

**"Focusing on light": GERA Leuchten shows lighting solutions for the latest home trends at the interzum**

The way people are designing their homes is changing. It is influenced by trends and fashions; social phenomena impact on home design, as does the personal development of their users. The kitchen has long since said goodbye to its former character of a one-dimensional functional space. It has become a place to socialise and the centre of the home where food just happens to be cooked. It has become part of the living space.

This is also reflected by the its furniture: functional wall units are increasingly banned from the kitchen, and replaced by free-standing kitchen islands. Smells and grease are extracted directly where they are produced by means of in-built

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downdraft extractors. "These developments impact on kitchen lighting design," says GERA Leuchten product manager and designer Thomas Ritt. "Traditionally, lighting was positioned under wall units or extractor fans; it is now being moved elsewhere. Lighting now has to be flexible to accommodate the change between a living and a working atmosphere."

This changed interior design is the topic that governs GERA Leuchten's presentation at the interzum in Cologne. From 16 to 19 May, the company will exhibit lighting systems that meet the challenges of new designs. GERA Leuchten will launch two new products as well as highlights from its portfolio. "Our approach of combining the functions of lighting and storage space is perfect for modern kitchens," says

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Thomas Ritt. "Our new under-cabinet light is designed in a way that makes it possible to position it either directly below a cabinet or, alternatively, wall-mounted in kitchens without wall units, which creates additional storage space."

With these extremely lightweight and slim under-cabinet lights, GERA Leuchten is also offering the kitchen manufacturers a solution that is eminently suitable for integration into their furniture. This means that they can plan their kitchens flexibly – and rely on the usual high quality of the GERA Leuchten products. The lights can be used in several ways, are anti-glare and provide outstanding linear, homogenous lighting.

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## **Focusing on light**

This year's trade show motto "Focus on lighting" alludes to another new product which GERA Leuchten has included in its portfolio for the first time this year: built-in lighting in the form of classic spotlights: "Our interior architecture influenced product philosophy is embodied by lighting where the focus is not actually on the lamps as such. Our work focuses on the light they produce," says Thomas Ritt. "In the kitchen, spotlights are more popular than lamps. This motivated us to apply our light source expertise to spotlights."

GERA Leuchten's spotlights, which come in a square and in a round version, are characterised by the homogenous, well-balanced lighting they provide: "With these new developments, we are launching two versions of a product that are

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perfect for the interzum," says GERA Leuchten CEO Hening Pölitz. "Furniture manufacturers can upgrade their products with these spotlight solutions as obviously, they are of the same high quality as our other products. These spotlights can, for example, also be adapted to daylight situations through white adaptation, and therefore make it possible to light up a room with extremely homogenous yet also anti-glare lighting throughout."

In Cologne, GERA Leuchten can be found in Hall 4.2, Stand E031.

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### **The GERA Leuchten company**

On the basis of its comprehensive lighting design, furniture construction and electrical engineering expertise, the GERA Leuchten company, which is based in Thuringia in Germany, develops furniture concepts that are unique and a market first in this combination with the respective lighting technology.

With its characteristic lighting furniture, the company is exploring a totally innovative product category that always has a dual interior design and functional purpose through the combination of lighting with light projection. The design of the individual products is the result of applying the dimensional system of a generic product family. Formal severity, design simplicity, authenticity and logic are brought together

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to result in products with a style that is characterised by timeless, functional shapes.

All products of course also meet the highest quality standards as they are "Made in Germany". The manufacturing process is ISO certified, and GERA employs only qualified staff.

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**Overview of image data**



GERA\_LS4\_Kueche\_kitchen

**Image caption:**

File: GERA\_LS4\_Kueche\_kitchen: GERA Leuchten will also be showing lighting systems that are suitable for kitchen designs without wall units at the interzum.

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