

Press Release
Preview interzum 2019
April 2019

GERA Leuchten at interzum 2019: Minimalisation for maximum room design impact

Minimalism, lighting as a room design element, clear contours – at interzum 2019, GERA Leuchten continues to stay true to its philosophy: "We will be showing several interesting new products in Cologne," says Hening Pölit, owner and CEO of GERA Leuchten. "They are further developments of existing lighting systems used in a way that makes them look completely new."

The company's trade show stand will once again be dedicated to "Lighting that's also a piece of furniture", an apt description of the one element shared by all GERA Leuchten products. "We furnish homes – either with lighting, or with lighting furniture," says GERA Leuchten product designer Thomas Ritt, explaining the company's approach. "Our

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design efforts do not just focus on the light as such but also on the resulting lighting."

Due to this approach, GERA Leuchten's products are perfect for realising one of the most important current interior design trends: open plan living, rather than clearly separate areas in the home divided according to their individual functions. Kitchens open out into the living areas; bathrooms move closer to bedrooms. This also changes the lighting requirements. "Our lights and lighting furniture are ideal for realisations of this trend," says Hening Pölitz. "They can be used individually and are not limited to one particular area in the home."

The interzum exhibits illustrate this concept. The new "LichtBox", for example, is based on the minimalist structure of the company's Lighting System 4: a light source has been integrated into a rectangular black aluminium profile frame.

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The glass bottom serves as a shelf; the "LichtBox" can therefore be used to display special objects. On the one hand, the extremely bright and indirect lighting lights up the back wall. On the other, the precious objects on display in the "LichtBox" are lit from the front. Whether a vase, a sculpture or a flower arrangement – every object inside the box is staged with the aid of lighting. "Just like in the theatre," says Thomas Ritt. "In the theatre, the stage is usually also lit from the front to draw attention to what is happening on it."

The new product "LichtBox" is one of the highlights of GERA Leuchten's interzum presentation. The company will also be showing other ideas at the exhibition centre by the Rhine from 21 to 24 May. The GERA Leuchten stand is located in Hall 04.2, stand number E 031.

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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 the dimensional system of a generic product family. Formal severity, design simplicity, authenticity and logic are brought together to create products with a style that is characterised by timeless, functional designs.

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Of course, all products 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_LichtBox_GLS4

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