

NERI

Longiano (FC), 28 June 2012

A new site and more for Neri

After its presentation at Light+Building and tests carried out over the last few weeks Neri's new web site (www.neri.biz) went online on Monday 25 June, the result of an intensive project to overhaul the company, realized in collaboration with Thomas Manss & Company. This Anglo-German communication firm, winner of the Red Dot Award for Communication and Design.

This new site clearly distinguishes between institutional aspects and technical functions. It has been designed keeping architects, master planners and lighting designers in mind, and has a style that aims to make a seamless connection between our *Heritage* and *Contemporary* series.

The new web site is at the hub of Neri's communication and a means to dialogue better with media, including on an international level. For this reason, the site now has a Virtual Press Office with articles and documents which have been organised and made available to communications operators.

As well as this new web site, Neri has now entered the world of social networking – not to imitate the latest trends, but to support the company's solid reputation on line, using Youtube, Twitter and Facebook to share content with the community of planners, architects, lighting designers and all those with an interest in the subjects of smart city, energy savings and the new standards and criteria for urban furniture.

Neri makes its knowhow and experience available to planners, architects and lighting designers, so that outdoor lighting and street furniture design projects the world over can become unique works and features, destined to leave a valuable mark over time.

PRESS RELEASE

Company

Title

Subject

For more information

No. 04/2012

Neri

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Neri's new web site

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