



60 LEC panels fly towards the sky ...

**Fuori Salone del Mobile April, 16-21th
Nhow – Via Tortona, 35 Milan**

Press Preview April, 15th

Continua Light™ is back to Nhow of Via Tortona in Milan on the occasion of Fuori Salone del Mobile event with an impressive installation which has been designed and realized by Italian stage-designer Michele Loseto. 60 LEC panels fly towards the sky suspended through 7 aerostatic balloons forming a 16-meter high semi spiral offering a dramatic scenic effect. The best view is afforded through the three crystal lifts facing the internal court of the hotel where the installation is located.

Continua Light™ returns to Nhow of Via Tortona, 35 during Fuori Salone del Mobile exhibition that takes place on April 16 - 21st in Milan (Press Preview is scheduled on April, 15th) .

The choice of the location is the result of a careful selection. It was indeed here that one year ago Continua Light™ announced itself as the authorized distributor in Italy of the platform Light Emitting Capacitor (LEC) technology manufactured by CeeLite®, a US based technology company. CeeLite is an innovator in researching, developing and commercializing the platform Light Emitting Capacitor (LEC) technology and was also the first to commercialize lighting panels utilizing LEC technology. CeeLite LEC panels are thin (approximately one millimeter), flexible and lightweight light sources that may be used on flat or curved surfaces to illuminate the surface itself and to provide illuminated advertising, signs and architectural surfaces. The LEC panels can be flexible, semi-rigid or rigid and are available in standard sizes and shapes up to 18 square feet. LEC technology is distinct from existing lighting sources and is considered to be a separate category of products from anything currently available in the lighting industry. CeeLite LEC technology is an award-winning platform technology that can be easily configured to work with existing technologies, therefore enabling its delivery and use in a large number of end-use products. The platform LEC technology was named as one of the “Best Inventions 2006” by Time Magazine, one of the “Products of the Year 2007” by Electronics Products Magazine, “Editors Choice Top 100 Products 2007” in Buildings Magazine and the “Green Company Executive Award 2008” by Emerald Asset Management.

To keep working with Nhow is actually a natural evolution. The result of such cooperation is indeed astonishing. Michele Loseto, a renowned stage designer who has worked on the most famous theatres in Europe, conceived and realized this installation which is made of 60 LEC panels of various dimensions suspended in the air through 7 aerostatic balloons which entwine in a spiral to create an extremely light and dynamic effect. The use of aerostatic balloons represents a genial solution to a structural problem (the room has no ceiling to hang anything) and it was soon turned into a powerful tool to communicate the main product characteristics (lightweight, flexible, white-color, robust and uniform illumination).

“... the idea of a bright lighting material which is at the same time so light, immediately gave me an image of the light that I see in the sky. Thus, the challenge was to make the LEC panels fly as if they are sun rays filtering in through the ceiling crevices of the Nhow Hotel to create a moving light-darkness contrast from day to night ... “, explains Michele Loseto.



The Tortona district is surely one of the hottest spots of the international design circuit. During last year's exhibition, 80.000 visitors, 1.000 journalists (both Italian and international) and 150 exhibiting companies attended and visited the 28.000 square meters area which included eight special events.

Nhow Hotel is located in the hub of Zona Tortona just in front of the Press & Meeting Point in Via Tortona, 35. The building used to be the site of the General Electric factory and perfectly represents today's technological solutions and innovative contemporary architecture trends thus resulting in the ideal location for Continua Light™ to display the CeeLite LEC panels.

CeeLite LEC panels are thin (approximately one millimeter thick), flexible and lightweight sources of light that may be used on flat or curved surfaces to illuminate the surface itself and, in conjunction with graphics or films, to provide illuminated advertising, signs and architectural systems. The LEC panels can be flexible, semi-rigid or rigid and are available in standard sizes and shapes up to 18 square feet. Their uniform surface illumination does not generate heat. The long lasting product life comes together with low power consumption making the platform CeeLite LEC technology perfect for interior design.

Michele Loseto: stage designer, once finished his artistic studies, in 1987 he won a two-year scholarship at La Scala Theater and worked for the most famous European theaters. In his office located in Milan, he extended his knowledge of materials and his love for colors to other project fields: events, staging, graphic design and artistic consulting. In 2005, he presented his Wollow lamp at Fuori Salone del Mobile exhibition in Milan. In the same year to support the launch of the Stone Italia new collection he designed a huge rino all covered with mosaic that after Salone del Mobile was exhibited in the most important design exhibitions in the world. For Conde Nast, he projected installations for the fashion market.

Michele Loseto used to work for many years in Sicis where he devoted his creativity to design the new collections and to project the company show-rooms in the world. During these years of activity, he co-operated with companies in different sectors: furniture, fashion, book industry ...

<http://www.micheleloseto.it/>

About CeeLite®

Headquartered in Blue Bell, PA, CeeLite is an innovator in researching, developing and commercializing Light Emitting Capacitor (LEC) technology. CeeLite LEC panels are thin (approximately one millimeter), flexible and lightweight light sources that may be used on flat or curved surfaces to illuminate the surface itself and to provide illuminated advertising, signs and architectural surfaces. LEC technology is distinct from existing lighting sources and is considered to be a separate category of products from anything currently available in the lighting industry. CeeLite LEC technology is an award-winning platform technology that can be easily configured to work with existing technologies, therefore enabling its delivery and use in a large number of end-use products. The platform LEC technology was named as one of the "Best Inventions 2006" by Time Magazine, one of the "Products of the Year 2007" by Electronics Products Magazine, "Editors Choice Top 100 Products 2007" in Buildings Magazine and the "Green Company Executive Award 2008" by Emerald Asset Management.

For more information

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