

JUNIPER®



JUNIPER DEBUTS THE MULTIVERSE SYSTEM AT ICFF

Juniper, the American design and manufacturing company, is excited to announce its return to ICFF after a 2 year hiatus. Taking place May 15-17, at New York City's Jacob K. Javits Convention Center, the three-day fair will serve as a launchpad for the brand's new Multiverse System, a groundbreaking, low-voltage power distribution system that redefines the aesthetic and technical capabilities of track lighting. The new Multiverse System will be fully displayed in booth #449

"With Multiverse, we challenged ourselves to reinvent linear lighting systems as a fully considered architectural lighting element that retains their most salient benefits like ease of installation and energy efficiency," says Founder of Juniper, Shant Madjarian. He continues, "Our goal was to create an industry alternative that would advance existing standards from both a technological and visual standpoint. We like to think of the Multiverse System as the next generation of track lighting."

Designed in-house at Juniper, Multiverse's sleek, ultra-low profile was inspired by a ribbon that can traverse varying topography to create striking visual motifs. Because of its flat, smooth surface, it can be pre-painted to specification or finished to match on site, allowing it to stand out as a bold graphic statement or visually recede into its surroundings.

"We designed The Multiverse System to function as a considered component to the architectural design as a whole, rather than an accessory," says Majarian. He adds, "The beauty of Multiverse's reductive design lies in its ability to disappear into its environment or make a stunning architectural statement, all while discreetly powering the entire interior space."

Multiverse's svelte seven millimeter profile conceals its electrical conduits, while a proprietary clip system allows for ease of installation. Dual circuits enable Multiverse to host up to 16 precision-designed, miniature LED spots spanning as far as 150 linear feet on a single power source. The intuitive clip system magnetically holds and powers each light module, ensuring it remains securely fastened while rotating on two axes, but allowing for easy repositioning anywhere along Multiverse's length. Simply rotating a module 180 degrees automatically registers it to the second circuit, permitting any allocation of lights to be controlled by two independent dimmers while remaining on the same streamlined system. Cross and T-shaped connectors can be custom combined with pivot elements (like in-plane, out-of-plane) to turn corners and change planes, offering greater flexibility within interior layouts.

Beneath its minimal surface lies a 24V, high-efficiency power distribution system with embedded fourteen-gauge conductors that deliver low-voltage



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power through its full length, with no loss of performance. Each light module produces over 100 lumens per watt at over 95 CRI (Color Rendering Index), for increased illumination at industry leading light quality.

As part of the greater Juniper collection, the patented Multiverse System can mount most Juniper products via magnetic adapters, eliminating the need to run internal wiring and turning a

fixed lighting plan into a transient, user-tailored system. Like all Juniper products, the Multiverse System is manufactured at the company's Connecticut factory, where each system can be customized to meet any design specification.

For more information or to visit Juniper's facilities, please visit WWW.JUNIPER-DESIGN.COM.

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JUNIPER is an American design and manufacturing studio dedicated to producing thoughtful, refined and meticulously crafted luxury lighting solutions. With a newly built NYC showroom and factory in Connecticut, each piece is developed and produced locally.

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