



3M Architectural Markets + Todd Bracher Unveils “Virtual LED” Technology at WantedDesign

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Innovative and physics-driven new Lightfalls fixture is the result of collaboration between 3M and prominent designer Todd Bracher

ST. PAUL, Minn.--(BUSINESS WIRE)--3M Architectural Markets made its debut in the lighting market in a dramatic fashion, collaborating with designer Todd Bracher to showcase an innovative, state-of-the-art new lighting effect at this year's WantedDesign event at Tunnel in the Terminal Stores during New York Design Week. The “Virtual LED,” enabled by 3M technology, was revealed via an experimental iteration of the company's modular architectural lighting system known as Lightfalls, designed by Todd Bracher.

The “Virtual LED” and the Lightfalls system are born from the marriage of Todd Bracher's creative vision and 3M's technical prowess, 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. The key to enabling the “Virtual LED” is a more than 98% reflective proprietary 3M film that efficiently steers the light of a single LED from one module to another. The final effect creates the image of multiple LED bulbs when in reality there is only one.

“Lightfalls is the result of physics meeting design,” said Bracher. “I share a fascination with 3M's applied sciences and find the opportunity to exercise concepts that are only achievable in collaboration with 3M as the cornerstone of our relationship.”

3M's new lighting line is built on the principle that physics driven solutions are the counterpart of good design, which align with Bracher's core design ideals.

“I believe that design should be driven by reason and function, so when I saw 3M's true technical clout, engineering skills and materials expertise, it was the perfect opportunity. It is also exciting to be working with such an iconic American technology manufacturer, and I believe collaborations like this are a must within our industry if we are to continue to evolve both commercially and ideologically,” Bracher said.

Wanted Design facilitates the interchange of unique and innovative ideas, and 3M Architectural Markets saw this type of event as an opportunity to debut exciting new technologies while exchanging inspiration with some of the sharpest minds in the design industry. In yet another collaborative design partnership, 3M will introduce AIR and FLEX by 3M at this year's NeoCon show in June with a booth designed by James Mansour, making 2012 a year of exciting, ready-for-market additions to the 3M Architectural Markets lighting portfolio.

In addition to its lighting technologies, 3M also showcased several of its surface solutions at Wanted Design, most notably 3M™ Crystal Glass Finishes in Dusted Crystal, which was applied to the front window of the event space. 3M™ Crystal Glass Finishes was also seen on signage throughout design week, calling attention to products and exhibits that were deemed unique and design-forward by the editors of Metropolis magazine through its “Metropolis Likes” campaign.

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 \$27 billion in sales, 3M employs about 80,000 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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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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