

Press release

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## Light Middle East – Thorn Lighting attendance

### **In January, Thorn Lighting exhibited at 2023's Light and Build | Intelligent Building Middle East in Dubai, showcasing the latest in outdoor lighting technology.**

It was the first time since 2019 that Thorn, as part of the Zumtobel Group, had representation at the event. The dedicated booth was a great opportunity to engage with new customers as well as strengthen relationships with existing ones. On display were products and technologies from Thorn's portfolio, with particular emphasis placed on NightTune technology and the outdoor luminaires that have received the International Dark-Sky Association's Fixture Seal of Approval.

Manan Gupta, Head of Outdoor Lighting MEIA explained, *"There was good participation from visitors not just within the UAE, but further afield from Saudi, Oman, Qatar, Kuwait and Africa. The stories we created on the stand were reflected in what was going on elsewhere at the event, aligning with keynote speeches and panel discussions by many specifiers on outdoor topics. As a result of that, there was great interest in our IDA-approved luminaires, NightTune technology and an appreciation that through our products, a range of applications can be covered. Visitors also showed a lot of interest in our sports and tunnel solutions as well as R-PEC and A-PEC optics and the Orus flatbeam technology."*

In an interview organised by the Virtual Lighting Design Community (VLDC), Lighting Designer Martin Klaasen asked fellow Lighting Designer Courtney Mark whether, as part of Light Middle East, there was anything she had identified with in relation to dark skies. Her response was great kudos for Thorn and NightTune technology, *'Well, yes, actually – Thorn ...Thorn is one of the first people that I've seen pick up on the 2200K for street lighting. What's amazing about it is that it follows the IDS and IDA five principles: making sure it's targeted, making sure it's useful, its colour, control, dimmable – these are all the things we work with, but they've taken it a step further in that when it's not used, in the middle of the night, it goes very, very warm and then it dims down...'*

*"Courtney is a well-respected and prominent independent lighting designer in the region. She is an IDA member and a long-time advocate of using IDA principles in her designs. So her comments about NightTune and having a full range of solutions were very significant in showing that Thorn is leading the way in promoting innovative solutions for lighting outdoors responsibly,"* Manan said.

Another success to come out of the Light Middle East event was a win at the awards ceremony on the final night, with Thorn's Carat luminaire named winner of the Peer Award.

For more information on Thorn's products and technologies, visit

[www.thornlighting.com](http://www.thornlighting.com)

## About Thorn Lighting

With nearly 100 years' experience in manufacturing and supplying dependable, efficient and high-quality solutions, Thorn Lighting can make light work for you. Our extensive portfolio of products and technologies ensure that we can meet the needs of all applications, including education, health and care, urban life and architectural, sport, office, retail, road and tunnel. Our unrivalled expertise and easy-to-use products can also be found in the ThornEco range which offers economical luminaires for the wholesale market. Thorn Lighting's knowledgeable people provide best-in-class support for customers, whether that's electrical contractors, installers, specifiers, end users, municipalities, lighting designers or planners. So if you're looking for a partner who champions sustainable, connected and responsible lighting, choose Thorn – because we know lighting, inside out.

## Photographs – copyright Thorn Lighting



*Visitors discover dark-sky friendly products and technologies from Thorn*



*Thorn's Carat luminaire named winner of Peer Award at Light Middle East awards 2023*

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