



PRESS INFORMATION

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Semperlux Aktiengesellschaft

Berlin, September 2008

Semperlux Involved with the CREATE BERLIN GOES to LONDON Exhibition

Semperlux AG and her British subsidiary, SELUX U.K. Ltd. sponsors the creative network CREATE BERLIN at their exhibition in London. As a Berlin light manufacturer with international locations, Semperlux lights up CREATE BERLIN GOES to LONDON as the exhibition comes to the British Capital from the 18th to the 21st September.

“20 years of Berlin creativity”: Under this motto the design initiative presents the exhibit CREATE BERLIN GOES LONDON which is opened by Klaus Wowereit, governing mayor of Berlin, on the 18th September at the Truman Brewery, Brick Lane in the City of London. The Berlin creative show is a part of the annual Tent London design festival which last year registered more than 18,000 visitors interested in design from all over the world

As a leading manufacturer for high-quality interior and exterior lighting Semperlux AG is pleased to engage in the support of the CREATE BERLIN and hopes to present young Berlin designers in London not only in the right, but also in an especially highly imaginative light. “As a Berlin light manufacturer with strong international presence, including subsidiary in England, we are very pleased to contribute to the London exhibition to promote the huge creative potential of Berlin”, stresses Veit Mueller, board of directors of the Semperlux AG.

Norman Emery, managing director of SELUX U.K. Ltd. agrees that Berlin design already has a strong presence in England. “Berlin is on the way to influence design metropolises like Paris and London“. With its design-oriented development programme, this Berlin light manufacturer with a 60-year-old tradition, feels that bringing together high-class design and innovative technology are deeply linked. Whether providing interior lighting for the London Underground, the Dockland Light Railway or the Mark and Spencer Group; or exterior lighting for Oxford Street, Manchester or Middlesbrough Art Gallery – se'lux innovations illuminate across the UK.

The Berlin specialist for intelligent light management systems and bespoke light installations in museums and galleries uses EUTRAC|DALI technology and intelligent track lighting to illuminate the exhibition space for the London exhibition. “Our task is to promote Berlin design ideas with our optimum light solutions to give a unique experience” says Norman Emery.



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About CREATE BERLIN

BERLIN CREATE is a private initiative of Berlin enterprise and promotes national and international engagement the City's design potential. Since the foundation of the association three years ago CREATE BERLIN GOES to LONDON is one of the biggest projects that CREATE BERLIN has undertaken. Contributions submitted by well-chosen design teams are a key component of the exhibition held in the 240 square meter Dray Walk Gallery at the Truman Brewery near the Brick Lane in the City of London. Also integrated in the exhibition space is lounge where daily design lectures will be held as well as a as a design workshop. Within the scope of Tent London three other international design events take place in parallel. Further information can be found at www.create-berlin.de and at www.tentlondon.co.uk.

About Semperlux AG

For 60 years Semperlux AG, with its head office in Berlin, has provided architecture-integrated lighting solutions for the interior and exterior spaces to architects and lighting designers. The history of Semperlux began in 1948 during the Berlin blockade, under the name Semperlux (translated as "Always light"). The Semperlux group has been involved in many significant projects such as the Office of the Federal Chancellor, the central station Berlin, the new Mercedes-Benz museum in Stuttgart, Des Moines library in Iowa and London Underground, and has around 463 employees worldwide. Their products, under the trade name se'lux, are produced in five production plants in Germany, France and the USA and traded through more than ten international subsidiaries as well as numerous representatives globally.

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