**Amble press kit:** [**http://bit.ly/1TZwozK**](http://bit.ly/1TZwozK)

FOR IMMEDIATE RELEASE

**LightCorp unveils Amble by Stephan Copeland at NeoCon**

*Minimalism in the extreme, the breakthrough Amble LED task light has only one moving part – yet offers astonishing adjustability and portability for the user*

GRAND HAVEN, MICHIGAN, USA—June 2016—[LightCorp](http://lightcorp.com/), a leader in the design and manufacture of high-tech lighting products for office environments, unveils a light like no other at this year’s NeoCon World’s Trade Fair: the Amble LED task light, developed in collaboration with renowned industrial designer [Stephan Copeland](http://stephancopeland.com/).

Why is Amble different?

Amble is a light with no moving joints or articulation – in fact, the only moving part is a gravity-powered “eye.” A study in reductionism and simplicity, Amble’s lean, single-form construction achieves a large sphere of adjustability and portability through the intelligence of its shape.

It is a powerful solution for open and private workspaces.

“When you see how Amble works, it’s an ‘a-ha!’ moment,” LightCorp General Manager Kyle Verplank said. “The design is so simple, intuitive and elegant. It’s genius. Stephan Copeland has designed a brilliant light.”

Amble celebrates movement with a sublime design that lets the user adjust the light to any one of three vertical positions, creating distinct pools of illumination that range from expansive to concentrated. The gimbal eye, a unique gravity-driven shade within the light housing, automatically prevents the glare so common with adjustable task lights. The light housing is made of ABS polymer.

“Amble’s minimalist, sculpted shape and subtle durability invite the kind of user engagement that’s key to great ergonomic lighting,” said Copeland, who will be at NeoCon with LightCorp to present the new light.

Amble offers a battery-powered option, built-in USB charging and an occupancy sensor – making it even more significant for modern work environments.

“Today's open-concept, collaborative workspaces demand agile products with the ability to multitask. Amble can go anywhere and ensure supreme illumination and diversity of function,” said LightCorp Vice President of Business Development Rick Smith. “At the same time, the light relates to the user – it makes a connection.”

Copeland chose the name Amble with intent: “It’s about flow and movement – a light that moves organically with the user,” the designer said.

But Amble is more than an accessory, albeit one that a user will bond with. In fact, Copeland and LightCorp see Amble as integral to a larger conversation about lighting as transcending “tangible product.”

Copeland explained: “Lighting designers and interior designers know that’s it’s not just about ‘a light’ – it’s about the right lighting. And good lighting must do several things. First, it must help people to understand and hopefully feel comfortable in the space they are in. Second, it must set mood and tone – and ideally convey the personality of a space or an organization. And third, and probably most important, lighting must focus the flow of visual information so people can do their best work. Amble is a light that possesses these intangible qualities.”

Amble’s sustainable design not only involves materials but also the life-cycle impact on the environment. The light’s energy-efficient design embodies the principles of conservation and sourcing responsibly.

LightCorp and Copeland unveil Amble at NeoCon in space 7-8062 at The Merchandise Mart in Chicago. Exhibiting for the duration of the three-day show, LightCorp also hosts a cocktail party in LightCorp’s NeoCon space on Monday, June 13, from 3:30 p.m. to 5 p.m. Amble product designer Stephan Copeland will be in attendance.

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**About the company:**

As the leading specialty designer and manufacturer of office lighting, LightCorp brightens and enlightens workspaces around the world with smart and efficient lighting technology. LightCorp’s award-winning products improve productivity, health and energy efficiency in modern-day workspaces. Founded in 1986, the company’s headquarters as well as design, manufacturing and assembly facilities are located in Grand Haven, Michigan, USA. LightCorp is part of the Shape family of companies (<http://www.shapecorp.com/>). Learn more about LightCorp at [www.lightcorp.com](http://www.lightcorp.com).

**Media contacts:**Molly Klimas

IntentPR

(616) 443-4647  
[klimas@intentpr.com](mailto:klimas@intentpr.com)

Meghan Meier

LightCorp

(616) 402-3160  
[meghanm@lightcorp.com](mailto:meghanm@lightcorp.com)

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