

# Overview novelties 2020 and outlook 2021

## serien.lighting presents convincing new products and extends existing product families

In 2020, serien.lighting is introducing several newly developed luminaire families and is expanding numerous product families with new variants in size, material or usage that will provide even more application possibilities in the commercial and private sectors.

The new **DRAFT** luminaire family transforms the archetypal ball light into an object of contemporary conciseness and perfectly balanced lighting effect: the transparent, hand-blown glass sphere and the matte, conical internal reflector create an exciting contrast. The different versions of the luminaire are convincing in the contract sector and private homes, as an individual object or in a row.

The new **DRUM** luminaire family also picks up on the interplay of inner and outer form and extends the form spectrum of serien.lighting with a cylindrical form: the ceiling and pendant luminaires are particularly well suited to straight-line architecture, in the commercial sector, in private rooms or in the office.

The successful **CURLING** luminaire family is supplemented by **CURLING** Wall and acrylic glass versions. The latter having an angular aesthetic and being particularly suitable for highly frequented areas.

**REFLEX<sup>2</sup>** Ceiling S complements the graphically simple **REFLEX<sup>2</sup>** Ceiling family and introduces a new size and one additional length to all versions. With **REFLEX<sup>2</sup>** Floor, serien.lighting also presents a new ceiling floodlight that, with its linearity and openness, becomes a minimalist object in the room. **REFLEX<sup>2</sup>** Wall will complete the family in 2021 and thus provide even more application possibilities of these minimalist luminaires.

The contemporary **CLUB** shade luminaire appears as a technically completely revised LED version with CoB (Chip on Board), which brings the advantages and application possibilities of the luminaire even better to bear.

In 2021, the **DRAFT** family will be supplemented by a smaller XS version. **CAVITY** Wall extends the successful **CAVITY** family with a wall luminaire particularly convincing in terms of form. Next year, the all new **SLICE<sup>2</sup> PI** and **FIFTY FIFTY** product families will be launched: **SLICE<sup>2</sup> PI** picks up the linearity of **SLICE<sup>2</sup>**, acquiring a great deal of independence with its new round design language. With **FIFTY FIFTY** Wall, Table and Ceiling the outstanding head design and the formal play with its halved volume becomes a functional element with a convincing lighting effect.

→ [serien.com](https://serien.com)

### Neuheiten 2020:

**CURLING** acrylic  
**CURLING** Wall  
**DRAFT** Ceiling  
**DRAFT** Suspension  
**DRUM** Ceiling  
**DRUM** Suspension

**REFLEX<sup>2</sup>** Ceiling S  
**REFLEX<sup>2</sup>** Floor  
**CLUB** mit CoB

### outlook 2021:

**CAVITY** Wall  
**DRAFT** in Grösse XS  
**REFLEX<sup>2</sup>** Wall  
**SLICE PI<sup>2</sup>** Ceiling  
**SLICE PI<sup>2</sup>** Suspension  
**SLICE PI<sup>2</sup>** Floor

**FIFTY FIFTY** Table  
**FIFTY FIFTY** Floor  
**FIFTY FIFTY** Wall