

## PRESS RELEASE

**September kicks off the busy autumn full of fairs and events:** Secto Design is proud to be part of Helsinki Design Week's main exhibition as well as Habitare fair.

**Awarded designer and architect Seppo Koho** is the man behind the entire Secto Design lighting collection. Together with architect Mariko Takahashi he has built a playful installation for the Helsinki Design Week jubilee exhibition. The piece "Pilars" combines Secto Design's models and colours forming a space that enables visitors to see the beloved collection from a slightly different angle.

**Secto Design celebrates** the 20th anniversary of the Secto 4200 pendant. The conical Secto came out in 1999 to revolutionize the world of lighting design. Not only did Secto do this with its innovative design but also with its material, wood, that at the time was rarely seen in the decorative lighting scheme. As the first Secto Design pendant the conical Secto 4200 forms the backbone for the entire lighting collection and the brand.



**A special silver birch veneered Secto 4200**, created for the Secto pendant's birthday, can be discovered at Habitare. The Jubilee Secto will be available in the Finnish market only as a limited 200 pieces edition. Welcome to meet the noble Jubilee Secto and celebrate the birthday with us!

**Secto Design is a Finnish company** specialized in wooden design lights. Hand-crafted by highly talented local craftsmen of top-quality local birch wood in the town of Heinola, Finland. The wooden warmth of the collection suits a variety of different styles. The clear but interesting architectonic forms of the Secto Design lights are internationally appreciated by both private clients and professionals as well as by judges of prestige design competitions.

**The authentic Secto Design lamps are now labelled with a hologram sticker.**

**Hires images** available for downloading at [www.sectodesign.fi/gallery](http://www.sectodesign.fi/gallery).

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