

# YAMADA SHOMEI LIGHTING

tradition of dependability and innovation

dynamic living environments through lighting

the vanguard of Japan's lighting industry

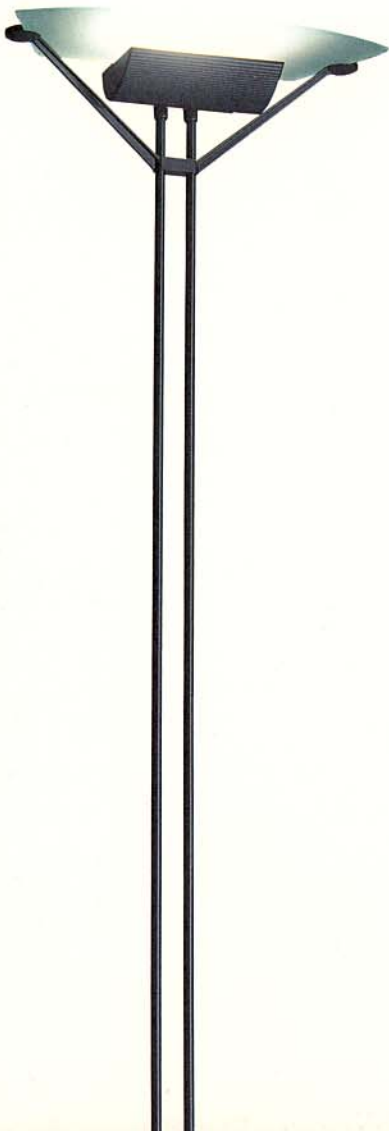




**T** Yamada Shomei we

understand the fundamental

connection between light and life. And for more than 40 years, we have been creating products that bring the vitality of light into the homes and workplaces of Japan. **JUST** as the sun spans the sky from east to west, uniting the continents with the light of a new day, Yamada Shomei has begun introducing its distinctive lighting fixtures and installations to the rest of the world. **DESIGNED** for the sophisticated client and manufactured to the most exacting standards, our products are grounded in our company's dual tradition of dependability and innovation. **DISCERNING** architects, interior designers, contractors and homeowners will appreciate the superior styling and workmanship of our extensive commercial and residential lines. **YAMADA SHOMEI:** We put things in a whole new light.







The Sun. Ageless as eternity, new as dawn. Drawing image from shadow, vigor from dormancy.

E

**ACH** night, as the moon

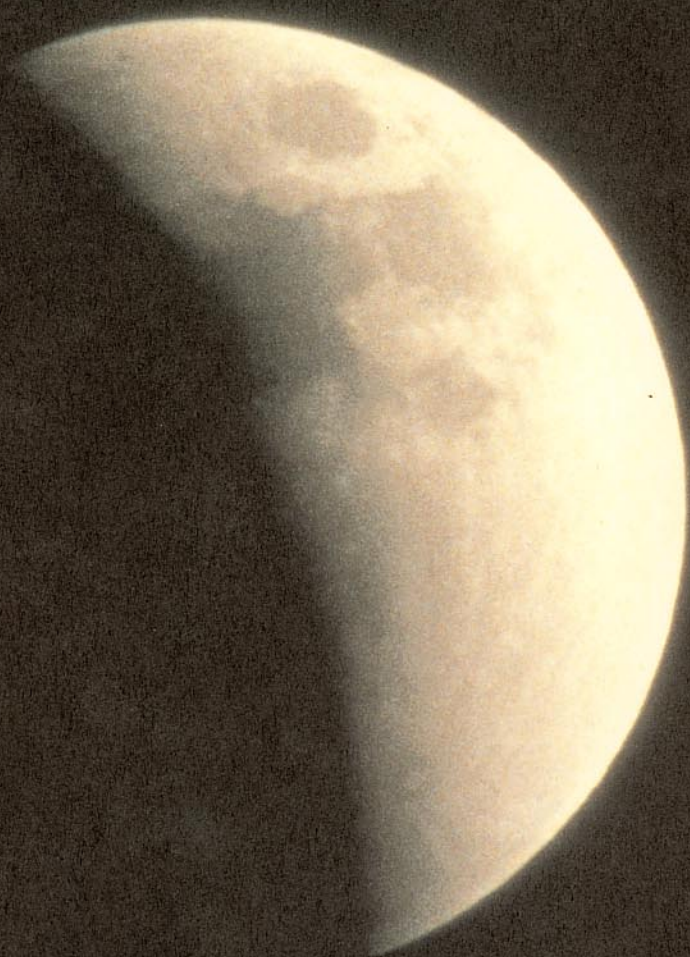
illuminates the sky, hundreds

of thousands of people rely on Yamada Shomei to light their homes and businesses. **IT'S** a trust we've worked hard to earn. Established in 1946, Yamada Shomei quickly gained a reputation for originality, value and responsiveness to consumer needs. **AMONG** our earliest achievements was Japan's first lighting showroom, where products were displayed for the general public. Many new products grew out of the close exchange between corporation and client that took place there. Yamada Shomei was also the first company in Japan to train designers specializing in lighting. **NEARLY** half a century and countless offices and showrooms later, Yamada Shomei is firmly established at the forefront of the Japanese lighting trade. Our designs, which have won numerous awards at home and abroad, reflect the traditional Japanese affinity for light, as well as the craftsmanship and technology that have made Japanese products prized around the world.





The Moon. Constant and enduring, yet endlessly in flux. Moving oceans, stirring dreams.







M

**UCH** as fire shielded our  
forebears from the cold.

lighting brings a special warmth to contemporary life. At Yamada Shomei we are experts at creating the practical, stylish lighting products that make the urban environment as congenial as possible. **OUR** skill at anticipating and responding to consumers' needs has earned us a client base that includes top government agencies, leading hotel chains, major corporations, shopping malls, residential developers and prominent interior designers. **EVERY** light fixture that bears the Yamada Shomei name is manufactured in our own plants, enabling us to ensure the highest quality. **AS** part of our continuing effort to refine and expand our line, we also maintain state-of-the-art laboratories where new products and special orders are developed and tested, and where the technical aspects of manufacture are perfected.

Fire. Half-servant, half-savage, powerful as a demented god. Shapeless while forging shape; lifeless while breathing life.



Lightning. Frenzied beacon, feral streak in the sky. Harbinger of promise, dazzling, untamed.



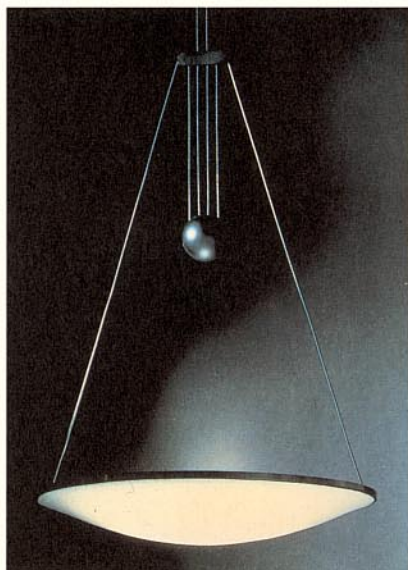


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**FLASH** of inspiration is often as fleeting as a bolt of lightning. At

Yamada Shomei, we sustain inspiration with meticulous research—a foolproof formula for innovation. **OUR** sales professionals are in constant communication with clients and deliver their comments and suggestions to our design team. Our designers and engineers, in turn, spend many hours analyzing these responses and examining domestic and international design trends before developing products for a changing world.

**NEARLY** half a century of ingenuity lies behind Yamada Shomei's steadfast commitment to the most advanced lighting products, and we are well-positioned to continue that commitment into the future. **DRAWING** upon the best ideas from Japan and around the world, our designers and engineers combine sophisticated concepts with the Japanese mastery of technology. **THE** result is a rare synthesis of form and function. And the possibilities remain infinite.





**COMPLEMENTING** our lighting products is a comprehensive array of services that has secured our position at the vanguard of Japan's lighting industry.

**FIVE** showrooms display our latest products and offer consulting services for architectural firms, building contractors and electrical installation companies. These showrooms also serve as our primary contact points for direct client feedback.

**BRANCH** offices in 13 major cities work with architectural firms, appliance retailers and developers.

**OUR** residential division acts as liaison with contractors and interior designers in the installation of Yamada Shomei products in residential settings.

**OUR** contract division supplies lighting fixtures to hotels, shopping malls and other public and commercial facilities.

**OUR** maintenance service division provides after-market upkeep for products installed in public and commercial locations. Yamada Shomei is the only lighting company in Japan offering its customers ongoing maintenance service.

**OUR** extraordinary success has also prompted rapid expansion into many related fields.

**YMD DIVISION.** Sleek, sophisticated styling by top Japanese and international designers characterizes the furniture, accessories and floor coverings produced by our newest division.

**CASA LUCE.** East meets West in the European designs imported to Japan through Casa Luce. A joint venture with Arflex Japan Ltd., Casa Luce showcases contemporary lighting products and Venetian glass.

**LUMICO.** Lumico underscores the importance of proper lighting in interior design by combining retail sales of fixtures and accessories with a complete design and planning service for residential and commercial clients.

**YAMADA DAY-BRITE.** With high efficiency and low energy usage as its primary objectives, Yamada Day-Brite plans, designs, manufactures and sells fluorescent lighting fixtures and systems for offices. It is affiliated with Thomas Industries Inc. in America.

**IN** cooperation with leading Japanese and international designers, Yamada Shomei has also begun developing a collection of distinctive design accessories.



TOKYO SHOWROOM

CASA LUCE

LUMICO



**WE'VE** already begun to light up the world. **OUR** products are exported to Europe, Asia and Australia, and we have design and distribution agreements with such prominent European firms as Sirra and iGuzzine of Italy and Germany's Clasicon and Brendel & Lowig. **WE** maintain a permanent booth at the Hanover Messe in Germany, the world's most prestigious exhibition of lighting fixtures. YMD products are also on display at the Gallery of Modern Art in Los Angeles. **FROM** Singapore to Sydney, from Hong Kong to Rome, at Yamada Shomei we make it our business to set the pace in international lighting design and manufacture. **AND** that's an enterprise that translates into any setting.

For further information contact:

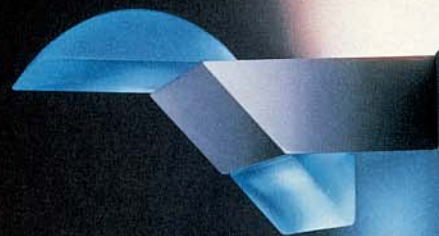
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**F**OR NEARLY HALF A CENTURY,  
THOUSANDS OF PROFESSIONALS  
HAVE BEEN COUNTING ON YAMADA  
SHOMEI FOR THEIR LIGHTING NEEDS.  
IT'S EASY TO UNDERSTAND WHY. BUILT  
UPON A BEDROCK OF RELIABILITY, WE  
MANUFACTURE PRODUCTS THAT WILL  
LAST A LIFETIME. ACCLAIMED FOR  
INNOVATION, WE ARE POISED TO MEET  
THE CHALLENGES OF LIGHTING FOR THE  
NEXT DECADE AND THE NEXT CENTURY.



**B**UT OUR COMMITMENT DOESN'T END  
THERE. WE PROVIDE CUSTOMER  
SUPPORT FROM CONCEPT THROUGH  
SALES—AND BEYOND—TO MAKE SURE  
OUR CLIENTS ARE COMPLETELY  
SATISFIED. OUR APPROACH HAS EARNED  
US SCORES OF DESIGN AWARDS AND AN  
UNPARALLELED REPUTATION FOR  
SERVICE AND DEPENDABILITY. DISCOVER  
YAMADA SHOMEI. YOU'LL FIND WE'RE  
LIGHT YEARS AHEAD OF THE REST.