

NERI

NERI at Lightfair International 2013

The first time at LightFair International and already it's a great success. Its new flagship product for the lighting segment, Hydra, has been placed on all of the official publicity and information material for the fair, on account of the soft, modern forms that represent style evolution and Italian design. It's NERI, at the Philadelphia expo for the first time to make its presence official on the US market, where it is already undergoing great expansion.

It is not by chance that LightFair is also an opportunity to publicize the opening of Neri's new Miami office: **FL. 33131, 1200 Brickell Avenue, Suite 1800**, inaugurated with 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 ex-Soviet republics (Kiev), Singapore, North America (Miami) and the Arab nations (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*).

This intention is not only supported by a solid industrial plan, inaugurated with the very recent buy back of the company by the founder's family which, now in its third generation, is back at the helm of the company.

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 theBellagio, 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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