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Cerno Lights Up ICFE for Their First Time



LAGUNA BEACH CALIF, MAY 4, 2011 – Cerno, a Laguna Beach based industrial design firm, will be exhibiting for the first time at the 23rd annual International Contemporary Furniture Fair (ICFF). ICFF will run from May 14th to May 17th at the Javits Convention Center in New York, where hundreds of the world's elite designers will converge to showcase their latest products.

Widely considered to be the largest and most prestigious design show in the U.S., ICFF will showcase 590 jury-selected exhibitors hailing from 43 countries and is estimated to draw 24,000 attendees. "ICFF is an amazing opportunity for Cerno, as we will have the most discerning eyes in the industrial design world on our product," says Bret Englander, Director of Sales and Marketing at Cerno.

Cerno will be located at booth 840, exhibiting its purposeful inventive lighting solutions that blend form and function seamlessly into a line of products that clearly embody modern design. Recently, Cerno released a line of new pendants: "I am really looking forward to see how the pendants are received at ICFF," says Englander.

While in New York, Cerno will also unveil a new line of fixtures that were collaboratively designed with Frank Carfaro of Desiron. "The synergies between Cerno and Frank Carfaro and his team at Desiron were apparent from the start. We approach design from a similar perspective and share a like set of values. At the core of those values is both companies' mission to innovate quality American made products," says Englander. He added that "this is a great opportunity to further develop Cerno's bicoastal presence."

As per ICFF's motto of "mapping the newest frontier," Cerno aims to continuously introduce products that bring together the latest in LED lighting technology with thoughtful aesthetics.

About Cerno: Cerno, established in 2009, is an industrial design and manufacturing company innovating modern LED lighting fixtures and furniture in Southern California. Their mission is to fuse quality, performance and resource efficiency with modern design. Please visit www.cernogroup.com to learn more about Cerno and where Cerno products can be purchased.

For high resolution photos and additional company information please go to www.cernogroup.com/media