

From global player in research and innovation to protagonist in architecture and design: 3M innovative technologies on show at Milan Week of Design

“Infinite Innovation”

A multi-sensorial environment of 3M technologies for Ambient Culture



Render of one of the most eye-catching parts of “Infinite Innovation” exhibition by 3M:
The dazzling multicolor and -faceted space featuring a huge Led-Hoop

3M - a worldwide leader in research and development with top-notch products and technologies in branches going from healthcare to safety, from graphics to transportation and much more - will showcase its solutions for the architectural and design market in an astonishing exhibition to be held at the renowned Triennale di Milano during the 2011 Milan week of design. “Infinite Innovation” is a masterfully staged installation entirely dedicated to a series of advanced, futuristic and sustainable 3M technologies for Ambient Culture in architecture and design, an exploration trip through the world of surface finishing solutions and artificial and natural lighting, allowing for the integration of light as part of the architectural and design project as so-called ambience solutions.

The “Infinite Innovation” installation - conceived by Italian architect Martino Berghinz and featuring visions and ideas developed by the 3M Design Lab team in collaboration with Design Group Italia, Huub Ubbens and D'Alesio & Santoro - enables visitors to experience natural sunlight in a darkened room, to crawl into the

dazzling multicolor and faceted space featuring a huge Led-Hoop and to discover decorative architectural finishes and high-tech films for retro-projection in analogically pixelized multiscreen sculptures. They can also view the 3M world in animations shown on screens via smart pocket projectors.

This and much more will be featured during Milan Week of Design 2011 in the prestigious halls of Triennale di Milano, an international reference for design exhibitions and events in Milan, in the “Infinite Innovation” multi-sensorial experience environment, introducing the latest milestones in architecture oriented high-end solutions developed by 3M.

Products, technologies and concepts on display at Infinite Innovation exhibition.

Surface Finishing Products

3M™ DI-NOC™ Architectural Finishes

With 3M™ DI-NOC™ Architectural Finishes, you get the visual impact and beauty of natural materials such as wood, metal and stone at a fraction of the price. For designers seeking vibrance and movement, DI-NOC architectural finishes are available in over 500 designs including solid colors and dynamic textures. DI-NOC architectural finishes are well suited for interior and exterior use, on flat surfaces or complex curves. The material is flexible, durable and lightweight, and can be used on walls, ceilings, doors, furniture or fixtures. 3M™ Comply™ Adhesive Technology air channels enable fast, easy, virtually bubble-free application directly to substrates including ceiling tiles and drywall, saving time and money and making application fast and easy. DI-NOC architectural finishes allow substrates to be refreshed to a new look and feel and may earn LEED credits for material reuse.

3M™ Fasara™ Glass Finishes

3M™ Fasara™ Glass Finishes are decorative glass and window finishes that offer the look and advantages of etched, cut, sandblasted, textured or other expensive decorative glass at a fraction of the price. Fasara glass finishes can be used for interiors on flat surfaces, or on the inside surface of exterior windows. Privacy spaces can also be customized, while light still pours into a space, creating an open feel even in confined spaces. When a new look is desired, simply remove and replace with a different Fasara design or texture.

Architectural Lighting Products

3M™ Light Mixing Air Guide

3M™ Light Mixing Air Guide luminaires enable stylistic flexible lighting design in lightweight, highly uniform, energy efficient LED lighting solutions. 3M Light Mixing Air Guide utilizes 3M's proprietary light management materials to unleash the potential of LED's to enable high quality uniform lighting solutions that can create exciting, comfortable and unique environments.

3M™ Custom Formed Reflectors

3M™ Custom Formed Reflectors allow you to put light exactly where you want it, so it's not wasted where you don't. Highly efficient, true color light reflectors increase the optical efficiency of light fixtures. With a reflectivity of up to 98%, 3M Custom Formed Reflectors can provide a light output increase by up to 30% compared to traditional solutions, enabling the reduction of energy consumption. The material allows for cost-effective solutions of many shapes and sizes. Made from a non-metal, polymeric material, 3M Custom Formed Reflectors do not rust and are electrical insulators. Cost-effective tooling and fast turn-around allows you to implement your ideas efficiently.

Architectural Lighting Concepts

Blade

The name of this concept says it all: Blade is long and slim, emitting astonishingly bright light. This application model showcases a cooling solution that requires few LEDs and allows for greater design flexibility. This light weight solution provides energy efficiency without compromised brightness.

Hoop

The huge LED-hoop is the signature application created with 3M technologies especially for the "Infinite Innovation" exhibition. Almost 3 meters in diameter, the hoop is set in a triangular space amidst changing colors of infinite tones creating a new mood for every new color. The shape of the space and its mirrored top and bottom enables endless reflections and unexpected perspectives. In addition, this impressive display highlights 3M™ Light Mixing Air Guide's uniform light output combined with its light weight construction making stylistic design possible.

Lightpath

The Lightpath concept, conceived as an application model for Innovative Installation by 3M, is a creative and smart suggestion for lighting designers on how to take advantage of the 3M™ Light Mixing Air Guide technology. Lightpath is a slim, flexible and modular lighting concept that can wind along walls and ceilings thanks to its lightweight structure, enabled by the 3M™ Light Mixing Air Guide. This technology also manages the heat emitted by high brightness LEDs, thus allowing for their installation in slim profile, high uniformity and efficiency.

Tera Wall

Tera wall is created with triangular modules arranged in an open pattern. This clever design utilizes the design flexibility and light weight benefits of 3M™ Light Mixing Air Guide and is customizable thanks to the use of 3M™ DI-NOC™ Architectural Finishes and 3M™ Fasara™ Glass Finishes alternated with lit modules. In addition to customization, this modular concept enables construction of large lighting fixtures.

Hybrid Lighting Solutions

3M™ Sunlight Delivery System

3M Architectural Markets Department is currently developing the 3M™ Sunlight Delivery System. This system actively tracks, captures and transports the sun's natural, full visible spectrum daylight up to 60 meters into the interior spaces of buildings where natural lighting is limited. By harvesting free and abundant light from the sun, the 3M™ Sunlight Delivery System provides a sustainable, energy efficient lighting solution that results in reduced energy demand during high cost, on peak hours. The 3M™ Sunlight Delivery System is a hybrid lighting solution that incorporates additional artificial lighting and controls allowing for consistent light levels in overcast and night time situations.

Daylight in the workplace has been shown to improve employee productivity, health, and morale. Use of this system can also help contribute to LEED /sustainable building code certification across multiple credit categories.

"Infinite Innovation" is a project by the new **3M Architectural Markets**.

For editorial information on the "Infinite Innovation" exhibition and related products:

Sabine Schweigert

for

4MMG

Visual communications and media relations agency for the

3M Infinite Innovation event

Phone: +39 347 0868023; +39 02 45491266

sabine.schweigert@4mmg.it

For editorial information on all 3M products:

Press office of 3M Italia:

MS&L | Italia

Elena Zaco/Roberta Sciarabba/Sabrina Piediferro

Phone +39 02 77336403

Fax +39 02 77336360

sabrina.piediferro@msslworldwide.com

About 3M Architectural Markets _ Based on the 3M's tradition of innovation, technological know-how and information resources, **3M Architectural Markets**

proposes Ambient Culture via flexible, creative and technologically advanced surface finishing and lighting solutions for architecture and interior design.

With a wide range of architectural finishes and decorative glass finishes as well as natural and artificial lighting solutions, 3M Architectural Markets helps generate a whole mood or atmosphere defining the specific character of any environment. Creating design excellence, enhancing human comfort and respecting environmental sustainability are the core aims of 3M Architectural Markets products and technologies.

About 3M (www.3m.com, www.3Mitalia.it) _ A recognized global leader in research and development, 3M creates and produces thousands of innovative, unique and versatile products for dozens of diverse markets. The best-known products, solutions and brands of 3M belong to the graphics, healthcare and consumer products families, including Post-it® Notes, Scotch® Adhesives, Scotch-Brite® Sponges, Thinsulate™ Microfibers for apparel and footwear insulation and Nexcare™ Bandages, skin care etc. 3M technologies and products are also vital components of our computers and instruments at our doctors', protect us with reflective fabrics and respiratory protections, enliven shop windows or partition walls with decorative and enhance the visibility of street signs with reflective films and much more.

In fact, 3M's core strength is applying its 47 distinct technology platforms – often in combination – to a wide array of customer needs. Its products and solutions are continuously evolving thanks to the work of thousands of internal researchers.

Since 2002, 3M has been supporting this research work with the strategic consultancy of the 3M Design Lab, contributing to the company's understanding of global markets via an enhanced and 360 degree design approach to needs and solutions. The 3M Design Lab's comprehensive and holistic view on innovation and consumer demands enable the capture of different geographical, social and cultural traits of each market. This approach has brought 3M to create hundreds of new, internationally appreciated and successful technologies, products and solutions, many of which have been shortlisted or awarded with international prizes such as the Red Dot Design Award, selection for XXI Compasso d'Oro, ADI Index, Plus X Award, IF Design Award, Pulchra Award, Good Design Award of Chicago Athenaeum, The Goods VIP Award.

The 3M Design Labs located worldwide: Design Lab US in the 3M Head Quarter in St. Paul (Minnesota), Design Lab Europe in Milan (Italy), Design Lab Asia Pacific in Shanghai (China), Design Lab Japan in Tokyo.

At 3M, the research into new technologies and products also takes into consideration the big challenge of sustainability. Driven by the commitment to innovation and ethical conduct, 3M continually increases sustainability at the economic, social, and environmental levels, in order to build a strong, vital company today, and leaving a rich legacy on which future generations can build.

3M has been recognized with the 2010 Gigaton award for ecologic sustainability, having, in the last 20 years, reduced the company's emission of carbon dioxide by 77%.

3M has a worldwide presence in the following markets:

- Consumer and Office
- Display and Graphics
- Electro and Communications
- Health Care
- Industrial and Transportation
- Safety, Security and Protection Services

3M at a Glance (Year-end 2009)

- Global sales: \$23 billion.
- International (non-US) sales: \$14.6 billion (63 per cent of company's total).
- Operations in more than 65 countries.
- 3M products sold in nearly 200 countries.
- 75,000 employees globally.

3M™, the 3M logo, DI-NOC™, Fasara™, Post-it®, Scotch®, Scotch-Brite®, Thinsulate™ and Nexcare™ are worldwide trademarks or registered trademarks of 3M