

1.11.2022

## Light & Building 2022

LED lighting manufacturer Anolis – “A Robe Business” – showcase its newest technologies and innovations together with a striking new brand identity which was revealed in the summer at the 2022 Light + Building expo in Frankfurt, Germany.

Reflecting the stylish and contemporary look, an elegant new open-plan Anolis exhibition stand design based on clean modernist lines offered three elegant cylindrical shaped presentation areas, each showcasing one of Anolis’ newest product lines – Ambiane, Eminere and the just-launched Calumma.

Apart from the product galleries and a few strategically positioned tables, plenty of space graced the booth to enhance guests’ walk-through experience of the world of Anolis. They could enjoy quality coffee and appreciate the award-winning “Anolis - a Robe business” catalogue which picked up a 2022 RED Dot Design Award for its cool appearance and informative content.

c was the first major international architectural / architainment trade show for Anolis since the rebrand, and a platform to highlight the manufacturer’s sustainable and creative lighting solutions for architecture, built environments and special features.

Of the three Anolis proudly ‘made in Europe’ product lines highlighted, Calumma proved the star of the show attracting much attention.

The Calumma range currently offers five different fixtures utilising high efficacy LEDs with multichip and single chip options as RGBA, RGBW, tuneable white, pure white and customizable, together with an extensive range of symmetric, bi-symmetric, and asymmetric optics for full flexibility.

“The sheer size of the range impressed many people,” commented UK-based Ashley Popple, one of the Anolis international team on the stand for the duration of the expo, which also included representatives from France, the Czech Republic and Germany.

The class leading efficiency, vibration certification, accessories, and robust marine grade finish options “make Calumma ideal for all types of professional installation,” stated Ashley.

A fixture like the medium-sized Calumma M SC creates a powerful and beautiful light output perfect for spot, accent or flood lighting with a durable housing built to withstand any exterior conditions.

The interest in Calumma was echoed by Bruno Francois, installation, and architectural lighting specialist from Robe France, also on the booth for the show. "People liked the product design and the creative possibilities of using this range," he confirmed.

He noted that the booth design was also well received, and the catalogue was a big hit with everyone, including architectural lighting portal LightZOOMLumière, who visited Anolis to check it out on the strength of the catalogue.

He observed that while the show was smaller than in previous (pre-Covid) years, he felt it was a great place for Anolis to be, with many people taking the time to locate the booth and explore the products. The 'pod' stand design also received many positive comments.

The new Anolis Ambiane SP was also shown for the first time - an interior downlight featuring all the technology in the other - larger - Ambiane fixtures, built into a neat and compact package. It offers tungsten dimming emulation and tuneable white, pure white and customizable RGBW options, and the homogenous light engine utilises Anolis's power balancing technology with 18-bit dimming for a powerful High CRI and excellent colour performance. Other bonuses include +/- green balance settings for studio and camera applications!

The overall results of Light + Building 2022 were very pleasing for Anolis. A steady stream of quality visitors representing many sectors were seen on the booth, several stopping to discuss real-time projects, with the feeling that it has been a good meeting and networking point and a forum for generating future business.







