

# 3M Architectural Markets Opens Showroom in International Market Square

Trendy space highlights cutting-edge lighting solutions and surface finishes

[3M Architectural Markets](#) is giving design enthusiasts a new opportunity to see its innovative products in action with the opening of its first showroom. Located in Minneapolis's International Market Square, the showroom serves as an engaging, experimental space where 3M's continuously evolving line of technologically advanced design products is center stage. The company collaborated with award-winning designer James Mansour, known for his work with retailers including Victoria's Secret, Abercrombie & Fitch, and Express, to create this new space emphasizing lighting and both surface and glass finishes.

At the 3M Architectural Markets showroom, Mansour has designed an environment that brings the interplay between 3M's lighting products and surface finishes to life, paying homage to the two lighting products that have most recently joined the family of 3M Architectural Markets products: AIR and FLEX. The focal point of the new showroom, AIR by 3M is an extremely flexible and lightweight hoop fixture that creates wide bands of exceptionally even light. FLEX by 3M, a modular LED lighting system that can be suspended and curved to follow architectural lines and create unique installations along walls and ceilings, also makes quite a statement. AIR and FLEX are ideal for a wide variety of settings, including retail, healthcare, and hospitality.

In addition to the lighting fixtures, the showroom is adorned with creative applications and pairings of 3M™ DI-NOC™ Architectural Finishes – available in more than 500 designs to mimic wood grain, metal, natural stone and more. With their easy installation and outstanding aesthetics, DI-NOC Architectural Finishes give designers a cost-effective solution to achieve any desired look. The floor-to-ceiling windows of the showroom draw visitors to various colors and designs of 3M™ Fasara™ Glass Finishes, which transform plain glass with texture and pattern to achieve sophistication and depth while also enhancing privacy.

“The best way to truly understand the potential of these products is to see them first-hand in an environment that gets creative juices flowing,” said designer James Mansour. “This space allows 3M Architectural Markets' products to leap off of catalogue pages and into real life with unique applications and imaginative installations that really are a must-see.”

Professionals in the architecture and design community are encouraged to visit and experience the showroom, which is now open by appointment only. For more information or to make an appointment, visit [www.3MArchitecturalMarkets.com](http://www.3MArchitecturalMarkets.com) or call 1-888-650-3497.

## 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](http://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 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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For 3M Emily Wozniak, 612-342-9635 Karwoski & Courage Public  
Relationse.wozniak@creativepr.com or 3M Connie Thompson, 651-733-8914 3M Public  
Relationscsthompson1@mmm.com

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