

ERCO at Light+Building 2018:

lighting solutions in application with sustainable trade show architecture

Lüdenscheid, February 2018. Light is the fourth dimension of architecture. And every form of architecture is unique. Based on this philosophy, ERCO is designing a completely new and significantly larger fair stand at this year's Light+Building. Specific lighting solutions for a variety of applications such as Work, Community, Shop, Culture and Contemplation can be experienced on the stand in one-to-one spatial displays. In addition to several new products, insights into the use of new technologies as well as "ERCO individual" services for customer-specific products will also be presented.

Optimum lighting solutions for a diversity of architectural projects

How is light able to promote concentration and stimulate communication in worlds of work? How is a shop transformed into a unique brand experience? Which type of light enables the emotional experiencing of art without damaging the exhibits? The demands made of lighting solutions are highly diverse and sophisticated. Increasingly special applications require appropriate planning and highly differentiated product concepts. ERCO's exhibition stand at Light+Building from 18 to 23 March 2018 in Frankfurt am Main presents light within the context of a variety of lighting concepts. The effect and impact of perception-orientated lighting can be specifically experienced in different application rooms and lighting experts are available for discussions. The focus of the presentation is on the five application areas of office and administration building, public building, shopping worlds, museums and galleries as well as religious buildings. A "Work" installation demonstrates how light within a digitally networked knowledge society supports both concentration and dialogue whilst simultaneously being flexible. A "Community" display enables scenographies with images of airports, libraries and conference halls to interact with real light scenes specifically designed for high rooms. A presentation focusing on "Shop" elucidates the interplay of lighting design, product display and shopping experience. Two contrasting room halves representing the "culture" application communicate the effect of spots setting light accents in darker rooms and uniform wallwashing in brighter rooms. A place of stillness relating to the

"contemplation" segment in construction projects demonstrates how a contemplative atmosphere can be created in sacred buildings with carefully planned hierarchies of light.

Application-oriented lighting tools with LED technology

ERCO will be showing a diversity of new products at the fair that fully comply with the wide range of demands made within the various applications. For the world of work, the successful Compar range of recessed luminaires has been enhanced with minimalist pendant luminaires featuring tuneable white for daylight sequences in offices. Flexible office layouts are enabled by the new Skim downlight for track. Public buildings with large room dimensions benefit from Compar recessed luminaires with 24 LEDs, even higher lumen-output Quintessence double focus downlights (now with matching wallwashers), and the completely new Stella range of spotlights for applications demanding especially high light intensity. For impressive retail displays, the reliable Gimbal recessed spotlight has been supplemented by a clever version suitable for installing into ceiling channels. If the installation location has no channels the new and highly flexible ceiling channel system from ERCO can also be implemented. This will be shown together with the new Shop spotlights equipped with ERCO's in-house developed, COB-based lighting technology with Spherolit lenses and a wide selection of different light spectra and colour temperatures.

ERCO individual: new production technologies for the perfect lighting tool

Even the widest product range cannot meet every conceivable requirement for perception-oriented lighting. However, even in these cases ERCO is your ideal partner for optimum lighting solutions. Under the name of ERCO individual, product concepts and services are presented that enable designers and technical planners to develop the perfect solution for their specific tasks together with the lighting company. The extensive application expertise and decades of experience with special products, together with new forms of generative production methods enable ERCO to rapidly produce lighting tools for sophisticated architecture in compliance with the needs of the project. Appropriate specialists and engineers are available for discussions.

A sustainable trade show stand for communicative lighting experiences

To appropriately demonstrate the extent of lighting experiences, new products and services, ERCO has significantly enlarged and redesigned its stand at Light+Building. The new and clearly structured stand with an in-house developed, modular construction is characterised by the use of sustainable materials and is also extensively reusable – in essence, exemplary contemporary architecture for trade fairs. In addition to a diversity of light experiences and extensive product areas, the Café Candela and informal seating areas offer a warm welcome to relax and communicate.

Light+Building 2018

The world's leading fair for light and building technology

18 – 23 March 2018

Frankfurt am Main

Hall 3.0 | Booth A10-11

Images

Preview of the ERCO fair stand at Light+Building 2018

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About ERCO

The ERCO Light Factory in the German town of Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. With this in mind, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

If you require any further information on ERCO or image material, please visit us at www.erco.com/presse. We can also provide you with material on projects worldwide for your media coverage.