

The Start –Up Entrepreneur 2009 Contest:

The best new Austrian companies

For the 20th consecutive year the Bank of Austria and Orange have awarded prizes to the top 100 Start-Up Entrepreneur Contest winners. The overall winner, from more than 1.000 applications was the Vienna based company “crystalsol” who are revolutionising the photovoltaic.

Category Idea of the Year: Luccon Translucent concrete

Light through a wall

Luck and coincidence played a big role in 2004 when Jürgen Frei grasped the opportunity to make a fascinating idea a reality: Translucent concrete.

Frei started researching independently and found various experiments in the internet which he then performed himself in his garage. The breakthrough finally came when in collaboration with a local weaving mill, Frei discovered a backing fabric consisting of synthetic fiber optic cables, which in contrast to other tests with glass fibers allowed up to 60% to 70% of light through the material.

Frei proceeded to develop the product “Luccon” (short for lucent concrete)



Foto: Luccon Lichtbeton/ Sonja Kamper

After this success various patents and reference orders such as the Luna Yacht belonging to Roman Abramowitsch, Boutique One in Dubai or the Guggenheim Museum in New York.

Because the Luccon slabs are manufactured in various thicknesses and are very fragile to transport, production licenses for overseas manufacture will be awarded as of 2010. Currently discussions are underway for production in India, Japan and New Zealand.

Frei: “The daily flood of inquiries shows how enormous the interest is. Unfortunately the current orders do not reflect the interest as the material is still too expensive.”

Frei aims to reduce his production costs by 2011 from initially 1.000 to 1.500 EURO per square meter down to 500 EURO per square meter by means of production optimisation.

GEWINN 12/09