



Cerno Debuts Progressive Designs at ICFE

Laguna Beach, California, May 7, 2015 – Cerno is heading to the International Contemporary Furniture Fair (ICFF) with a trove of fresh and original lighting designs. Experience the new line at ICFF from May 16 – 19, booth 1347 at the Javits Center, New York, NY.

Co-founder and Director of Sales and Marketing at Cerno Bret Englander is clearly proud of his team's latest batch of products. "The new fixtures convey a more in-depth understanding of the materials and what they are capable of doing," explained Englander. "The design, engineering and production departments have been laboring for months on these lights, and their work has yielded transcendent results."

Co-founder and Director of Design Nick Sheridan has clearly matured as the creative force behind Cerno. "I am very excited," said Sheridan. "Though we have continually released new products, this year we made an effort to push ourselves and test the market like we never have before with fresh designs that play with scale, materiality and form." Sheridan elaborated on his belief that the new product will evoke a different visceral response from the older Cerno products: "Our past designs all share a formal and concise language; the new products display a healthy deviation from the rigidity of our older forms."



In addition to exhibiting at ICFF, Cerno will be co-sponsoring an event hosted by Desiron at 200 Lexington, suite 702. Join Cerno, Desiron and Symbol Audio for cocktails and appetizers on Monday, May 18th from 7-9 PM. Please RSVP by MAY 15th or stop by the Cerno booth where you will be added to the list of attendees. RSVP@DESIRON.COM.

Visit www.cernogroup.com for more information or contact bret@cernogroup.com, 949.715.1534.