



On the Russian fair, Insta Russia and the light planning office Ultimatum focused on projects and lighting solutions.

Insta Russia at Arch Moscow 2010

When Arch Moscow started on 26 May 2010, the Insta LED luminaires got a representative presentation on the 100 m² large stand of the sales partner Insta Russia. Ultimatum owner and architect Pavel Pavluk had devised the stand Insta Russia shared with the light planning office Ultimatum. The spacious and project-related stand magically attracted the target group of architects and planners. Simon Osipov and his staff of Insta Russia had concentrated on the presentation of luminaires for outdoor installation. They showed built-in floor and façade light lines, spots, beamers and light points.

The consequent presentation was acknowledged immediately. On the one hand by the visitors who could not wait to arrange presentation dates, on the other hand by the exhibition corporation who awarded a prize to this fair presentation already during the fair. »Highly satisfied« is the conclusion of Simon Osipov who has to keep numerous appointments these days.

Whoever has missed the presentation of Insta Russia, can look forward to Interlight Moscow in November.



Already during the fair, the stand was awarded a prize for being »Best exhibition in architectural lighting«.