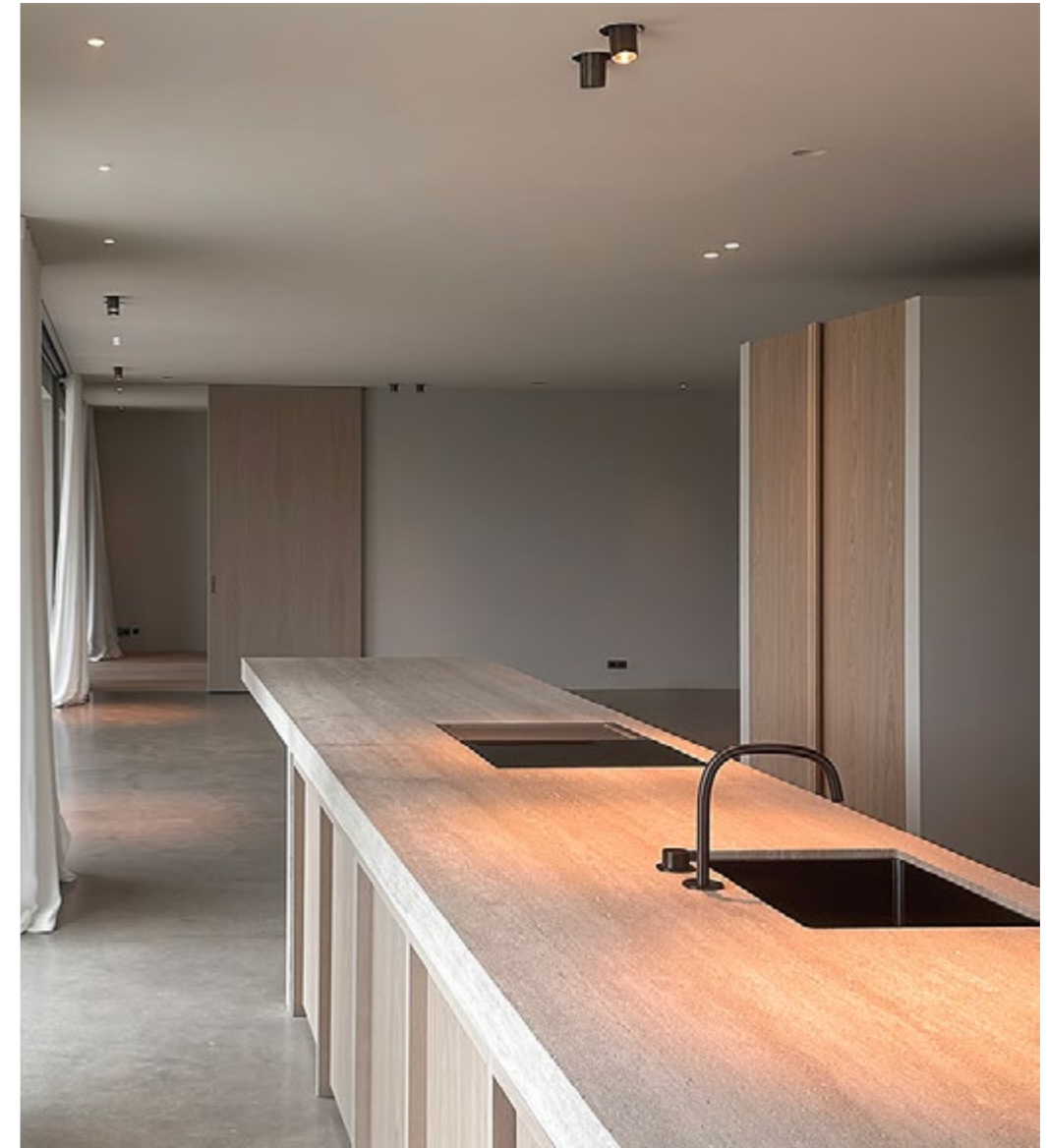
CASE EXAMPLE 2

private residence

In this project, all the lights and wireless switches were specified in collaboration with the designer to match the color scheme. For example, the color of the spotlights in the wet areas with slatted ceilings was chosen to match the Gessi faucets.

All wireless light switches were the same shade as the wall materials.

All the lights are tunable white, and we used frameless lights in two different sizes as well as surface-mounted models. These lights were all customized according to the designer's instructions regarding how much the lights should protrude from the ceiling.



Finished products in the ceiling



3D render of the designs to wooden panel and plasterboard



Finished products in the ceiling

CASE EXAMPLE 3

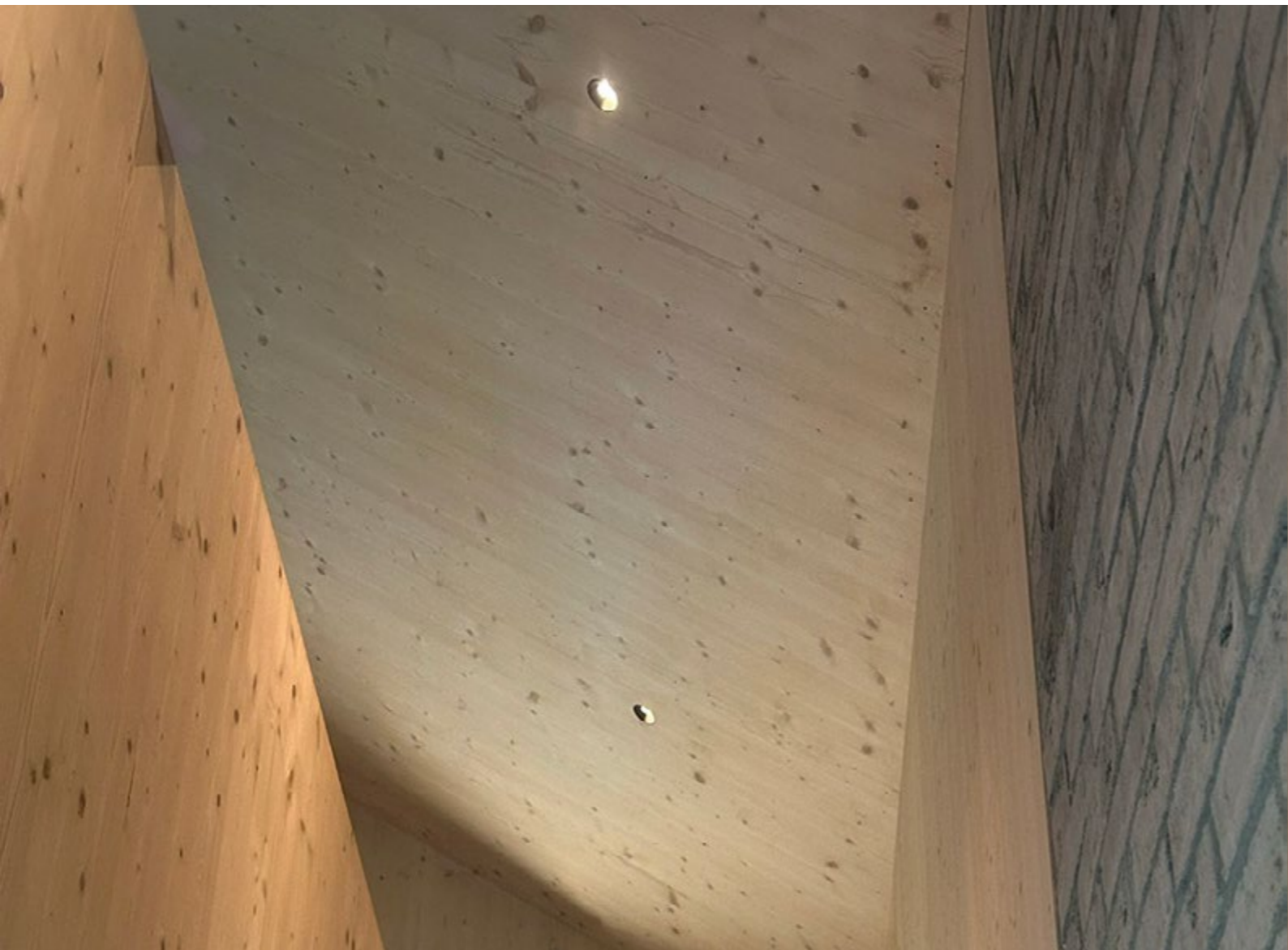
private residence

The starting point for the overall lighting design was to keep the fixtures unobtrusive. We wanted to maintain the ceiling (CLT) surface as clean as possible. The challenge was how to install frameless lights into a slanted interior ceiling made of solid material, while ensuring the light shines softly straight down.

Otherwise designed a completely new product (Pieta) for this project. As a result, we were able to maintain a harmonious ceiling surface according to the designer's wishes. The lights are tunable white, providing adjustable lighting across a wide range (1800-4000K).



Finished product in the ceiling



Finished products in the ceiling



Finished product in the ceiling

CASE EXAMPLE 4

private residence

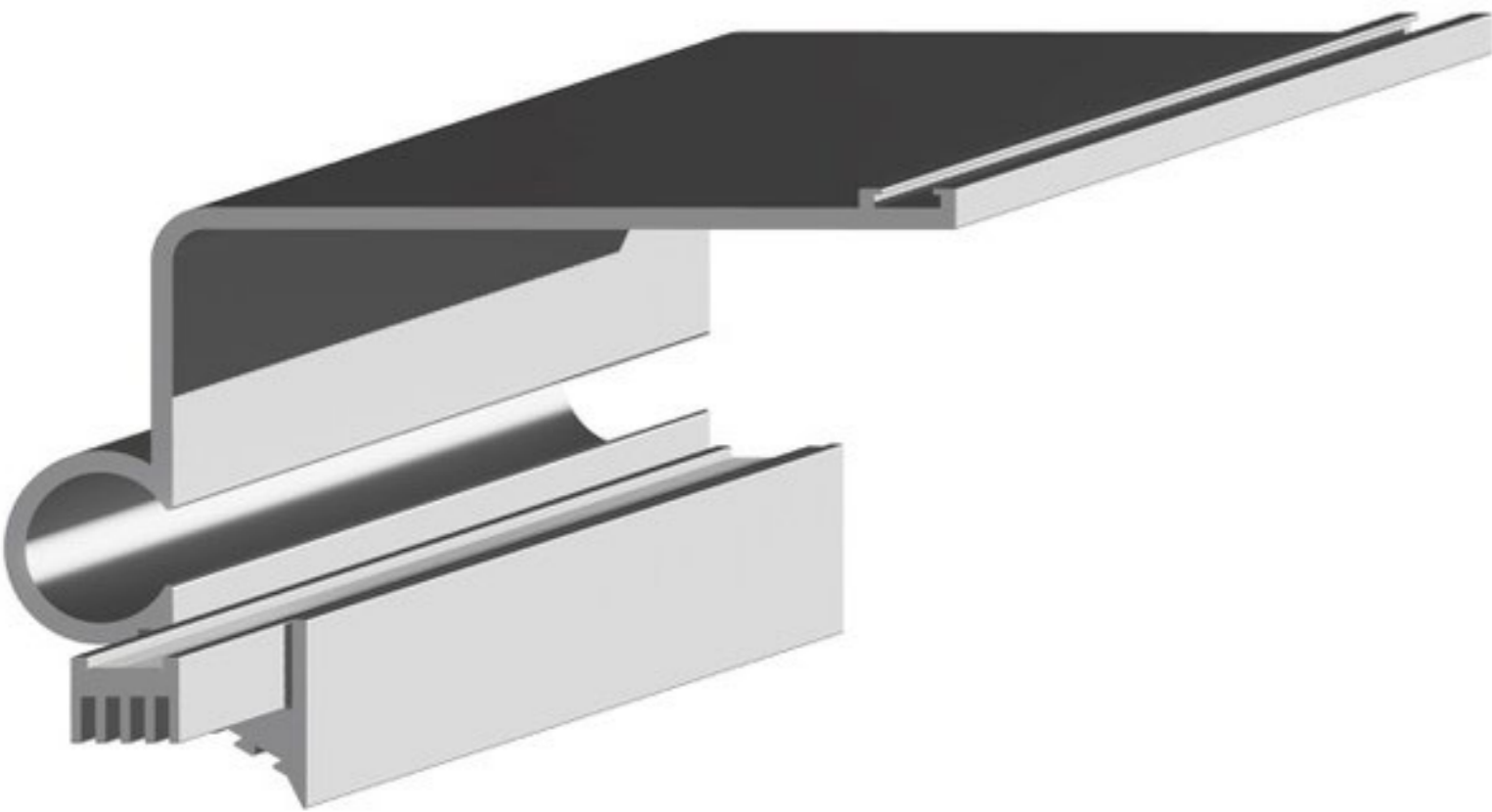
This project is a luxury property constructed from cast-in-place concrete.

Since the designer wanted the lighting to be as unobtrusive as possible without compromising on quality, we decided to design a custom mounting system for the cast concrete, installed during the construction phase, to secure the frameless lights to the concrete material.

Additionally, for indirect lighting, we built profiles that were installed in conjunction with the concrete casting. We achieved a completely unobtrusive lighting system, ensuring that the light's adaptability (tunable white, 1800-4000K) was not compromised. All atmospheres and scenarios are programmed to cater to high-quality living.



Finished products



3D render of the custom mounting system for the cast concrete



Finished product in the ceiling

OUR PRODUCTS

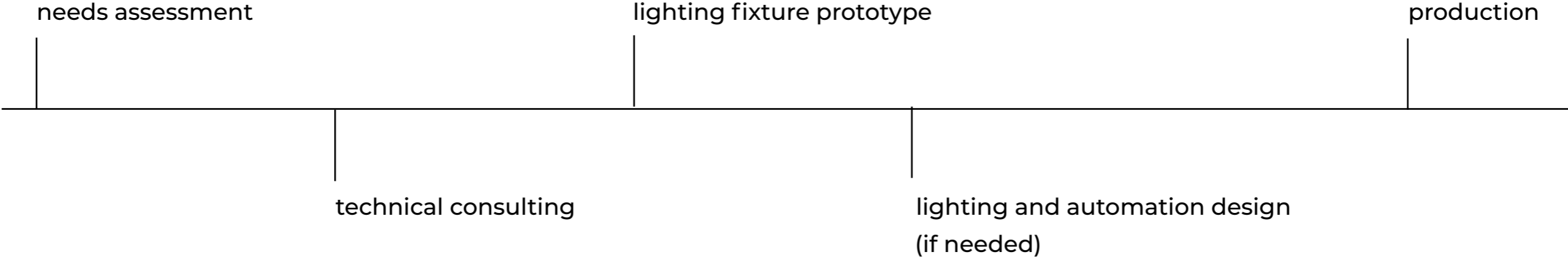
recessed ceiling lights
surface-mounted ceiling lights
pendant lights, surface and recessed mounted

track lights

recessed wall lights
surface-mounted wall lights

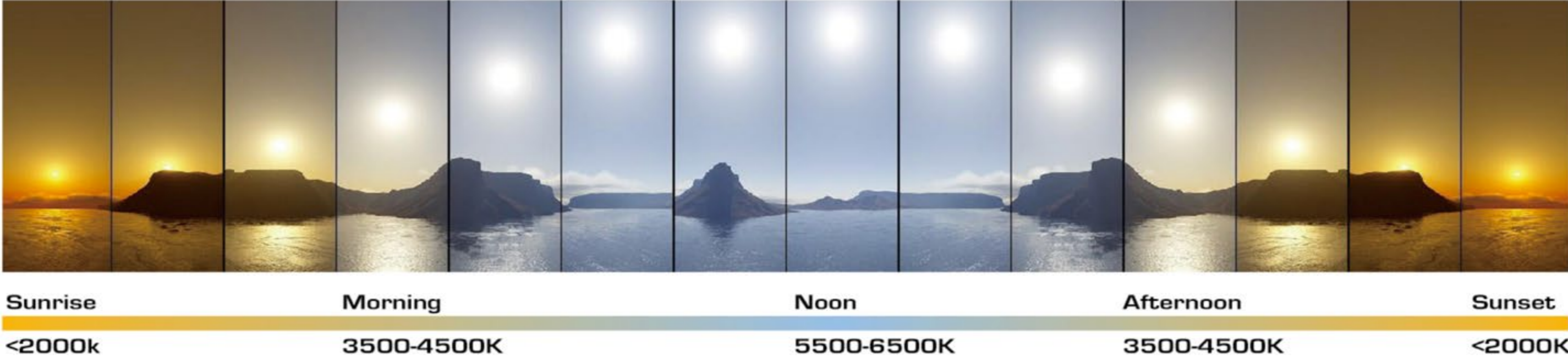
outdoor lights

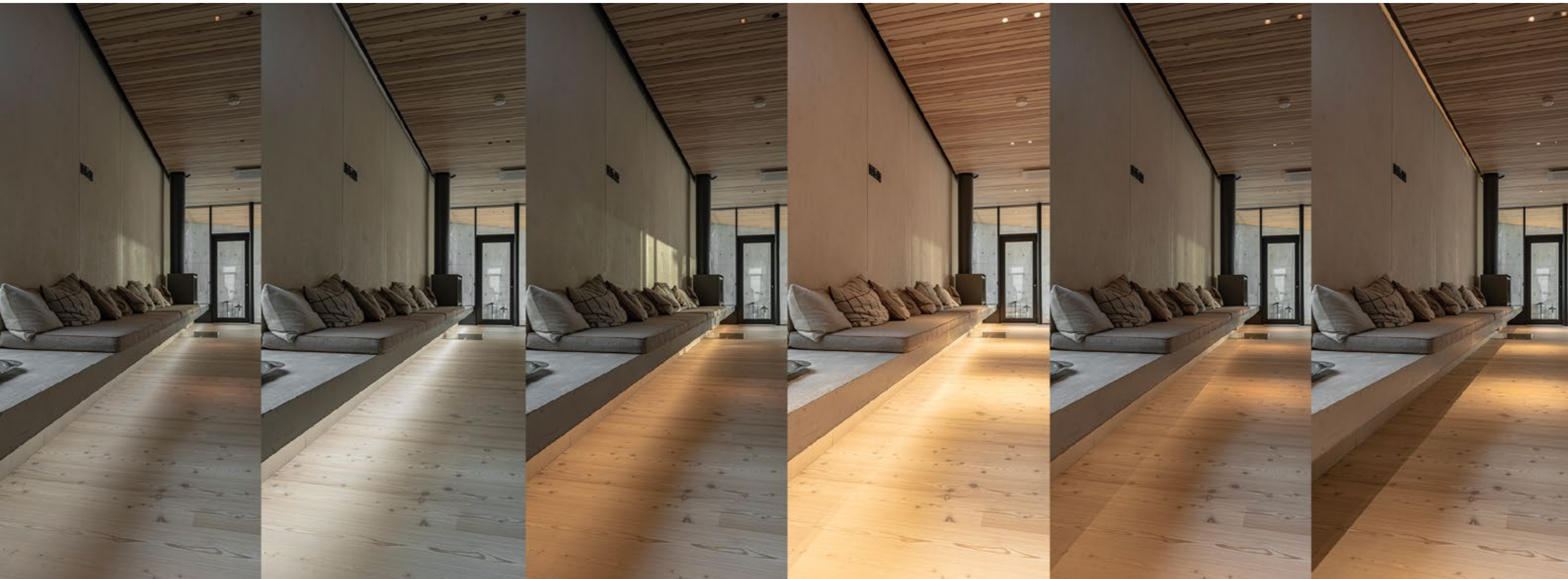
HOW WE OPERATE



HUMAN CENTRIC LIGHTING

All our lighting fixtures are either tunable white (TW) or dim to warm (D2W) fixtures.





trimless spot VIETA | Villa Karhuniemi, Lohja | Different lighting moods





trimless spot VIETA | Kynttilä, a small guest cottage, Saimaa

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