

AIR and FLEX by 3M Expand Line of Innovative Lighting Solutions

3M Architectural Markets brings two unique LED-based lighting products to market

3M Architectural Markets brings exciting new lighting solutions to the architecture and design community with the introduction of AIR and FLEX by 3M. Debuted in an impressive installation by James Mansour at NeoCon in June, AIR and FLEX represent flexible and beautiful lighting fixtures that encourage creative customization while also offering a cost-effective LED lighting source backed by 3M's history of technological know-how. The light fixtures join a growing product line embodying the boutique business's focus on innovative product design that prioritizes both form and function.

AIR is an extremely flexible and lightweight hoop fixture available in a multitude of diameters and combinations of RGB color output. This fixture creates wide bands of exceptionally even light, and can be hung as a singular fixture or in a cluster to create a more dramatic statement. AIR uses energy-efficient, LED sources.

FLEX is a customizable light fixture that can be suspended and curved to follow architectural lines and create unique, beautifully luminous installations along walls, ceilings or both. Eleven slender, lightweight connectable components using energy efficient LED sources can be mixed and matched for endless flexibility, and are available in standard or custom finishes.

AIR and FLEX are ideal for a wide variety of settings including retail, healthcare, hospitality and the workplace. The customizable nature of the fixtures inspires bold and distinctive design that is also practical and sustainable.

"AIR and FLEX are manifestations of exactly the kind of innovation and design quality we continue to strive for at 3M Architectural Markets," said George Levendusky, Global Business Manager of Design Lighting at 3M.

"These fixtures provide the efficiency of an LED with the stunning qualities of an art installation – a marriage that makes them a smart addition to any space."

AIR and FLEX can be seen in a unique design environment at 3M Architectural Markets' Minneapolis showroom in the International Market Square, which was designed by James Mansour and opened in August.

For more information, visit www.3MArchitecturalMarkets.com/lighting.

About 3M Architectural Markets

Based on 3M's tradition of innovation, technological know-how and information resources, 3M Architectural Markets offers flexible, creative and technologically advanced surface finishing and lighting solutions for architecture and interior design. With a wide range of architectural finishes and decorative window glass finishes as well as natural and artificial lighting solutions, 3M Architectural Markets helps designers create a complete mood or atmosphere, defining the specific character of any environment. The division's technologies are engineered to create design excellence, enhance human comfort and respect environmental sustainability, globally. For more information, visit www.3MArchitecturalMarkets.com or follow @3M_Architecture on Twitter.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 84,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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