



Ilmés  
Illumination  
Magazine  
Vol.4



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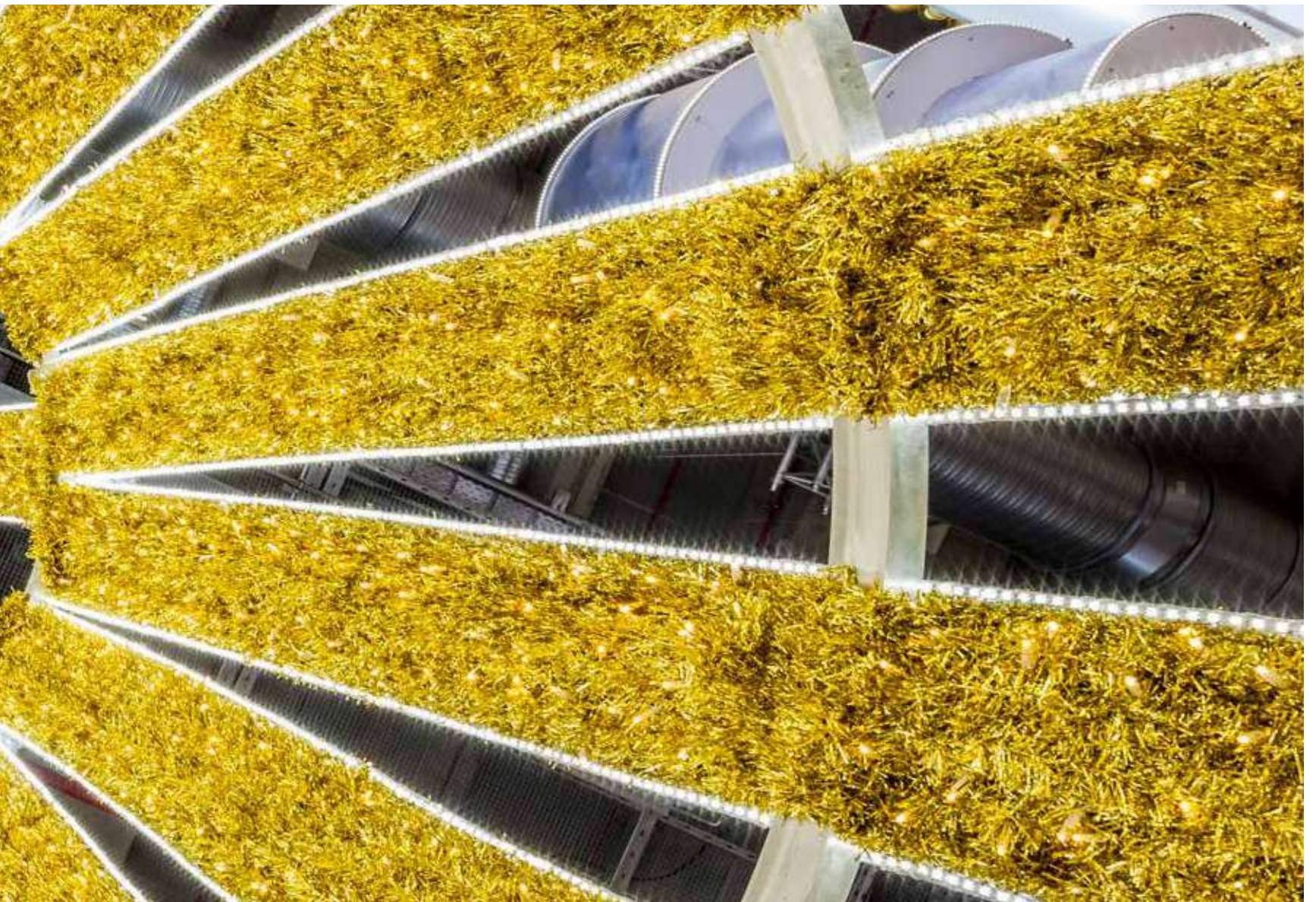
If you can dream of it...

we can make it real









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Share your  
**Light**

-You are the light of the world, a sparkle in the dark-  
(Anonymous)









Decorative

# Lighting

## An economic and social stimulus

Decorative lighting is not at present conceived as a separate tool used by local authorities to “decorate” their towns and cities at certain times of year, but rather falls under the overall municipal street-lighting strategy and shares the same principles and objectives: fostering local urban, social and economic development, considering and reducing environmental impact and reducing energy consumption.

Creating jobs, incentivising retail sales, catering and tourism and, as a result, increasing consumption and local income — these are the basic objectives of decorative lighting.

Illuminations also encourage local people to feel part of their cities, embracing their celebrations and centuries-old traditions, to become one of the most widely recognised and accepted local initiatives and one of the city’s main attractions.







## Christmas lighting

has a positive impact of  
**92,96%** on cities

And, of course, nobody wants to do their Christmas shopping in sad, grey surroundings rather than streets that are filled with festive cheer, festooned with illuminations to the strains of Christmas carols.

Let us now consider the impact on some of the cities that have made the most effort with their illuminations. In Madrid, for example, according to data compiled by the Municipal Consumption Gauge, the city's 2015 Christmas lighting had impact of 92.96%, and was the initiative that was best known by local people. Over the 30-day Christmas period, the number of visitors to Madrid in December grew to a record 615,000, with almost 1.2 million overnight stays.

Every year in southern Spain the ferias in Malaga, the capital of the Costa del Sol, and Jerez de la Frontera welcome over a million visitors, even in August, as is the case in Malaga. Christmas lighting in Malaga has nevertheless exceeded this number of visitors in 2016 thanks to the spectacular light tunnel installed at Larios Street: 2.6 millions of people have visited this emplacement to enjoy it.















## Illumination is not a cost; it is an investment

Illuminations are not a cost; they are an investment. They stimulate demand, giving retailers some much-needed relief in these times of economic crisis and slow sales, as they see Christmas lights as being specially attractive for shoppers. Illuminations also boost hotel and restaurant bookings and the use of public transport, particularly taxis to follow the lights, thanks to the increasingly buoyancy of Christmas tourism. In short, lights can get a city moving.

Constantly reducing the environmental impact and energy consumption of illuminations is another basic premise within a city's lighting strategy. In decorative lighting these targets are reached by developing designs that are much more efficient and by perfecting and fully implementing LED technology as a single lighting system. This not only saves on electricity but also reduces carbon-dioxide emissions into the atmosphere, thereby helping to combat climate change.





CHRISTMASWORLD '15



CHRISTMASWORLD '13



CHRISTMASWORLD '12

International

# Fairs

Global  
network

ILMÉX's goal consists of exporting the exclusivity concept that comes from its decorative lighting projects, which really makes difference in comparison to the rest of companies belonging to the same field.

Aware of the prestige influence it has on the market, ILMÉX is present in the main international fairs in Madrid (Matelec), Frankfurt (Christmasworld), Lyon (LumiVille), Düsseldorf (Euroshop), etc.







CHRISTMASWORLD '16



# Made in Spain

A key point of Ilmex's policy is that 100% of its lighting motifs are manufactured in Spain. This is crucial, and possible thanks to relevant aspects that come together to achieve a high-quality product made by and for ourselves.

In terms of quality, manufacturing in Spain means that all the materials and processes in the production chain can be strictly controlled throughout, with reaction times that enable any issues or unforeseen circumstances to be dealt with without compromising the delivery dates agreed with clients.

In terms of social policy, Ilmex creates jobs in Spain, so the company's progress and growth has a social and economic knock-on effect on the local community and area and the country as a whole. In manufacturing alone, for example, more than 100 direct jobs have been created.

In terms of economic policy, besides the job-related aspects mentioned, centralising warehousing, production and showrooms in Spain means that related services and other activities (catering, property, consumables, etc.) will also stay in the country.

In short, our Made in Spain product means we all can grow.













# Quality

Ilmémex = Quality

Quality is ILMÉX's watchword at every stage of what we do: raw material, storage, manufacture, distribution, document-handling and environmental management.

From a management viewpoint, ILMÉX has pioneered the setting up and implementation of a QA and environmental management system that meets the requirements of the standards UNE - EN ISO 9001:2008 (Quality management systems) and UNE - EN ISO 14001 ("Environmental Management Systems: Requirements and Guidelines for Use").

All the procedures involved in our business are properly organised and documented with the sole objective of assuring clients of our compliance with all the relevant requirements in terms of quality, design, manufacturing and delivery deadlines. Our manufacturing, packaging and distribution processes follow a predetermined procedure so that not even the slightest error can occur in the production process without being detected. The complete manufacture of structures and assembly of the end product is carried out in Spain, giving our products European levels of quality that are significantly higher than others on the market.

To preserve this quality, our production is subjected to a stringent control system, including individual checks of every part made to assure its functionality and safety. In our distribution process, as well as standard high-quality packaging we also create made-to-measure packaging to optimise the logistics and storage of special-volume items.









# Displays

These are just some of the firms that know work with ILMÉX to decorate their Christmas and other seasonal window displays. ILMÉX can come up with designs that are adapted to any brand and budget, with the option of choosing from prototypes, flexible delivery deadlines and competitive prices.

















# Decor

## Ilmex & decor

Ilmex never stops innovating and broadening its horizons.

We are making a strong case for cutting-edge, high-quality decoration.

This year, for a spectacular exhibition that is held annually, Ilmex has made some customised display cabinets. Dazzling mirrored backgrounds with their own light.

The lighting merges with the environment to give the space a unique, exclusive feel.

And we continue to progress.









# Shopping Centres

Decorative

lighting

for interiors

& exteriors

ILMÉX has a line of specialised products and designs for the exteriors and interiors of shopping centres, adaptable to every style of decoration, with the main aim of triggering the Christmas spirit among customers and increasing consumption.

























# Special Looney Tunes

Decorative  
lighting  
&

Looney Tunes

This year Ilmex has partnered with the much-loved Looney Tunes brand to handle the lighting for a chain of shopping centres.

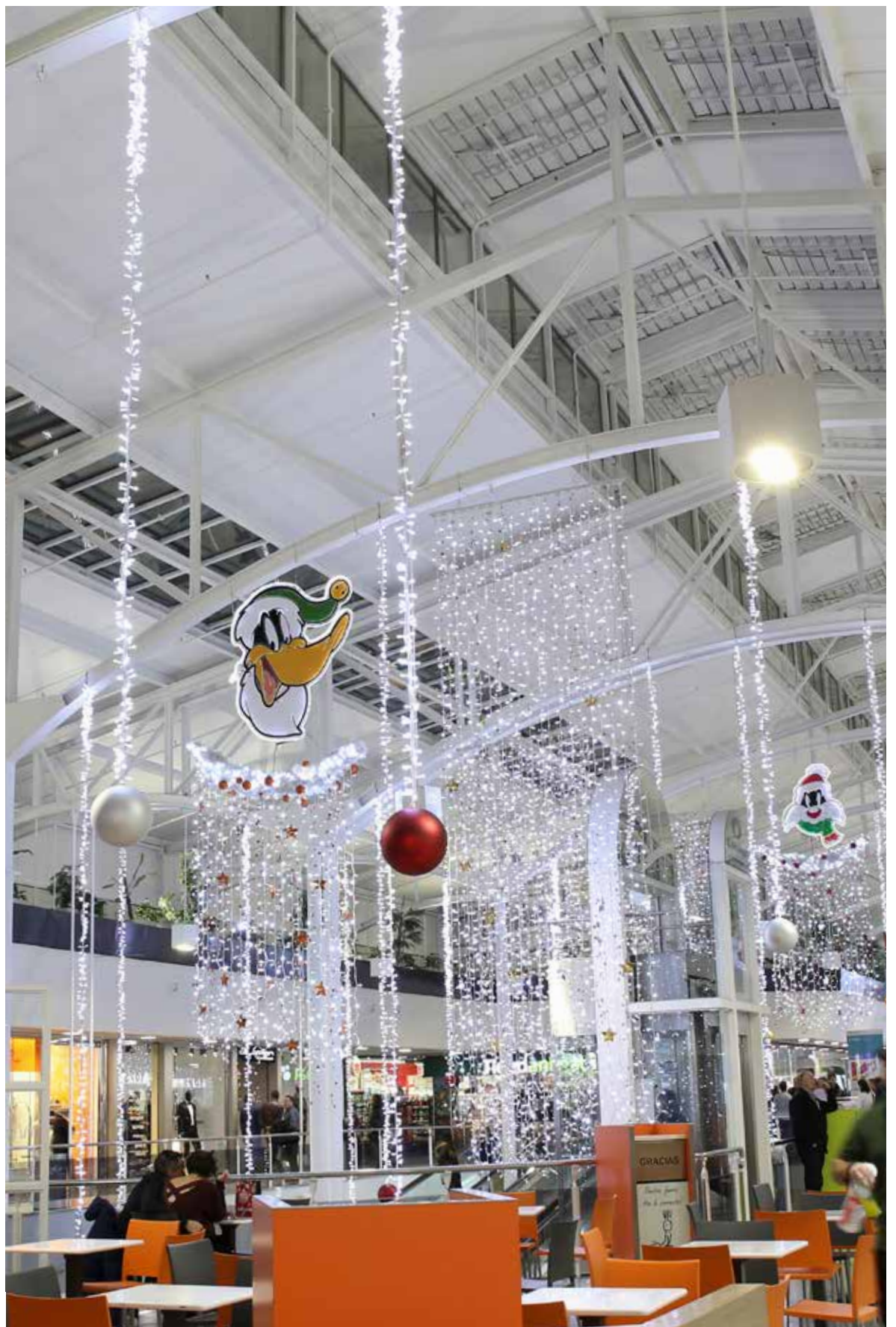
The result is a visual spectacle for people of ages, combining the wonderful beauty of light with the fun, feelgood appeal of these characters.



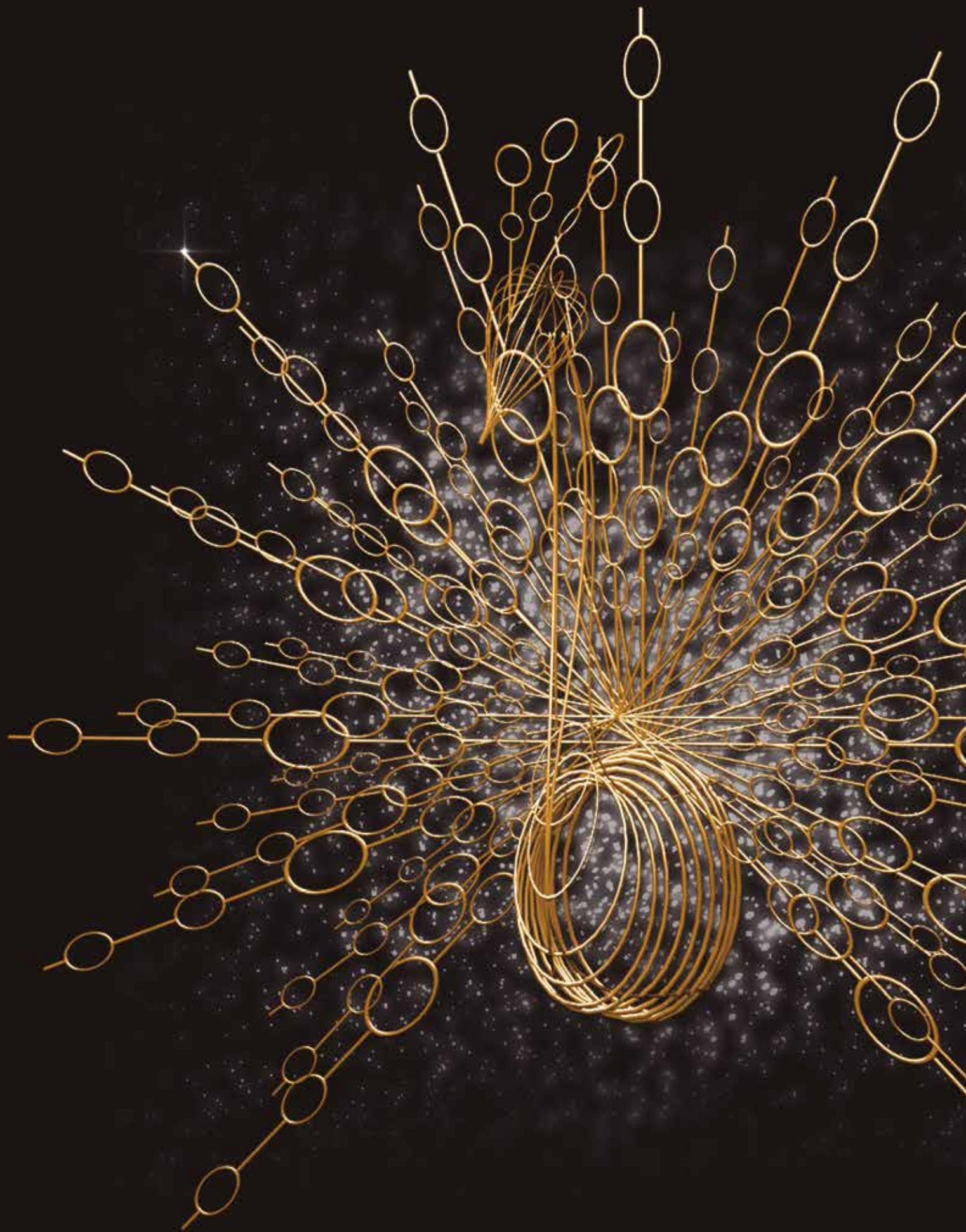
















Let your  
**imagination**  
run free

-The power of imagination makes us infinite -  
(John Muir)









# Special Projects



# Monumental & Interactive

Major lighting structures that interact with passers-by and surprise everyone who sees them.

These are large-scale, monumental structures, much larger than the standard-sized trees we're used to seeing.

The amazement and spectacle they cause is exactly what we had in mind when we started developing these projects.

Our achievement: squares and streets have been thronged by thousands of visitors since the opening.









# Christmas ball



On this site there is a gigantic walk-through ball for passers-by to interact with, rather than just looking at it from outside.

The interior contains more balls and light decoration, making the visitor even keener to have a look inside.

And, as a final touch, a spectacle of light and sound at certain times to create expectation.

Ideal as an attraction for the city.















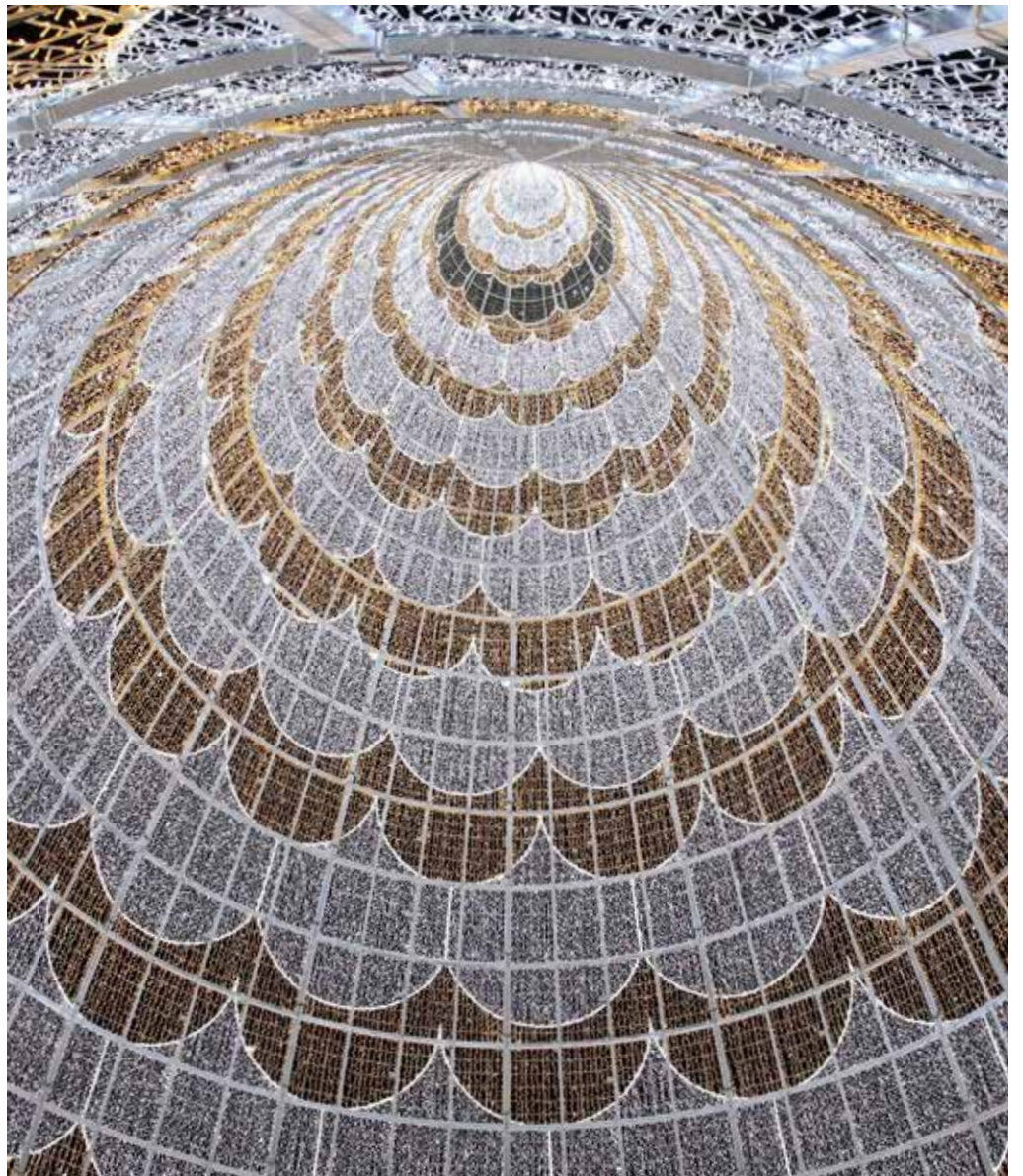
## Monumental tree



This magnificent tree is truly enormous. A tree that at 56 metres high is the second tallest in the world.

With a simple yet elegant design, simulating snow. Installed at one of the biggest shopping centres in Spain, it has been visited by thousands of people since its opening.

As an extra attraction, a light show has made it a truly unique piece.











## Light tunnel



A light tunnel simulating a night sky filled with stars, in one of the world's most beautiful cities.

It achieves an effect of bathing in light the people passing by on the street, which is filled with visitors at this time of year.

A project that has been so successful that it has been repeated on the same site this year, although we haven't limited ourselves to installing the same lighting. The lighting has been modified by adding a number of musical shows, to make it even more attractive.

The result has been to fill the street several times a day over the whole Christmas period.





# Special Lights

A very special design for a city with a character all its own. A design that had to simulate the central rosette at the city's best-known church.

This lighting would have been exorbitantly expensive if not impossible to achieve with ordinary LEDs.

But finally, by using backlit perspex and colour printing, we have been able to achieve a result that is not only similar to the traditional rosette but even enhances it.









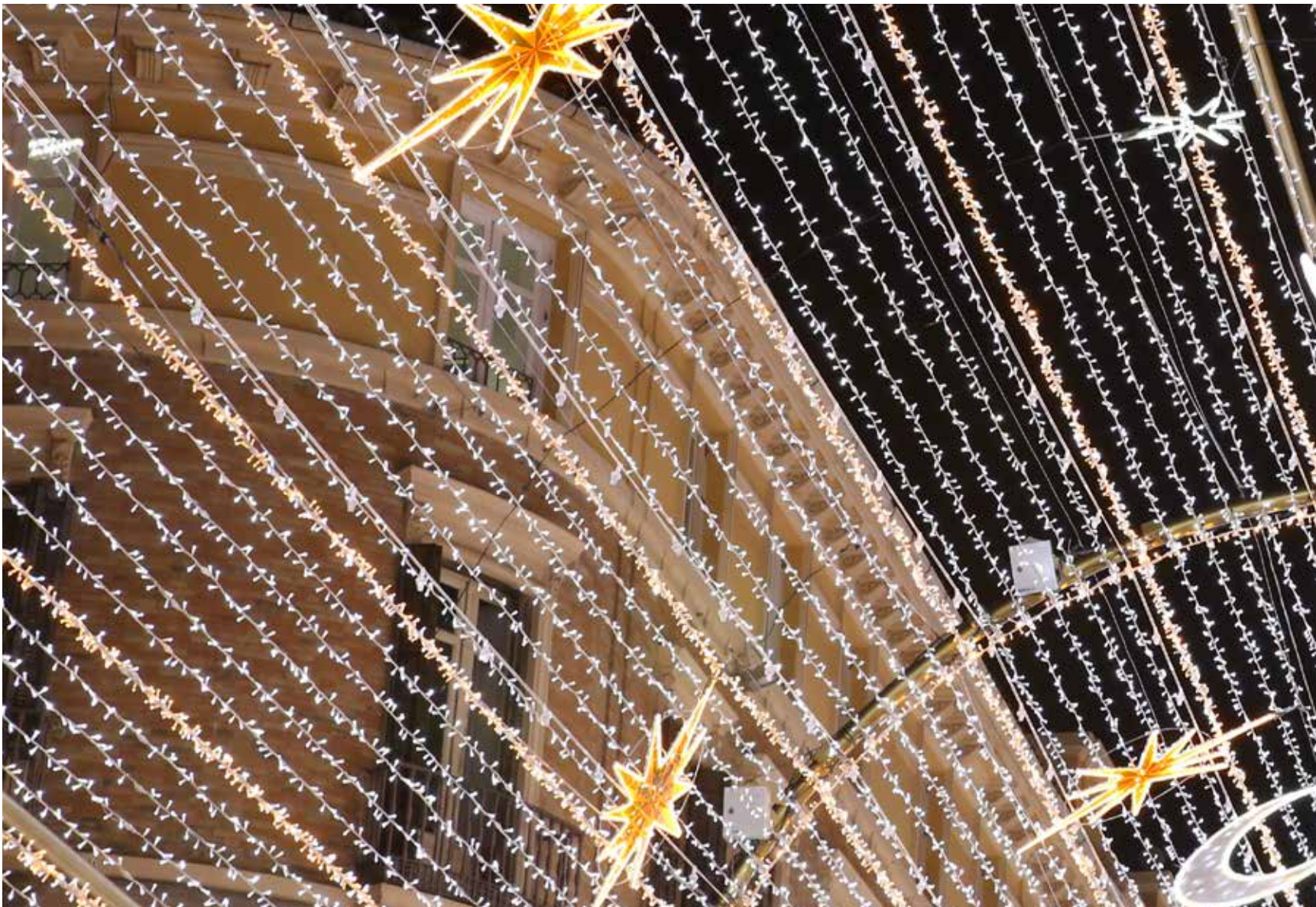








# Lighting Projects



































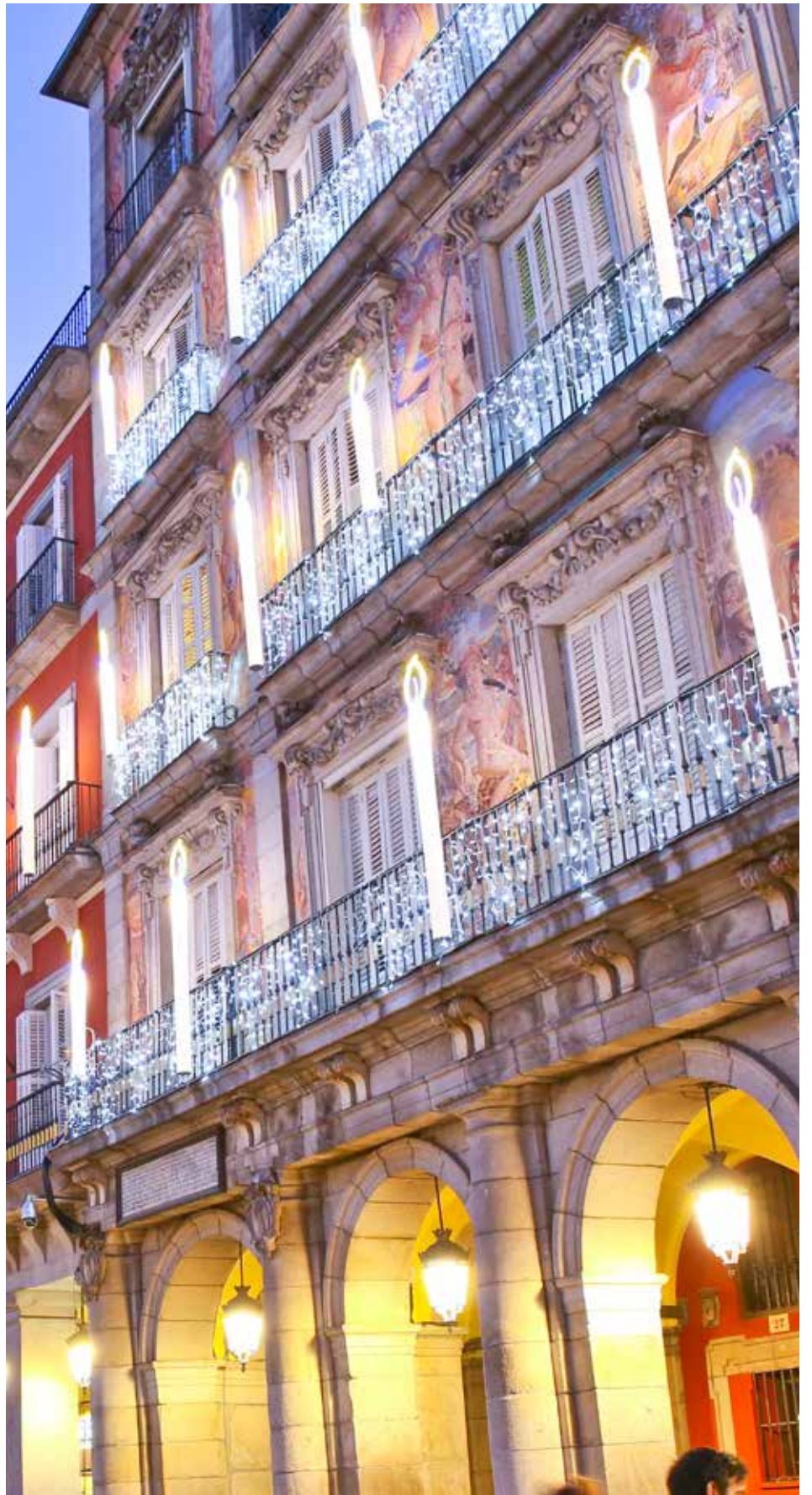
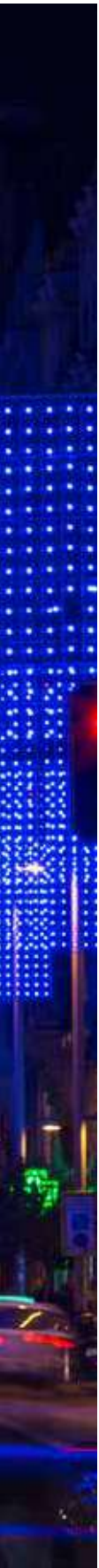




















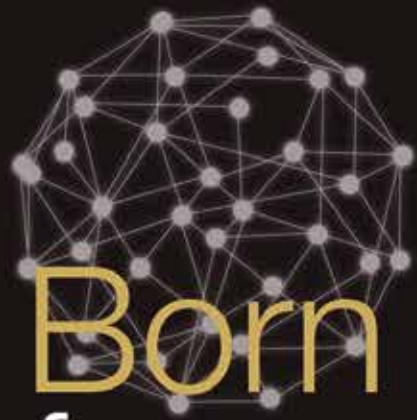








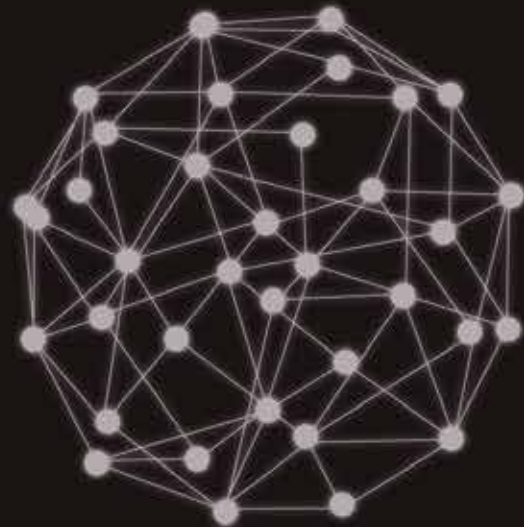




Born

free and

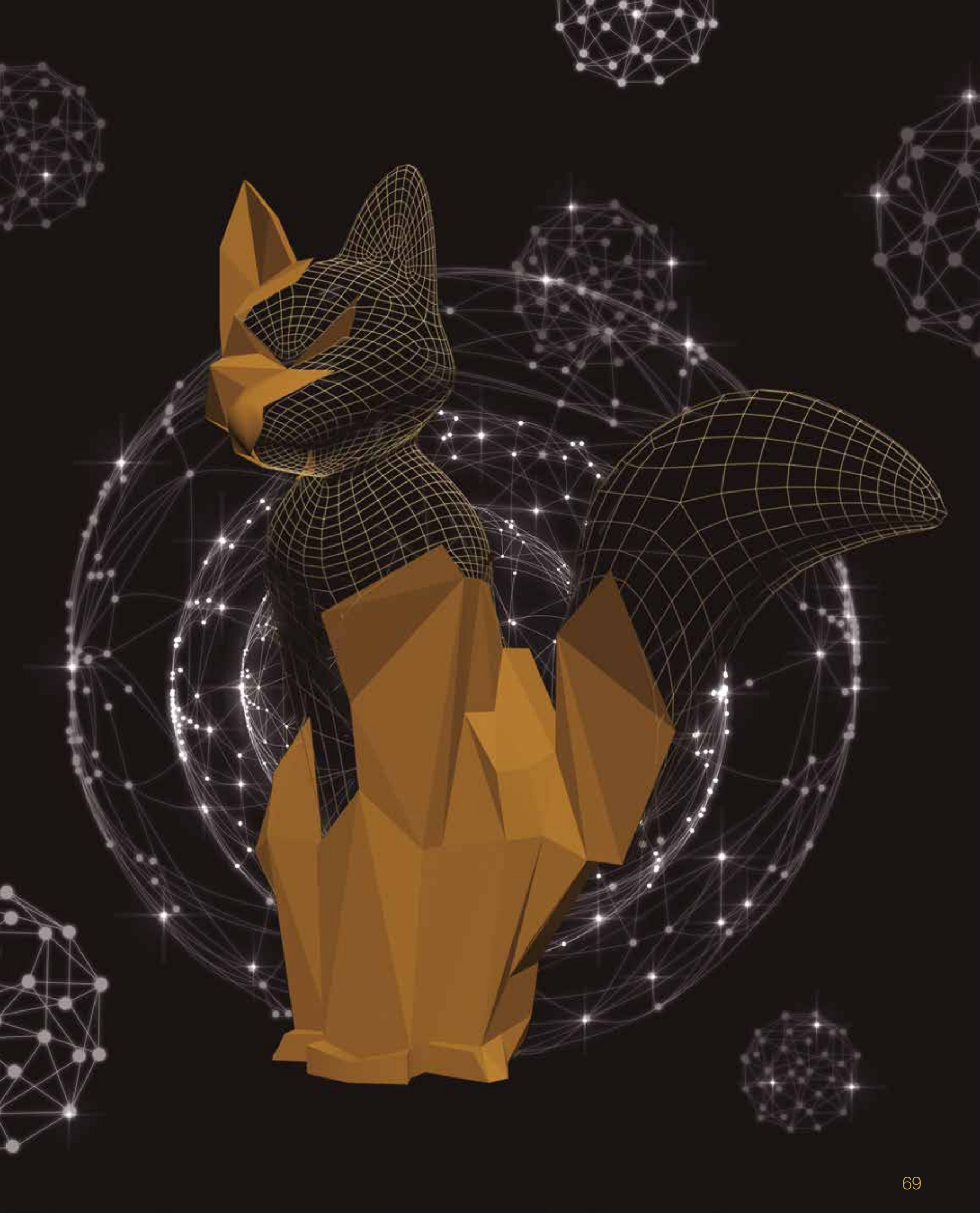
wild



-Live free and wild; this is the secret of the life.-  
(Anonymous)











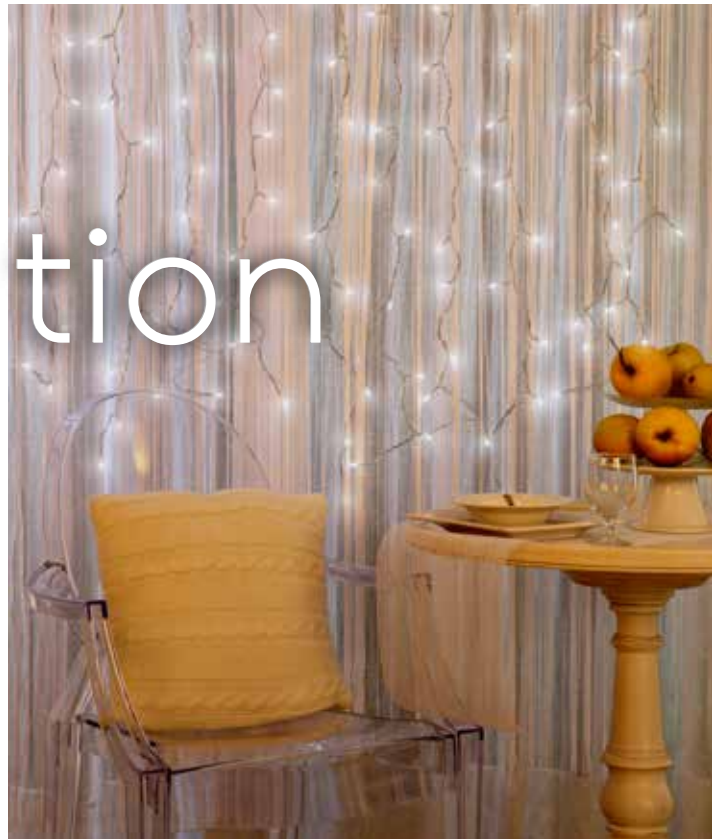


# Distribution

Transferring our  
experience to  
decorative lighting  
for the home

ILMÉX RETAIL is a division that adds its experience to decorative lighting in optimal formats for the retail, catering and domestic markets.

In 2012 ILMÉX launched its first RETAIL line, transferring our experience to decorative lighting for the home. ILMÉX's know-how is now at the service of major distribution chains that are committed to bring domestic lighting to the fore of the Christmas campaign.





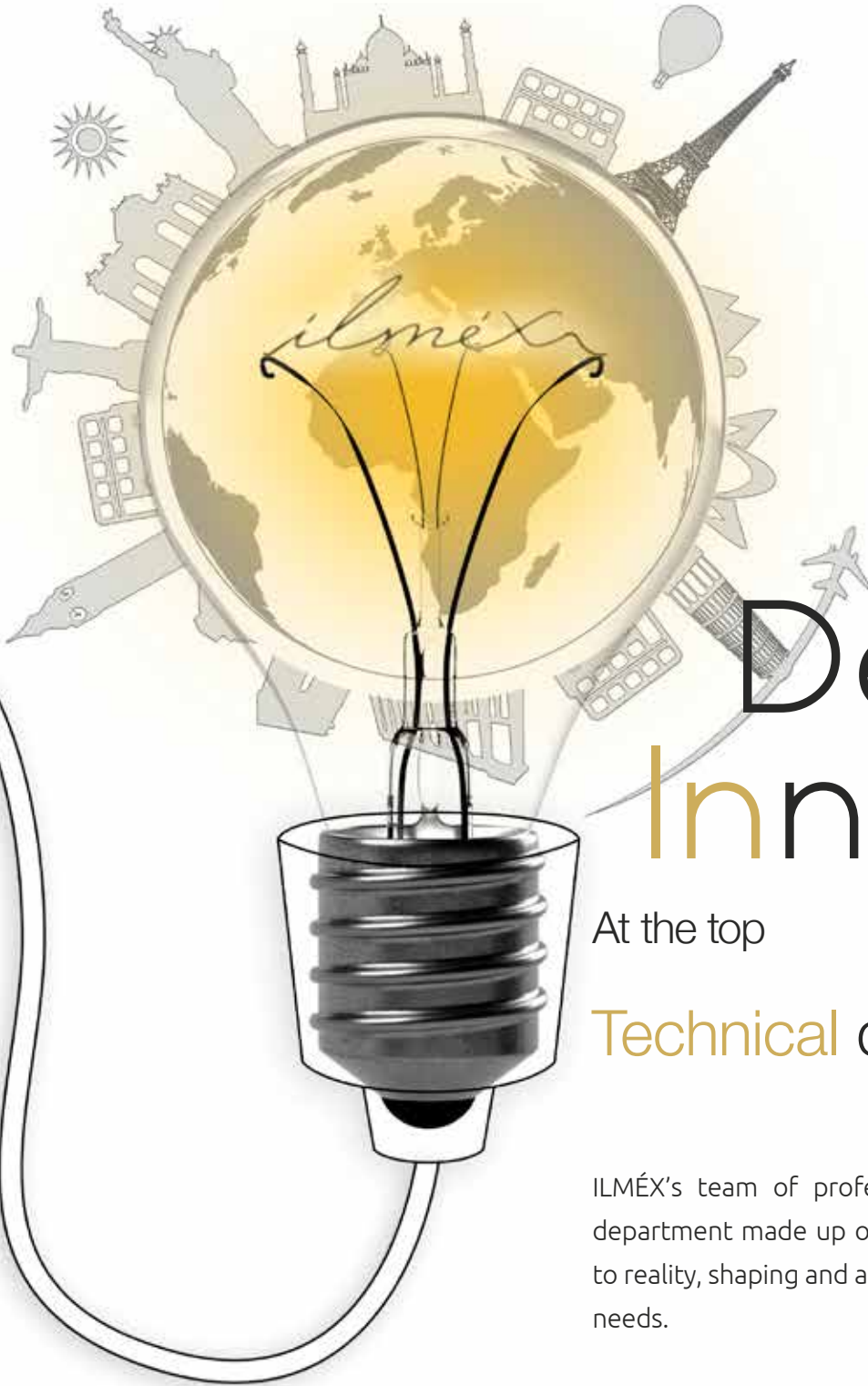


We

create

dreams





# Design and Innovation

At the top

**Technical** department

ILMÉX's team of professionals enjoy a considerable prestige. A technical department made up of engineers and designers brings each of our projects to reality, shaping and adapting every item according to our clients' decorative needs.

With the presentation of a complete project, including a full report on materials, photomontages, etc., clients are given all the documentation they need to give shape to their idea.

Solid, safe decisions can also then be made about the resulting effects.





**AUGMENT**  
YOUR **CHRISTMAS**  
-AUGMENTED REALITY-





## Augmented reality

Augmented reality is a new technology that uses mobile devices to connect the physical world to 2D and 3D animations in real time and so create a mixed reality.

We are taking this even further by making lighting interactive. Any project can be supplemented with augmented reality to become a striking interactive spectacle.

We'll be happy to advise you about this and create a made-to-measure project for you.







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Your illusion is also ours





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