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The copy and images can be found on the accompanying CD-ROM. Following the imm cologne, images of the products presented can be requested from [I.kamphaus@goos-communication.com](mailto:I.kamphaus@goos-communication.com).

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**Back in Black: GERA Leuchten shows a striking combination of black and light**

Because of its timelessness, black is the ideal way to add structure to pale rooms and furniture. And when black is expertly combined with light, it produces almost magical effects that transform rooms and show spaces off to dramatic effect.



The harmonious interplay of light and darkness, of black materials and warm wood hues is the focal point of GERA Leuchten's presentation at this year's imm cologne. From 18 to 24 January 2016, GERA Leuchten will be showing the impact sophisticated illuminated furniture can have on interior design concepts.

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This year, all products will be shown in black-brown anodised aluminium – thus demonstrating how the combination of colour, material and light can make a room stand out from the crowd and give it a very personal sense of cosiness: illuminated furniture from GERA Leuchten's "Light Furniture" collection creates a totally new kind of atmosphere by ingeniously merging lighting with the functionality of shelves. This interaction between materials, various types of wood and adjustable colour temperatures opens up a host of new possibilities for interior design.

In addition to the black trend, the technical progress of LEDs is also extending the creative scope available to interior architects, designers and lighting planners: "Thanks to progressive miniaturisation, multiple lighting components can

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now be integrated into nooks and crannies that were quite simply inaccessible in the past," says Thomas Ritt, designer and product manager at GERA Leuchten. "As a result, the light shines through surfaces or is reflected by them – evenly and without glare. Light is becoming an intrinsic part of furniture. In fact, it's increasingly common for furniture to give the impression of actually being the light source itself and provide a stage for the enactment of our everyday lives."

### **Light Furniture for a new sense of cosiness**

Light changes spaces. Its effect can be warm or cool, direct or indirect, monochrome or – when subtly saturated with colour – pastel-hued. And when it interacts with materials, the possibilities are almost endless. "The customer is the focal point of everything we do. With our products, we want to

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help him create surroundings that are compatible with his personal idea of cosiness. Sophisticated Light Furniture with a consistent design language can make an important contribution in that respect," says Hening Pölit, managing director of GERA Leuchten. "And the materials are just as important, of course. At the imm cologne, we're complementing the black elements with our veneered surfaces and are very much looking forward to discussing our designs with customers and interested visitors."

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**Light that seems to hover:**  
**the new pendant light from GERA Leuchten**

GERA Leuchten is coming to cologne with a brand new product up its sleeve: a pendant light with a 2.5-mm-thick veneer of oiled oak that can turn a space like the dining area into a genuine lighting experience. The new product supplements the highly popular pendant lights already featured in the range with a lighting system that is guaranteed to conjure up a warm and cosy atmosphere. The system is variable and can be supplied with a length of up to 1.5 metres. It represents a meaningful addition to GERA Leuchten's portfolio and demonstrates once again what the company offers interior designers and planning professionals:

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light and materials in all their diversity combined with  
minimalist design for maximum impact.

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## **GERA Light Shelf**

The exquisite GERA Light Shelf combines puristic design with exceptional functionality geared entirely to the needs and preferences of the user. The ScanAndLight function integrated into the furniture measures and controls both the available light in the room and the light emitted by each individual lamp, thereby permitting control of all the lighting within the space. Thanks to targeted microelectronic adjustment of the LED colour components, it is thus possible to generate a constantly adapting lighting atmosphere throughout the room, which is perceived as totally natural by the human eye.

The GERA Light Shelf is 1840 mm high and 350 mm deep. It is available in three standard widths with the

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designations GERA Light Shelf 100, 200 and 300. The 100 version is one shelf wide and measures exactly 1000 mm across. The double and triple versions have a width of 1990 and 2980 mm respectively.

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## **GERA Wall Shelf**

The GERA Wall Shelf combines obvious functionality with maximum dramatic impact. Besides keeping things tidy, the shelf is highly charismatic, conjuring up an elegantly orchestrated atmosphere in the surrounding space. Equipped with GERA's ScanAndLight technology, the furniture can blend in harmoniously with any lighting mood or be used to create deliberate contrasts that influence the room's character and give the wall shelf an almost artistic quality.

The GERA Wall Shelf is available either with illuminated glass shelves or in combination with wooden shelves (light oak). It measures 410 mm high, 350 mm deep and comes in a standard width of 1000 mm. The product is designed in such a way that two shelves can be mounted right next to

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one another to create the impression of a single unit, which then has a total width of 2000 mm. Thanks to its versatility, this puristic yet mood-setting piece of furniture is ideal for a wide variety of different room situations.

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## **Interview on Lighting Design**

Designer Thomas Ritt on the creative possibilities of modern lighting design and how the products he develops for GERA Leuchten are providing some exciting new tools for interior designers and decorators.



*Nowadays light plays a far more important role than merely illuminating rooms. How would you describe your approach to light?*

Light opens up a new dimension to design. It expresses moods. Comfort, authenticity, solace or joy – according to the principles of colour psychology, there is a correspondence between these human sentiments and certain colour temperatures and light colours. By the same token, light

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influences people's moods. It can trigger wellbeing or discomfort. With our products, every customer can design his home in such a way that the rooms feel cosy to him. And that brings me to the second point: light is a design element. It can structure spaces, add shades of colour or accentuate certain arrangements within the interior design. Light opens up some extremely flexible design options for architects and decorators.

*How does that express itself in the design of GERA Leuchten's products?*

In all three of our product categories – Light Furniture, Furniture Lights and Lights – we strive for puristic, straightforward and multifunctional design. Our lighting solutions work just as well in bathrooms, kitchens or living

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rooms as they do in commercial settings. Because the colours of the light are selectable and can be adapted to suit users' needs and moods, our products are flexible and variable. We also attach great importance to quality: energy efficiency is vital, along with glare-free light and top-quality materials.

*The light and furniture seem to merge with one another in your designs. What requirements have to be met in order to achieve that effect?*

The miniaturisation of LEDs has greatly expanded the possibilities we have. Now we can create lighting accents in places that used to be inaccessible. As somebody who designs illuminated furniture, I have freedoms I simply didn't have before. Nowadays the possibilities are virtually endless when it comes to the colour of the light as well: I can

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simulate natural daylight, candlelight or any other colouration.

*All the products are based on a modular principle. What's behind that and what benefit does it have for the customer?*

More than anything else, the modular principle gives the customer flexibility. He can configure his product to suit his individual needs. He can design his lighting environment in line with his own personal tastes. Almost all our products can be linked up using the GERA ScanAndLight system, thus allowing them to be centrally controlled via a computer, tablet or smartphone. The customer gets a great deal more than just light: he can create his own world of light.

*Let's talk about the design of the products again: at the imm cologne, you're showing your Light Furniture in a*

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*combination of wood and dark anodised aluminium. Does that signal a shift away from silver-coloured aluminium and glass, which have been the predominant materials up until now?*

Not so much a shift as a different perspective. The combination of wood and various shades of black adds an almost magical elegance to rooms and furniture - especially when lighting accents are brought into play as well. The combination of wood and dark aluminium that we're showing this time round puts greater emphasis on cosiness. It's our way of making a statement: light and furniture are one, lighting is furnishing! Light is a variable mood. If people paid the same amount of attention to choosing integrated light sources as they do to selecting things like flooring or

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wallpaper, the room would benefit enormously – as would the people who use it.

*So the trend is towards cosiness. Is the sector moving in other directions as well?*

When it comes to light, daylight is the future. By that I mean light that is modelled on natural light. And of course the light-space-atmosphere issue is becoming increasingly important as well. Nowadays, people don't just put a lamp in the room so that they can read the newspaper. Different light sources are coordinated with each other and linked up with one another to provide a homogeneous light-space-atmosphere that adapts to the needs and moods of its users - and not the other way round.

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*What about colours? When do you think it makes sense to use coloured light?*

That depends on the room and the effect you want to create. Take the ever-popular white kitchen, for example: it's a blank page and makes a great projection surface. With coloured light you can create a totally new room – in next to no time, temporarily and with minimal effort. In principle, you can use coloured light anywhere, depending on your tastes. But it's essential to get the "dosage" right. Too much colour can be disruptive, as can colours that are perceived as tiring. At the end of the day, it's a matter of taste: because the possibilities are so varied – ranging from bright pink all the way to subtle pastels - you can find the right colour for any situation. The room the colour is used in plays a role as well: in the

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bathroom, which is now receiving more and more attention after years of neglect, you need different colours than in the living room. A subtle hint of blue turns the bathroom into a fitness zone, whereas yellowish-orange transforms it into a wellness oasis.

Commercial spaces often don't get enough daylight, and GERA Leuchten can help by simulating the daylight spectrum with a harmonious lighting concept.

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## **About GERA Leuchten**

Based in the central German state of Thuringia, GERA Leuchten uses its comprehensive expertise in lighting design, furniture construction and electrical engineering to develop furniture concepts which, when combined with the appropriate light sources, are unique within the market.

With the distinctive illuminated furniture in its "Light Furniture" collection, the company is establishing a whole new product category that seeks to provide a double benefit by combining two usually separate functions: lighting and shelving. The design of the individual products is based on the sizing system of an overarching product family. Strict lines, simplicity, authenticity and logic come together in

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products that owe their style to a timeless, functional design language.

Thanks to the ISO-certified production process and GERA's highly-qualified staff, it goes without saying that all products meet the highest quality standards and are entitled to carry the "Made in Germany" label.

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