

**Press information
GERA Leuchten at
the imm cologne
January 2015**

Page 1

Table of contents:

Experience Light:

GERA Leuchten at imm cologne	Pages	2-4
GERA Light Shelf	Pages	5-8
GERA Wall Shelf	Pages	9-10
Pendulum Lamp GERA 40 x 10 LS 6	Page	11
GERA Standard Lamp Avion	Page	12
Coat Rack Lamp GERA LS 8	Page	13
GERA Leuchten – the company	Pages	14-15
Overview of the picture data	Pages	16-17

The complete text & photo materials can be found on the enclosed CD-ROM.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

**Experience Light: GERA Leuchten presents
illuminated furniture for atmospheric interior design**

Light is among the most important interior design components. It allows objects to stand out or stay in the background, has an exhilarating or calming effect. It balances the room, gives outlines and can also conceal if desired.

GERA Leuchten unites these styling aspects with products that satisfy the highest design requirements. In its exclusive illuminated furniture, the company combines the functions of illumination and support – making a special kind of interior design possible for the user.

From 19 to 25 January 2015, GERA Leuchten is inviting interior designers, planners, end users and any other interested parties to experience light. On stand L030 in hall

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

2.2 at imm cologne the company will be exhibiting perfection in the art of light: "With our products we provide well-conceived functions with a double benefit in terms of interior design. We make it possible for our customers to take their space-light design to a whole new level", says Thomas Ritt, designer and product manager at GERA Leuchten.

For its illuminated furniture, the company uses LEDs whose light colour can be regulated. The LEDs communicate with each other and, if required, with daylight too. This creates a room atmosphere with a natural feel – and additionally opens up a wealth of design possibilities for the user. Interior designers, planners and furniture shops have an additional planning dimension, so they can stand apart with their services and meet diverse customer requirements.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

**Press information
GERA Leuchten at
the imm cologne
January 2015**

Page 4

“Exactly what our illuminated furniture does to perception of space and mood is difficult to describe”, explains Hening Pölitz, managing director of GERA Leuchten. “For those interested, a visit to our trade fair stand will be a real experience: Experience Light.”

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

GERA Light Shelf

The exquisite GERA Light Shelf unites minimalist design with extraordinary functionality, stringently oriented on users' requirements. The ScanAndLight function, which is integrated into the furniture and which measures and controls the light within the room and in each individual lamp, permits the user to control all the light in the room. Targeted microelectronic control of the LED colour components permits the creation of a constantly-adapting light mood throughout the entire room, which is perceived as being completely natural by the human eye.

The shelf is an impressive example of the unique radiance with which an integral lighting system is able to provide an item of furniture. Functionality and creative power ensure the



Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

GERA Light Shelf is far more than merely an item of furniture. Thomas Ritt describes it as “a timeless, refined and load-bearing shelving system that acquires its colour not through lacquer, but through light itself and which integrates itself into the room perfectly with its dramatic features.” In a nutshell: the shelf defines the light mood of the entire room, hence becoming the very heart of any lighting concept.

The GERA Light Shelf is 1840 mm high and 350 mm deep. It comes in three standard width variants: GERA Light Shelf 100, 200 and 300. As a single-width design, the GERA Light Shelf 100 is precisely 1000 mm in width. The double- and triple-width versions are 1990 mm and 2980 mm wide respectively.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

While the GERA Light Shelf was available exclusively with glass shelves in the past, new designs now also include light oak, which place the focus more on cosy furniture design. Combined with the high-end, brushed aluminium frame, the two versions are characterised by formal stringency and design simplicity which perfectly integrate into virtually any environment. The GERA Light Shelf reveals its entire creative power particularly in smaller spaces. In open plan areas, the GERA Light Shelf is able to create stylish transitional areas that pick up on – and merge – the moods of the two distinct spaces. In this way, the shelf can be positioned on the way to the living or dining area, to the office, the bath or the sauna, hence creating a fluid transition to the respective area by dispensing with the objects generally required there. The

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

**Press information
GERA Leuchten at
the imm cologne
January 2015**

Page 8

load-bearing, illuminating function coupled with the sleek design lend the GERA Light Shelf an absolutely unique character which can provide frequently neglected transitional areas with new design impetus.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

GERA Wall Shelf

With the GERA Wall Shelf, clear functionality meets maximum staging impact. This furniture not only creates order, its radiant light also lends the surrounding space an elegantly-staged atmosphere. Equipped with the GERA ScanAndLight technology, this furniture harmoniously integrates into any light ambience or creates targeted light contrasts that define the character of the room and make the wall shelf almost appear to be a work of art.

The GERA Wall Shelf is available both with illuminated glass shelves or as a combination with wooden shelves in light oak. The height is 410 mm, the depth is 350 mm and the standard width is 1000 mm. Thanks to its special construction, two GERA Wall Shelves can be easily mounted in



Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

**Press information
GERA Leuchten at
the imm cologne
January 2015**

Page 10

close contact to each other, without leaving any space in between. In this case the width is 2000 mm. Thanks to its versatility, this minimalist and simultaneously mood-enhancing item of furniture can be used in the most diverse room situations.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

Pendulum Lamp GERA 40 x 10 LS 6

The elegant Pendulum Lamp GERA 40 x 10 LS 6 is a dream for all interior designers. With its extremely slim-line profile and the inconspicuous power supply thanks to the smallest conductor cross-sections, it appears to be virtually weightless and almost floating despite its impressive light emission. The option to customise both the length and the light temperature also provides total planning freedom and enables the lamp to be deployed as a pendant lamp above tables and counters, as a niche lamp in kitchens or as a mirror lamp in bathrooms.



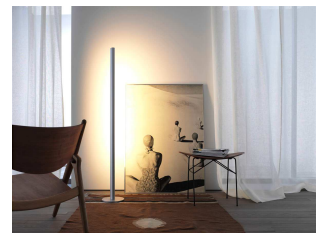
Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

GERA Standard Lamp Avion

Thomas Ritt describes the design vocabulary of the product innovation from GERA Leuchten as follows: "The curved cross-section of the aluminium profile is reminiscent of the gentle shape of a bird or aeroplane wing". Clean lines lend the design a timelessly-modern and extremely soothing radiance. The standard lamp is activated and dimmed contact-free and is available in white or in aluminium. And like all GERA lamps, it is perfectly suited for staging niches, corners or walls without placing itself centre-stage.



Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

Coat Rack Lamp GERA LS 8

As in the case of all GERA Leuchten illuminated furniture, Coat Rack Lamp GERA LS 8 is an object that does more than just illuminate. The special feature of this architecturally-designed lamp is the option to insert one or more hook strips into a track concealed behind the lamp, permitting users to create a load-bearing coat rack, for example.



The product can be customised in terms of width and hence fills even smaller niches with sensible functions. In contrast, the addition of several lamps can result in interesting, linearly-aligned installation effects in longer corridors.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

GERA Leuchten – the company

With its comprehensive knowledge of light design, furniture construction and electrical engineering, GERA Leuchten has also been developing its own furniture concepts, which – in combination with the corresponding lamps – are unique within the market.

With its characteristic illuminated furniture, the company has created a whole new product category, which always strives to create a double benefit by uniting the functions of illuminating and load-bearing. The design of the individual products is the result of the dimensional system of an overarching product family. Formal stringency, design simplicity, authenticity and logic come together in products whose style is characterised by timelessly-functional form.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

**Press information
GERA Leuchten at
the imm cologne
January 2015**

Page 15

Needless to say, all GERA products also comply with the very highest quality demands and carry the 'Made in Germany' seal of approval. This is guaranteed by the ISO-certified manufacturing process and the highly-qualified GERA employees.

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

Overview of the picture data



GERA_Lichtregal_100



GERA_Lichtregal_200



GERA_Lichtregal_300



GERA_Wandregal



GERA_Pendelleuchte_LS6

Press contact:

GOOS COMMUNICATION
Contact partner: Yvonne Deters
Dorotheenstraße 56
D-22301 Hamburg, Germany
Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60
y.deters@goos-communication.com
www.goos-communication.com

GERA Leuchten
An der Tesse 8
D-07629 St. Gangloff/Thuringia
Germany
Tel. +49 (36606) 821-0
Fax +49 (36606) 821-13
info@gera-leuchten.de
www.gera-leuchten.de

Press information
GERA Leuchten at
the imm cologne
January 2015

Page 17



GERA_Stehleuchte_Avion



GERA_Garderobenleuchte_LS8

Press contact:

GOOS COMMUNICATION

Contact partner: Yvonne Deters

Dorotheenstraße 56

D-22301 Hamburg, Germany

Tel. +49 (40) 284 17 87-0, Fax +49 (40) 284 17 87-60

y.deters@goos-communication.com

www.goos-communication.com

GERA Leuchten

An der Tesse 8

D-07629 St. Gangloff/Thuringia

Germany

Tel. +49 (36606) 821-0

Fax +49 (36606) 821-13

info@gera-leuchten.de

www.gera-leuchten.de