

FOR REVIEW ONLY

3M Architectural Markets Plans Dramatic Display for NeoCon

James Mansour-designed installation will showcase new lighting solutions

St. Paul, MN – DATE, 2012 – 3M Architectural Markets will bring state-of-the-art design and technology to this year's NeoCon expo, June 11-13 at Chicago's Merchandise Mart. The boutique group within 3M will highlight its surface and lighting innovations with a dynamic and imaginative display, and will introduce AIR and FLEX by 3M – two new market-ready lighting solutions that bring exciting options and capabilities to the industry.

The creation of this exhibit marks a continued collaboration with renowned retail designer James Mansour, known for his work with Victoria's Secret and Abercrombie and Fitch. Mansour previously designed the division's stand for the 2011 International Contemporary Furniture Fair, which was later featured in *Retail Design International* magazine. He returns now to incorporate his refreshed vision and new inspiration into the company's stand for NeoCon.

“In working with 3M Architectural Markets over the last year it has been made clear that they are interested in not only bringing new products to market but in developing ideas and feelings, which is exactly the kind of thinking interior designers are looking for,” said Mansour. “They are open to experimentation and aim to evoke a complete artistic experience with the work they are doing in the design sphere.”

Mansour's exhibit will be of an impressive architectural scale – offering a 360° tactile experience with three striking versions of the new light fixture AIR by 3M acting as the centerpiece. The hoop-shaped lights create a wide band of exceptionally even light and will be shown in diameters of three, five, and seven feet, demonstrating how the lightweight fixtures can be dramatically angled and suspended in original and inspiring ways. AIR by 3M uses energy-efficient, replaceable LED sources and will be available in warm and cool white, as well as a full spectrum RGB colors, customizable for every project.

Also debuting in the stand this year is FLEX by 3M, a customizable light fixture that can be suspended and curved to follow architectural lines and create unique, beautifully luminous

installations along walls, ceilings, or both. Eleven slender, lightweight connectable components using energy efficient LED sources can be mixed and matched for endless flexibility, and are available in standard or custom finishes.

3M™ DI-NOC™ Architectural Finishes and 3M™ Fasara™ Glass Finishes will also be interwoven into the visual experience of the stand, and for the first time, a collection of colored Fasara Glass Finishes will be revealed; the vibrantly colored finishes will make their debut in several bold designs. The diverse array of surface materials will act as a stunning counterpart to the LED lighting fixtures – refracting and reflecting the light to create the sense of being inside of a life-size jewel box.

Mansour will be available at the 3M Architectural Markets stand for press inquiries during the show. The designer will also continue his collaboration with 3M Architectural Markets following the event as the company creates its first physical showroom. The showroom, which will be located at the International Market Square in Minneapolis, is slated to open later this year.

Also at NeoCon, IIDA members who visit the 3M Architectural Markets display can pick up a copy of “What Clients Want,” a limited edition book sponsored by the International Interior Design Association and 3M Architectural Markets. “What Clients Want” will feature clients’ perspectives on the benefits of client/designer relationships, told via in-depth narratives and exceptional visuals. 3M Architectural Markets will also contribute a key aesthetic aspect of the book, as it will be wrapped in a distinctive 3M™ DI-NOC™ Architectural Finish.

For more information, visit www.3MArchitecturalMarkets.com.

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About 3M Architectural Markets

Based on 3M’s tradition of innovation, technological know-how and information resources, 3M Architectural Markets offers flexible, creative and technologically advanced surface finishing and lighting solutions for architecture and interior design. With a wide range of architectural finishes and decorative window glass finishes as well as natural and artificial lighting solutions, 3M Architectural Markets helps designers create a complete mood or atmosphere, defining the specific character of any environment. The division’s technologies are engineered to create design excellence, enhance human comfort and respect environmental sustainability, globally. For more information, visit www.3MArchitecturalMarkets.com or follow @3M_Architecture on Twitter.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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