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FOR IMMEDIATE RELEASE

wakaNINE Brings Global Lighting Design Trends to ICFF 2018 **Inspired by Elements of Nature with Strong Bent Towards Environmental Stewardship**

Austin, Texas (April 2018) – wakaNINE will unveil a host of new design innovations at ICFF 2018 – all bearing signature global design elements and an uncompromised dedication to sustainability. As a North American distributor of international, contemporary and sustainably produced lighting brands, wakaNINE represents David Trubridge and IQ Commercial of New Zealand; Ango of Thailand; and Stephen Pikus Design of South Africa. wakaNINE will showcase these artists in ICFF booth #825, May 20-23.

Each designer follows a unique approach to sustainability demonstrated through design, material choice and production techniques. Materials vary from sustainable bamboo and raw silk cocoons to upcycled diesel truck air filters and recycled water bottle plastic. This sustainability initiative even extends to wakaNINE's custom booth design which is made completely from cardboard and will comprise sections to present each of the four design groups.

NEGATING ITS IMPACT ON NYC

wakaNINE's 100% recyclable booth was designed by David Trubridge & Ergo Experiential. The innovative design will ship to ICFF as a kitset and is assembled on-site. wakaNINE plans to remove all items including trash from ICFF in an effort to minimize the negative environmental impact on the local area. The booth structure will be reconfigured for several other shows and then re-used for packaging.

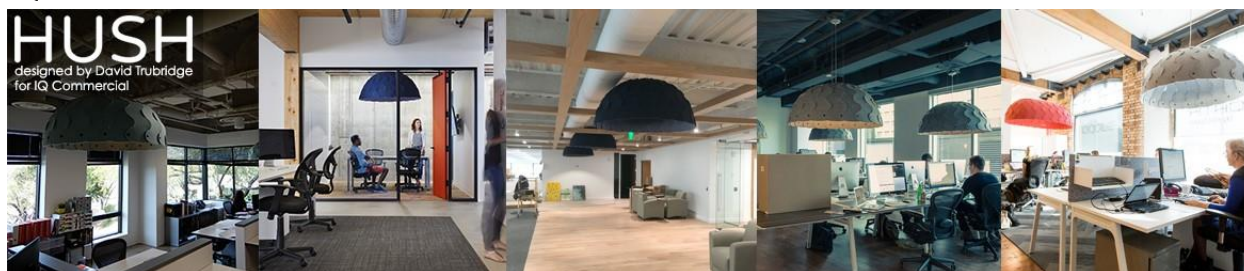


DAVID TRUBRIDGE LTD



David Trubridge Ltd (DTL) will showcase its new pendant light **MARU**, a design inspired by microscopic diatoms from the ocean which generate 50% of the oxygen we breathe. MARU is an extension of the Good Design Award-winning **NAVICULA** light, also on display. DTL recently announced a permanent sponsorship of the Ocean Recovery Alliance, where a portion of each sale of these designs is donated to the non-profit, which supports innovative projects and initiatives to help improve our ocean environment. ICFF also marks the world debut of DTL's first collection of **table lamps** and **wall sconces**, adding to its international award-winning line of pendant lighting.

IQ COMMERCIAL



IQ Commercial will present **HUSH** Acoustic Lighting, a line of high-performing light fixtures. Scientifically proven to reduce reverberations and create a more pleasant sound environment, these fixtures are primed for commercial, hospitality or residential environments. HUSH lights are available in three sizes, twelve colors and integrated LED or E26 lamping options.

ANGO



ANGO manufactures an award-winning line of pendant lights and table lamps handcrafted in Bangkok, Thailand. Fixtures on display feature unique natural elements such as raw silk cocoons, rattan, mulberry bark and metal filigree. The **Auroral** pendants and **Table Lamps** are new to the North American market.

TRuK



Stephen Pikus Design returns to ICFF this year with a full line of pendants fashioned from upcycled diesel truck air filters. The raw materials for the TRuK fixtures are salvaged from local landfills around Johannesburg, South Africa and transformed into metallic pendants that cast dramatic shadow patterns on the ceiling and walls. The TRuK line is available in four sizes and four finishes.

wakaNINE is a North American distributor for international lighting designers whose aesthetics blend nature and technology in modern form. The company represents David Trubridge and IQ Commercial (New Zealand), Ango (Thailand) and Stephen Pikus Design (South Africa), designers that focus on eco-friendly materials and sustainable production techniques. For more information, visit www.wakanine.com