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Award-winning luxury illumination firm ups the ante in minuscule lighting.

Austin, Texas

MINIMIS co-founder Alex Lorenz long found it frustrating that light fixtures were too huge, unwieldy, and inefficient. The advent of LEDs gave Lorenz hope that luminaires would shrink considerably in size. However, an LED still generates a considerable amount of heat, and if not efficiently dissipated, the heat will quickly destroy the LED. This results in the unfortunate requirement for LEDs to be equipped with large heat sinks that negate the size advantages that LEDs could offer. "With this in mind," Lorenz explains, "I set about developing an LED/lens base-module that was at once: minuscule, waterproof, effectively managed heat, and that emitted a remarkable amount of light."

In 2012, upon developing a successful, stable base-module that formed the basis for MINIMIS' popular LP-series of luminaires, Lorenz designed fixture housings that required no gaskets or seals, that assisted the heat dissipation of the MINIMIS base-module, and that would be sleek and minimal, even when the light is off. The result was two revolutionary fixtures.

1PUCK LP - Selected by Architectural Record for Top Lighting Products of 2013, 1PUCK LP is a minuscule, recessed luminaire of only 30mm (1.2-inch) diameter, with the smallest aperture on the market, of only 10mm (3/8-inch), for flush-mount installation into wood. Suitable for indoor and outdoor use, the tiny form factor enables 1PUCK LP to be virtually invisible, yet is powerful enough to illuminate a single-story wall. The solid, milled, aerospace-grade anodized aluminum construction enables 1PUCK LP to be ideal for installation in any environment - indoor or outdoor, beachside or inland, arctic or desert. The patent-pending LED/lens base-module is IP67-rated, tested in full water-immersion to a depth of 1 meter, and prolonged exposure to 0°F (- 17°C).

THUMBSTACK LP - an infinitesimally tiny landscape light, with a fixture diameter smaller than a US dime (16mm, or 3/5-inch). Featuring a rugged nylon and nickel housing, and a tough, titanium stake, THUMBSTACK LP is available in upright and 90-degree fixture housings, and is ideal for illuminating pathways, walls, rock gardens, and entranceways. Without the titanium stake, THUMBSTACK LP can be employed as tiny sconce lighting for wall-grazing, illuminating pathways, and can even be used for moonlighting effect in smaller trees.

In 2015, MINIMIS doubled down on its commitment to the minuscule, by introducing two new groundbreaking additions to its LP series of luxury illumination. QUANTUM LP and DOT LP - tiny-aperture LED luminaires with a fixture size of only 19mm by 19mm square (3/4-inch x 3/4-inch). Suitable for recessed installation into drywall, plaster, wood, tile, concrete, granite, or plate-steel, QUANTUM LP and DOT LP are composed of a custom, hand-milled titanium housing with an elegant, square titanium bezel, for durability in any environment, including outdoor, kitchen, bathroom, office, common areas, and even luxury marine.

QUANTUM LP features a precision, custom-milled metallic sharp-cutoff spot reflector from Milan

Italy, while DOT LP features a PMMA ultra-wide flood lens that is optically superior to glass. Both are available with choice of spring-clip wings for easy recessed installation into most materials of up to 25mm (1-inch) thickness, or with titanium backing thumb-nut, for recessed installation into plate steel or other thin materials. The 19mm by 19mm square bezel makes QUANTUM LP and DOT LP disappear into a mosaic tile application.

The MINIMIS LP-Series luminaires have been engineered to be fool-proof to specify, easy to install, and offer rock-solid performance for high-end commercial, residential, institutional, and hospitality applications. Instead of requiring confusing 'constant-current' LED drivers, which necessitate frustrating current, voltage, serial wiring schemes, the LP-Series luminaires have been designed to work - flicker-free - on standard, readily-available 12 volt DC (constant voltage) power sources, and can even operate on discarded electronic waste, including old 12vDC cellphone chargers, external USB hard drive power supplies, and laptop power bricks. MINIMIS LP-Series luminaires offer color temperatures of warm white (2800° - 3200° Kelvin), and pure white (5800° - 6300° Kelvin). Retail price in USD:

1PUCK LP	\$125
THUMB TACK LP	\$100
QUANTUM LP	\$125
DOT LP	\$125

Architects, interior designers, and landscape architects have long called for the ability to have the effect of light, without the large fixture. MINIMIS rose to this challenge with the LP-Series of luminaires, offering the design world's holy grail, of "All light and no fixture."

MINIMIS is recognized worldwide for the development of high-end indoor and outdoor architectural and landscape LED accent luminaires, leveraging best-of-breed LED technology, revolutionary optics, precision, hand-milled housings, impressive light output, intuitively simple installation methods, within incredibly minuscule and elegantly modern fixture designs. MINIMIS was founded in 2008 in Austin, Texas with a commitment to modern, minimalist design, the natural properties of light, modularity to reduce waste, sustainable approaches to fabrication, and all things minuscule.

Patent pending. Made somewhere in Texas. www.MINIM.IS +1 512 402 7300

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