

3M Architectural Markets and Studio O+A Showcase Dynamic New Surface Finishes and Design Lighting at NeoCon 2013

Acclaimed designer Primo Orpilla of O+A creating bold display to debut trend-forward new offerings

[3M Architectural Markets](#) has partnered with San Francisco-based designer Primo Orpilla of Studio O+A to create a dynamic and interactive space for its second year showcasing at NeoCon. The elaborate display highlights the interplay between design lighting and surface finishes, and will serve as the unveiling of over 30 new 3M™ DI-NOC™ Architectural Finish patterns and four new 3M™ Fasara™ Glass Finishes. A number of other lighting products will also be making their debut, including a new commercially available version of Lightfalls by 3M and Todd Bracher, first debuted as a concept installation at WantedDesign in 2012.

Orpilla, known for designing bold spaces for clients including MTV Networks, Microsoft and Facebook, helps bring to life the sophisticated and technologically advanced lighting and surface products within the 3M portfolio – infusing a sense of liveliness into the booth design. The one-of-a-kind display will invite design enthusiasts to explore their latest products both visually and through hands-on, tactile experiences.

Surface Finishes

DI-NOC Architectural Finishes, which offer the striking look of natural materials in lightweight and affordable designs, will be on display in a number of stunning applications. The designs being debuted are grouped into six collections, including silk, metallic, and nuno, inspired by Japanese fabric textures. An extension of the DI-NOC series, the DI-NOC E-Series made of polyolefin material will also be debuted.

Fasara Glass Finishes, known for providing an excellent and cost-effective alternative to custom glass will be shown in a number of new designs including a soft gauze texture, curled clouds and transparent chrome.

New 3M™ Dichroic Glass Finishes will be introduced in a number of unique applications. 3M Dichroic films create a unique, ever-changing color to interior glass surfaces. The dichroic color effect changes color when viewed at various angles that achieve a beautiful, iridescent look.

“The new surface collections we’re debuting at NeoCon are a response to evolving national and global design trends,” said Byron Trotter, global design manager at 3M Architectural Markets. “Designers want to add texture, movement and a sense of luxury to a space without being overstated, and that’s exactly what these designs accomplish.”

Design Lighting

Adding to 3M Architectural Markets’ existing design lighting lines of FLEX and AIR will be the commercialized version of Lightfalls. Originally introduced as concept at WantedDesign 2012 during NYC Design Week, Lightfalls capitalizes on the laws of physics to distribute light from a single LED source over a large space to create a “Virtual LED”. Driven by 3M technology and born of a partnership between 3M and renowned designer Todd Bracher, Lightfalls and the “Virtual LED” are made possible by a proprietary, more than 98% reflective 3M film that is engineered to optically steer light from one reflector to another, creating the effect of multiple light sources when in reality there is only one. The end result is beautiful, cascading light that creates a highly aesthetic effect on walls and ceilings with the need of only a single point of power.

3M will also be previewing a brand new lighting design, SHEER by 3M. The concept light uses proprietary light reflecting technology to create a crystal clear light that provides beautiful and highly efficient light output.

3M Architectural Markets will be located at booth 7-2074 on floor 7 of Chicago's Merchandise Mart for NeoCon 2013, and designers Primo Orpilla and Todd Bracher will be present at the booth for media interviews. To explore renderings of the exhibit, a booth map and designer images, visit www.3MNeoCon2013.com.

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 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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About Todd Bracher

Native New Yorker Todd Bracher, founder of Todd Bracher Studio LLC, is a Designer and Strategist currently based in New York City after a decade working in Copenhagen, Milan, Paris and London. Todd has collaborated with some of the world's most prestigious brands around the world from Furniture and Object Design to Interiors and Architecture. Todd has been pinned as 'America's next great Designer' as well as received nominations for International Designer of the year in 2008 and 2009. His experiences range from working independently, heading Tom Dixon's Design studio, acting Professor of Design at l'ESAD in Reims France, to having been appointed Creative Director of the Scandinavian luxury brand Georg Jensen.

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