

## SECTO DESIGN PRESENTS THE 30TH MODEL OF ITS LIGHTING COLLECTION

A brand-new model, the **Kumulo pendant**, brings an eagerly awaited addition to the wooden lighting collection of the Finnish company Secto Design. Several pieces of the novelty, inspired by summery cumulus clouds and snow-crowned trees, illuminate the Main Stage Lounge area at the Habituare fair.

**Eye-catching, yet lightweight and airy.** The idea of the undulating shape of the Kumulo pendant first emerged in designer Seppo Koho's mind during a trip to snowy Lapland and came to life later under a midsummer sky filled with puffy clouds.

**"Kumulo can easily become the focal point of a room.** It provides a warm, soft light that reflects the shades of the birch wood it is made of." the award-winning designer and architect describes. Like all Secto Design pendants, Kumulo can be used individually, or by combining multiple pieces to create fascinating installations in both private and public interiors.

**Sustainability is a core value** for Secto Design, that only introduces new designs to its offering after careful consideration. Kumulo marks a milestone for the brand as it is the 30th model of its lighting collection launched in 1999. All of the previous lamps are still in production, too.

**Timeless design** is not the only asset of Secto Design lamps, which are crafted by hand at the company's own factory in Heinola, Finland. The family-owned business uses PEFC-certified local birch as its main material, runs its local production with renewable energy, and aims for carbon-negative production within the next five years. With careful attention to quality, the lamps are made to last from generation to generation.

**Secto Design is a Finnish company** specialising in modern wooden lamps designed by Seppo Koho. Secto Design lamps are carefully handcrafted at the company's factory in Heinola, Finland, where innovative use of certified Finnish birch wood meets sustainable production methods.

**Discover Kumulo in the Habituare Main Stage Lounge in hall 7.**

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