

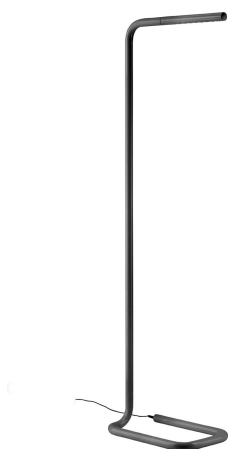
Press Release  
Milan/Frankenberg, April 2014

## **New in black and white: the LUM luminaire convinces with simple elegance** Design: Ulf Möller, 2010, extension: 2014

**The standing luminaire LUM unites clear, reduced design and technological sophistication. In time for the Salone del Mobile 2014 in Milan, lacquered versions have been brought to market: elegant in black or purist in white, LUM creates a perfect accent in any room. The classic, chrome-plated version was introduced in the year 2010 as an extension of Thonet's tubular steel collection.**

The LUM luminaire is timeless and durable: formally reduced to a minimum, versatile, with the highest ease of use and equipped with cutting-edge LED technology. In addition, it has many special features: a sleep timer that automatically turns off the light after four hours, a NightLight, which clads the frame with soft light at night, and a memory function that stores the last dimmer setting when switched back on. The on/off technology of the luminaire via motion sensor is also a special feature – the wave of a hand near the head of the luminaire makes LUM turn on or off.

By twisting the horizontal light bracket, the direction of the light can be altered by up to 340°. The efficient light source and warm light also make LUM an ideal reading lamp, which can be used anywhere in a room due to its light weight. LUM is available in 110 and 125 cm height.



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