



OMNIA RELATIONS
PRESS OFFICE E PUBLIC AFFAIRS



**3F FILIPPI LIGHTS UP TOP LOCAL COMPANIES
FOR LIGHT+BUILDING 2014**

(Frankfurt, Germany, 30 March – 4 April)

The Light+Building trade fair will see 3F Filippi, leader in the lighting design sector for over 60 years, light up three top national and local companies: Maserati, for industrial systems; Mascagni, for offices; and Cefla, for large-scale distribution. A way to “shed light” on 3F Filippi's great attention to “made-to-measure” products, solutions which are highly customised according to each individual environment and context.

3F Filippi will also be participating in the LightingEurope Human Centric Lighting project, in confirmation of a strong focus on the emotional and biological effects that light has on the human body.

*Pian di Macina (Bo), Italy, 10 March 2014 – **3F Filippi (Fluorescent Fixtures Filippi)**, the Pian di Macina (Bo), Italy **leader in the lighting sector for over 60 years**, will be among the leading players at **Light + Building 2014**, one of the most important trade fairs in the world for lighting and intelligent construction, to be held from **30 March to 4 April 2014** in **Frankfurt am Main**.*

*For the occasion, 3F Filippi will be lighting up **three top companies from the Emilia Romagna region** in the innovative display stand located in **Hall 3.1, Stand D60: Maserati**, the internationally famous sports car manufacturer, which for the occasion will see its new **Maserati Ghibli** light up in a scene which reproduces the painting inspection department of its plants, created together with 3F Filippi; the **Mascagni** group, a leader in office furnishing and interior design; and **Cefla**, a multibusiness enterprise providing furniture and fittings for large-scale distribution.*

*Conceived as a single stage characterised by spectacular graphics and suggestive overhead structures, the stand will group together the different display areas, “flooding” them with a suggestive light which at the same time is extremely comfortable on the eyes thanks to its next-generation luminaires. A way to “shed light” on 3F Filippi's great attention to **“made-to-measure”** products, solutions which are highly customised according to each individual environment and context.*

OMNIA Factory
Via Casoni, 25
Casoni Fumanti di Mezzolara
40054 Budrio (BO)
T. +39 051 6939166_6939129
F. + 39 051 6939037

OMNIA Lab
Via Santa Maria Maggiore, 2/2A
40121 Bologna
T/F. +39 051 261449

OMNIA @Fabbrica del Vapore
Studio Dagad
Via Procaccini 4 – 20154 Milano

www.omniarelations.com
info@omniarelations.com





OMNIA RELATIONS

PRESS OFFICE E PUBLIC AFFAIRS

3F Filippi is a “green” company which has always been highly attentive to people's well-being through light. It is a sustaining member of the **GreenLight Programme**, and joins in the **LightingEurope Human Centric Lighting** project to promote efficient, high-quality lighting which can guarantee not only protection of the environment, but also the comfort, health and safety of consumers. This is also one of the key themes of this highly anticipated edition of **Light + Building** which, thanks to the presence of around 2,300 companies in the lighting, home automation and construction sectors, will highlight the **emotional and biological effects that light has on human health**.

Yet another 3F Filippi initiative in the pursuit of **local synergy**, this year partnering three major companies of local and national importance.

3F Filippi's custom lighting has illuminated locations for **Leroy Merlin, Castorama and Auchan** in France, **Eroski** in Spain, and the brand new **Carrefour** outlet in **Bilzen, Belgium**. In Italy, some of those using 3F Filippi lighting include the **Basilica of St Paul Outside the Walls in Rome**, the **Paul VI Audience Hall in the Vatican**, the **Ponte della Costituzione bridge in Venice**, the **Genoa Underground**, the **IKEA logistics centre in Piacenza** and the new **Ferrari facility in Maranello**.

3F Filippi@Light+Building
Hall 3.1, Stand D60
#lb14

To receive materials and for information in the trade fair:
Daniele Varesano, design@3f-filippi.it, Mobile +39 340 735 8488
www.3F-Filippi.it

3F FILIPPI_PRESS OFFICE _ OMNIA RELATIONS

OMNIA FACTORY, TEL. + 39 051 693 9166 / 693 9129

OMNIA LAB, TEL. + 39 051 261 449

Co-ordinator: Lucia Portesi, lucia.portesi@omniarelations.com, Mobile +39 349 369 2989

Press Office: Giovanna Liberatore

giovanna.liberatore@omniarelations.com, Mobile + 39 389 833 1744