Landscape Forms Introduces Motive, a Lighting Line that Breaks New Ground

Kalamazoo, MI – February 17, 2020 – Landscape Forms, North America’s leading designer and manufacturer of high-design LED lighting, site furniture, structure, and accessories, introduces Motive, the company’s newest lighting line. Motive blurs the line between indoor and outdoor lighting and expands the possibilities for creating unique settings and accents. “Motive features some firsts for Landscape Forms,” says Landscape Forms Chief Executive Officer Marjorie Simmons. “We feature a hidden light source and clear lens in several of the fixtures, which creates interesting and sculptural light effects.” The line includes an outdoor floor lamp, also a first for Landscape Forms.

Motive celebrates the beauty of light and its interaction with objects, architecture, and space. “Motive is one of our most intelligent and sophisticated lighting lines,” says Vice President of Marketing and Design and Chief Creative Officer Kirt Martin. “The hidden light source and clear lens emphasize the sculptural form of the fixture’s interior and at the same time illuminate architecture and space. The lights are experiential and technologically advanced, designed to be decorative elements in important spaces such as building entrances and art installations. They are both beautiful and functional.” The outdoor floor lamp exemplifies Landscape Forms’ culture of design, technology, and craft. The lamp’s state-of-the-art LED technology strips away all of the componentry in an ultra-minimalist form. “You see light but don’t see the light source, creating an intriguing visual experience,” says Martin.

The Motive family includes area lights with clear and diffused lenses, three distribution types, and two pole heights; a path light with diffused lens and two distribution types; an ADA-compliant wall-mounted light with diffused lens that emits light in 360 degrees; a pendant light with clear lens and lambertian distribution; and an outdoor floor lamp with point source light that can be surface-mounted, hardwired, or freestanding. Motive’s mid-power LED configuration produces smooth, even light, and the lamp and reflector design eliminate glare. Lights are offered in 2700K, 3000K, 3500K, and 4000K temperatures and are UL listed. All are available in a full color palette and finished with Landscape Forms’ proprietary Pangard II® HAPS, VOC, and lead-free polyester powdercoat.

Visit Landscape Forms at booth GB 507 during exhibit hall hours at LEDucation to view a selection of the Motive products.

About Landscape Forms

Landscape Forms is the industry leader in integrated collections of high-design site furniture, structures, accessories, and advanced LED lighting. Since its founding in 1969 Landscape Forms has earned a reputation for excellent design, high quality products and exceptional service. The company is headquartered in Kalamazoo, Michigan, with manufacturing facilities in Kalamazoo and Phoenix, Arizona, and sales representatives throughout North America, South America, the United Kingdom, Australia, the United Arab Emirates and Asia. Landscape Forms collaborates with renowned industrial designers and consultancies, landscape architects, and architects to design and develop integrated collections of products that address emerging needs and help create a sense of place. Additionally, the company has formed global marketing partnerships with select companies that share its commitment to design. Landscape Forms has an installed base of products around the world. Clients include municipalities, transit centers, corporate, college and health care campuses; and familiar brand leaders such as Harvard University, Linked In, New York Central Park Conservancy, Bryant Park, Google, Coca Cola, Oculus, U.S. Tennis Association (USTA), Nike, National Museum of African American History (Washington, D.C.), Barclays Center, Adidas, Children’s Hospital of Philadelphia, Microsoft, and Uber.

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