

# NERI

## NERI at ASLA 2013 Annual Meeting and Expo

It has been a long way so far: Wasla in Washington, Pade Chapter Conference, Flasla in St. Petersburg and many others. And now NERI is going to attend for the first time to the ASLA national meeting in Boston, at **the Boston Convention Center from the 15<sup>th</sup> to 18<sup>th</sup>** of November, introducing **two of his best lighting fixtures**: [Hydra](#) and [Light 804](#), along with some appreciated samples of urban décor just like the [Melia](#) bench.

It is not by chance that ASLA is also an opportunity to publicize the opening of NERI's Miami office: **1200 Brickell Avenue, Suite 1800 - FL. 33131**, inaugurated after the creation of the company NERI NORTH AMERICA INC. The company, which has always had its headquarters in Longiano (FC) - Italy, also has offices all over the world: India (Bangalore), Russia and the CIS (Kiev), North America (Miami) and the Middle East (Dubai).

This is one step that clearly suggests the company's aims: to become an established force not only in Italy, where it is already found in **more than half of the municipal areas**, but also worldwide, becoming the bearer of a style that can bring the most classical and traditional Italian designs (*Heritage*) and at the same time, interpreting them following the evolution and creativity of its own styles (*Contemporary*).

But its arrival on the US market is definitely no new thing: from the corners of New York to Central Park, from the "retail" installations of Fashion Irvine and Bridgeport Village to the hotels of Las Vegas, like the Bellagio, a whole lot of cities in the United States have chosen to furnish their urban settings with **top-of-the-range products, "Made in Italy"**.

The newly inaugurated expansion plan will increasingly focus NERI's attention on export markets, working with **architects** and **lighting designers** all over the world. Of these, we are proud to mention that we have recently begun to collaborate with **Makio Hasuike**, one of the most famous and sought-after product designers on the international panorama, whose creations are also on display at the MOMA, in New York.

But company knowhow, gained over the years, also comes from the **technological developments** achieved in our **laboratories**. A distinctive heritage and wealth of experience mean that NERI has also been awarded the best quality certifications, including the recent UL standard.

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