

# LIGHT

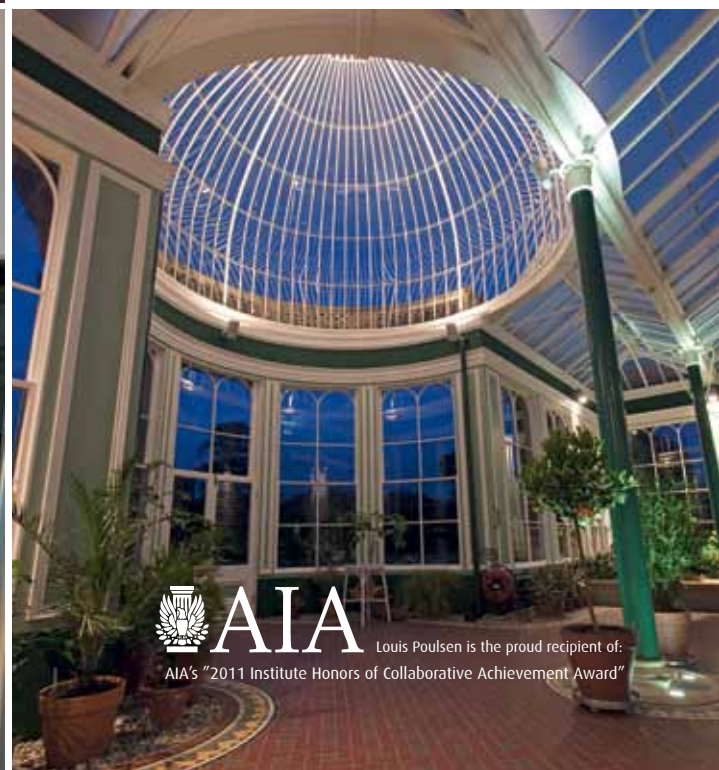
Projects & Products 2011-2012



**louis  
poulsen**

EXPERIENCE  
FUNCTION, COMFORT  
AND ATMOSPHERE  
COMBINED IN A NEW  
AND UNIQUE  
CATALOG FROM  
LOUIS POULSEN

There is only one thing that beats the joy of creating unique lighting products. And that is the pleasure of seeing them used in projects around the world. At Louis Poulsen we view our customers as partners, and therefore we find tremendous pride in helping to create such exciting environments filled with atmosphere



**AIA**

Louis Poulsen is the proud recipient of:  
AIA's "2011 Institute Honors of Collaborative Achievement Award"



## THE EDITORIAL PART

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# THE PROJECTS SHOW IN THE MOST BEAUTIFUL WAY THE VALUES OF OUR LIGHTING PHILOSOPHY

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That is why the projects are also given high priority in our new catalog. You get a rare look at the designer's creativity, light considerations and interpretations of the product's use—and perhaps inspiration for your next project. In the catalog's editorial section, you will discover 18 impressive projects from around the globe—from an intimate bar in Japan, to an enormous shopping center in Moscow.

The projects demonstrate beautifully the values in our lighting philosophy, which enable us to create versatile, human-friendly fixtures that are constantly adapted to the latest developments in technology. A good example of this is our intensive work on optimizing the light from new energy-efficient light sources that are found today in all our luminaires. Our lighting is based on attitude, lighting technique and people and can be summarized in the three concepts: function – comfort – atmosphere. This makes Louis Poulsen—and the many projects our products are part of—something very unique.

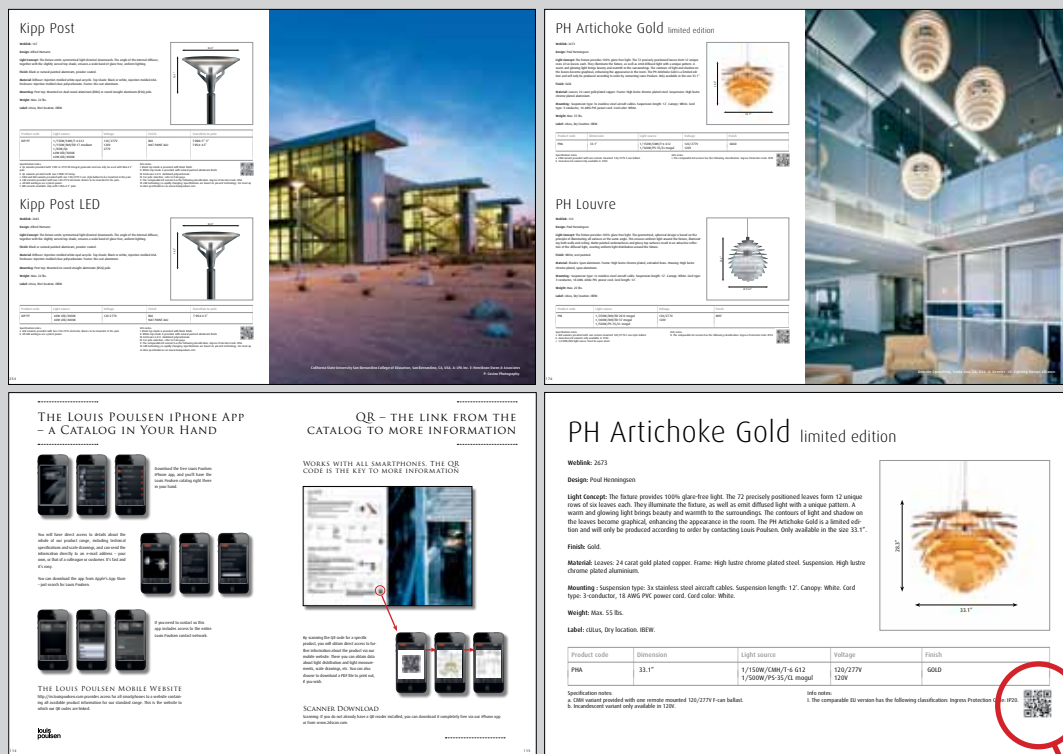
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# THE CATALOG THAT IS ALWAYS AT YOUR FINGERTIPS



Above are examples of the editorial part of the catalog, where projects from all over the world are described. Below are examples of the technical pages, that have QR codes, which with a smart phone directs the reader immediately to the technical specifications on internet. All of this is explained in the catalog.



There are four ways to access product information at Louis Poulsen:

1. The printed catalog, which is obtainable free of charge by contacting your local representative or send an email with your name, title, company, address, email address and phone number to **info@louispoulsen.com**
2. The website [www.louispoulsen.com](http://www.louispoulsen.com), where you can get the latest updates and download specifications for specific products.
3. Our mobile website <http://m.louispoulsen.com>, which gives anyone with a smartphone access to the basic information about our products—anywhere, anytime.
4. The iPhone app, which you can download for free at the AppStore. Just search for Louis Poulsen. This way, you always have information about our standard products at your fingertips—easy, fast and problem-free.

## A VISIT FROM LOUIS POULSEN

At Louis Poulsen it is important to us to build solid relationships with our partners. That is why we prefer to deliver catalogs in person, so we also get a chance to learn more about your projects and activities. You are welcome to contact your local representative and schedule an appointment. We look forward to hearing from you.

By scanning the QR codes in the magazine you end up directly on the pages with the technical information of the desired product.





BE INSPIRED BY  
PROJECTS FROM ALL  
OVER THE WORLD

**louis  
poulsen**

Receive the printed catalog for free by contacting your local representative or send an email with your name, title, company, address, email address and phone number to [info@louispoulsen.com](mailto:info@louispoulsen.com)

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