

"Light carries": GERA Leuchten shows furniture that perfectly accentuates at the imm cologne 2017

The technology developments in lighting are leading to dramatic changes: the possibilities for designing with miniaturised LED lighting are becoming increasingly varied; at the same time, this calls for completely new lighting concepts: "Light is not merely emitted from a lamp, it needs a source," says GERA Leuchten designer Thomas Ritt. The company shows what elegant furniture-type lighting and lighting furniture with carefully integrated lighting systems might look like at the imm cologne 2017.

This year's motto, "Light carries", refers to this characteristic, inherent dual function of GERA Leuchten's lights and lighting furniture. It combines static supporting elements in

the form of shelves with the functional feature of room lighting, which GERA Leuchten views as a major interior design aspect. Light and furniture are bundled into a functional package that designs and structures rooms.

From 16 to 22 January 2017, imm cologne visitors can experience how this clear philosophy manifests itself in products in Hall 2.2., Aisle N, No. 020. That is where GERA Leuchten will be showing its lightest lighting furniture designs – a translucent sideboard and a minimalist lighting shelf – and also a ceiling and a pendant light. All four products reflect the GERA Leuchten product philosophy and stand for clear, reduced design, elegance, sophisticated materials and interior design relevance.

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They share this approach with another trade fair display focus: two lights designed by design students will be on show together with the company's products – the innovative results of a long-term cooperation with Burg Giebichenstein University of Art and Design Halle.

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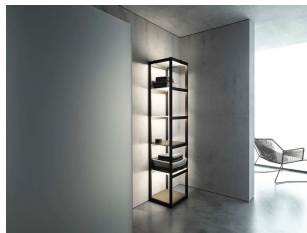
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to result in products with a style that is characterised by timeless, functional shapes.

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.

Overview of image data



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