

Designing niches: GERA Leuchten lends furniture and rooms an unmistakable aura

GERA Leuchten will be at interzum in Cologne to demonstrate how the controlled deployment of light can have a positive effect on life and work and to show the power it has to create attractive furniture and room arrangements. In Hall 4.2, Stand 031 this manufacturer of LED-based high-quality lamps and lighting systems will be presenting to furniture manufacturers its innovative solutions for their use in kitchens, living rooms and bathrooms, as well as in offices, the hotel trade and shops.

This year the company is focusing in particular on the design of niches. In the planning of rooms with or without wall units, the GERA Leuchten lighting systems serve both to



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provide perfect illumination for the working area and homely design of the room as a whole. We will be showing indirect, reflecting variants like the new GERA light board "Lichtbord 100" or the advanced "Avion" floor lamp as a horizontal solution, as well as an actively illuminating LED light wall. With all these systems the user has the chance to adapt the colour and intensity of the light to his individual needs. In addition the lighting systems can, if required, be equipped with the GERA Scan & Light control technology to enable them to correspond not only to one another but also to daylight. The result is a perfect light/room atmosphere.

With his minimalistic design, the designer Thomas Ritt creates a product culture of omitting things – and with this he is pursuing a clear goal: "With a simple, timeless and

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Press information

Preview interzum

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elegantly proportioned language of forms our lighting systems do not push themselves to the fore, but lend the manufacturers' furniture an additional creative power." Visitors to Cologne will be able to see this for themselves on the spot.

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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.

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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.

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Image data in the overview



GERA_Lichtbord_100

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