

THE NEW NERI AT LIGHT + BUILDING

A turning point in continuity

New logo, new website, new products, new branch offices outside Italy and a new mission. Neri SpA, leading Italian company in the urban lighting and street furniture industry, will be presenting the drivers behind its significant and structural changes at Light + Building in Frankfurt (hall 5 stand C20), exactly 50 years it was founded by Domenico Neri in 1962. A turning point in continuity: this is what Neri has done, capitalising on the value of its experience and unique skills in its field and at the same time, heading down the path of research with even more vigour, meaning new partnerships, improved quality standards for the industry and product innovation for better performance and eco-sustainability. And the results have not been long in coming, with: Alya, Hydra, Matar and Atlas, four new and extraordinary light points designed by Makio Hasuike and presented for the first time in Frankfurt, in the pavilion designed by the architect studio o2a, of Luigi Orioli and Debora Venturi.

“Smart” stars by Makio Hasuike

Names of stars for stellar designs and performance that fully reflect the new and dynamic esprit of Neri: and they do so seamlessly - actually reinforcing the link with the company's technological and leadership achievements of the last 50 years, inspiring those who look at them, with their image that represents the passage from lighting's past to its future. Looking at it from a specifically technical viewpoint, the lighting fixture on Alya is fitted with a next-generation LES (Light Emitting Surface) source that instead of diffusing light in the point-like manner that is characteristic of LEDs, emits it from a whole surface, which allows for maximum glare control and better comfort in terms of performance. The colour temperature is 3000K, a factor that makes for more pleasant light and a colour rendering of more than 80. Hydra takes the Neri concept of comfort even further (solutions for a lighting experience that focuses on natural effects and harmonious emission) since it “decorates” urban centres, designing pleasant atmospheres created with light and colour. The toroidal coating has been devised for maximum dissipation of the heat produced by the LED module, and is made for remote phosphor technology. In Neri performance terms (where the quality of a cool neutral light at 4000K and maximum energy savings are the prime results to be achieved) we have Matar, which is able to provide constant lumens throughout its life cycle, combined with lighting quality and energy savings, using next-generation LEDs for maximum energy efficiency and low consumption. These are features it shares with Atlas: which, however, has a higher projected light distribution for street lighting and for large areas, such as squares and car parks, using standard modules with LES technology. Each of these products can be classed as 2.0 generation as far as their connectivity and remote control are concerned. They can all fit HD video, Wi-Fi connection and for this and other features, they can be defined smart city ready.



Aster, the social bench

Equally on the cutting edge, the items showcased at the fair by Neri include Aster (by Emo design), the bench that is a first when it comes to welcoming. A genuine urban cocoon that is reassuring and packed with accessories, offering shelter, relaxation and comfort with its revolutionary series of optionals. The cover contains new and ultra-fine lit film with organic diodes (OLEDs) which users can switch on and adjust in touch mode, simply pressing on a touch-sensitive sensor that offers four different light scenarios. An integrated Wi-Fi hot spot offers free access to the Internet and Social or other networks. You can listen to your own music (on iPod) which is transmitted to the bench by Bluetooth and then diffused by a totally natural sound system that uses some of the vibrating surfaces of the structure in wood. The materials and the shape of Aster have been selected, engineered and used with the utmost care for the environment and to possible re-use. For example, with an eye to recycling, the slightly angled cover channels rain water into a single collection point.

A mission open to new partnerships

To place knowhow and culture at the service of others, working with designers, architects and lighting designers to bring to life architectural designs for outdoor lighting and furniture the world over, with unique items that are built to leave a lasting mark of distinction. This new mission that confirms the same efficiency and quality objectives for which the company has continued to stand out above the rest over the years, shows Neri wanting to increase its role as ideal technological partner for lighting and custom-built street furniture, based on the ideas and requirements of architects, energy managers and lighting designer. But there is more: Neri is known the world over for its ability to rejuvenate street furniture and items that have been become damaged by time. This means making more room for the very latest restoration techniques, restoring the functions of historic street lights, structures, and lanterns, accompanied (as necessary) by an upgrade in light source technology, provided by technological partners such as Osram and Philips.

Performance and comfort, a successful classification

In the optics and light treatment fields too, Neri is an established success in the industry when it comes to both shape and content. In the LED field, for example, Neri has formalized the distinction between performance and comfort: a successful classification that has allow light emitting diodes to be better understood and accepted. The performance aspect includes products most suitable for roads and streets, where the quality of cool light and maximizing energy savings are the priorities. On the comfort side, we have the LED solutions which highlight qualities such as the naturalness and harmony of emitted light. These are solutions where the aesthetic element and the colour of the light, warmer and less glaring, better combine with the shapes and urbanity of historical centres, with green areas and meeting places, where they suitably accompany emotions and relationships. To show the success of this distinction, at Light + Building the Neri will be showing the 804 Fortimo Lantern, Neri's most famous comfort proposal, created as a co-project with Philips to renew historic



town centres and achieving comfort with the high colour rendering index, warm light and zero light pollution.

The Byword? Internationalisation

From Romagna to the rest of the world, via Frankfurt, stimulated by the great opportunities created by global changes, new environmental and architectural challenges, and the need for smart management of the energy resources in large towns and cities, Neri has upped its internationalisation strategy, boosting its sales network, which already covers the majority of Europe: on the occasion of Light + Building 2012, the new branch offices in Asia (Singapore) and Russia (Kiev) are being presented, together with a new company, based in Miami (Neri North America). Company and organisational empowerment without precedent to provide the best possible support to the new brand identity, already enhanced by the visual values entrusted to Thomas Manss & Company. This prestigious Anglo-German communications agency (recent winner of the Red Dot Award for communication and design) with important brands in its client portfolio (including Foster + Partners, the National Portrait Gallery, Bowers & Wilkins, Fedrigoni and Fabriano, to name a few), has also restyled the Neri logo, the concepts of the new catalogues, a booklet dedicated to Neri's 50th anniversary, the first issue of MAG (monographic publication that celebrates its first issue with an interview with industrial designer, Makio Hasuike) and the front end of the new web platform of the company (www.Neri.biz) which is going on line as Light + Building gets underway.

Neri is an honorary member of the AIDI (Italian Lighting Association) and is also part of the ASSIL, Association of National Lighting Manufacturers.

