



The Propeller ceiling fan was created by Israeli designer Yaacov Kaufman for **Serien Lighting** of Germany. The translucent blade not only supplies efficient movement of air, but also provides ambient illumination. The transparent white textile stretched over the rotor blade can appear to change hues simply by using colored halogen lamps inside. An IR remote controls the intensity of the light as well as the fan speed.

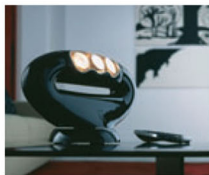
The blade can be easily removed to enable relamping or to take the fabric off for washing. There are three wing spans available, and the metal components are made of high-grade steel in a brushed aluminum finish.

**serien.com**



Many attendees enjoyed flipping the plastic panels of the Cubrik pendant to change the amount of illumination it provides. Designed by Antoni Arola for **Santa & Cole** in Spain, the nickel-plated steel fixture comes in two sizes (one with 36 movable cubes, the other with 100). It is lamped with halogen and hung by cable wire.

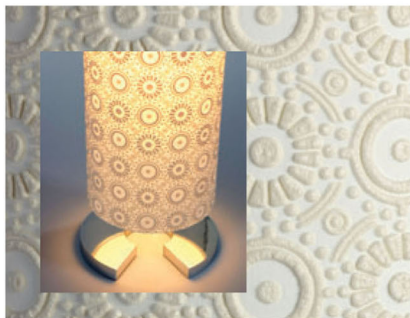
**santacole.com**



Designed by Massimiliano Zoggia, the Anellum lamp from **Muvis** can be mounted on the ceiling, wall, or placed on the table. A high-tech mechanism rotates the three 50-watt halogen lights in all directions along two axes (each with over 180° range of motion) and can modulate the intensity as well as the color. The polycarbonate body can be ordered in white, black, and orange.

The Magic Cube comes in the shape of a die. Each of its six sides controls a setting for the lamp position, intensity, and color. Even other lighting fixtures – besides the Anellum – can be remotely dimmed from the Magic Box (which is equipped with two sockets at a maximum power of 500 watts each) as long as they are plugged into it. This capability allows other lights in the room to be integrated with the scenes set by the Muvis system.

**muvis.com**



Switzerland's **Lumess** showcased the Emma lamp, which boasts a patent-pending PVC shade with an embossed pattern that provides a different look when the portable is illuminated.

**lumess.ch**

ments. The proliferation of aesthetically pleasing designs on display is case in point.

"There seems to be a renaissance of color going on, and many exhibiting manufacturers are [experimenting with] new forms and materials. I've also noticed the comeback of chandeliers in general, even in modern forms. Chandeliers have become very dominant [as a trend] and represent a sort of opulence," she observes.

One welcome bonus for Light+Building exhibitors is their automatic inclusion into Messe Frankfurt's Product Pilot (product pilot.com), a tool which allows buyers from all over the world to find suppliers by accessing a multi-business portal on the Internet that lists every exhibitor from all of the organizer's fairs year-round.

"Directories are very valuable, especially when a show only occurs every other year," explains

Dirk Ebener of Messe Frankfurt USA. "People who haven't gone to Light+Building can access the list of companies through Product Pilot." The portal includes product descriptions and photos for each firm as well as contact information. "The idea is to help those who exhibit at our fairs, even if they already have their own Web sites. Product Pilot gives them another opportunity to present themselves globally."

Ebener points out that there is