



May 9, 2006
For Immediate Release

David Bergman Architect

V 212 475 3106
F 212 677 7291
241 Eldridge Street 3R
New York, New York 10002

info@cyberg.com
www.cyberg.com

Contact: Lori Greenberg
(212) 475 3106

Flipster Goes Vivid

Award-Winning Series Gets a Shot of Color

Fire & Water's award-winning Flipster series of decorative eco-lighting is being expanded to include versions in hip, cool tints: lime green, citrus orange, and rich sky blue. The tinted "ecoresin" panels, which have a rice paper-like pattern illuminated by energy efficient technology, can be mixed together in various combinations with or without the original white panels.

"Flipster VIVID," as the new line is called, will debut at the International Contemporary Furniture Fair, May 20 - 23, in New York City. The original Flipster series was honored last year in the Lighting for Tomorrow competition.

Like Flipster, the new series will be Energy Star listed and countable for LEED credit. Fire & Water has been a leader in adoption and promotion of both energy efficiency and eco materials in the lighting industry. "We are committed," says Bergman, "to showing that environmental responsibility can go hand in hand with aesthetics, that you needn't sacrifice design to be ecological. In fact, it can— and should — be quite the opposite." Both Flipster and Flipster VIVID are available in ceiling, wall, floor and table models.

Fire & Water a Partner in the Green6

Flipster VIVID, along with other Fire & Water designs, will be a part of the "Green6" exhibit at the ICFF, showcasing the work of six New York based sustainable designers who are the forefront of a growing movement to align contemporary aesthetics with environmental awareness. The group will show in Booth 1732.