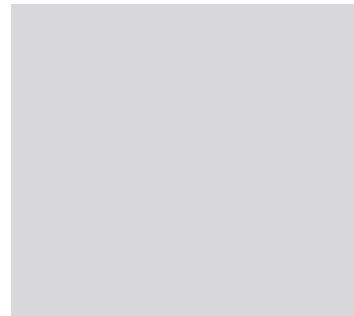


## MAXIM LIGHTING

At the crossroads between high-quality craftsmanship and technological innovation lies Maxim Lighting, the 50-year-old lighting company whose breadth and depth of design have become trademarks of its diverse portfolio. Encompassing two brands—the traditional and transitional Maxim Lighting, and the more contemporary ET2—Maxim Lighting was founded under the leadership of principal Jacob Sperling, who couples design, innovation and quality with a genuine heartfelt business approach. “The company is at its core a family business, from management to how we treat customers,” says director of marketing Adena Sperling. “Maxim’s philosophy is to carry out that family mentality by bringing a personal touch when brightening a home.” Sourced using materials from around the world by a diverse range of craftspeople, Maxim Lighting’s designs reflect the eclecticism of its L.A. community. “Los Angeles is a melting pot of various races, cultures, genders and beliefs that, when put together, results in something beautiful, interesting and bright,” she says. Like Maxim’s designs.



1



**Adena Sperling**  
**Director of Marketing**

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“Los Angeles is a community at the forefront of style, which creates an endless supply of innovation.”

### *Ask the Expert*

**To this point, what do you feel has been your greatest success and why?**

Designing innovative products like Vivex, a proprietary line that combats issues resulting from harsh climates and salt water on light fixtures.

**What specific elements, look and/or feel characterize your work?**

Ever since founder Jacob Sperling played with the boiling points of metals, Maxim has seen beyond the limits of aluminum and iron. We have used concrete, corrugated cardboard, hemp and fiberglass fibers to give each fixture a unique look.

**What part has the digital age played in the success of your firm?**

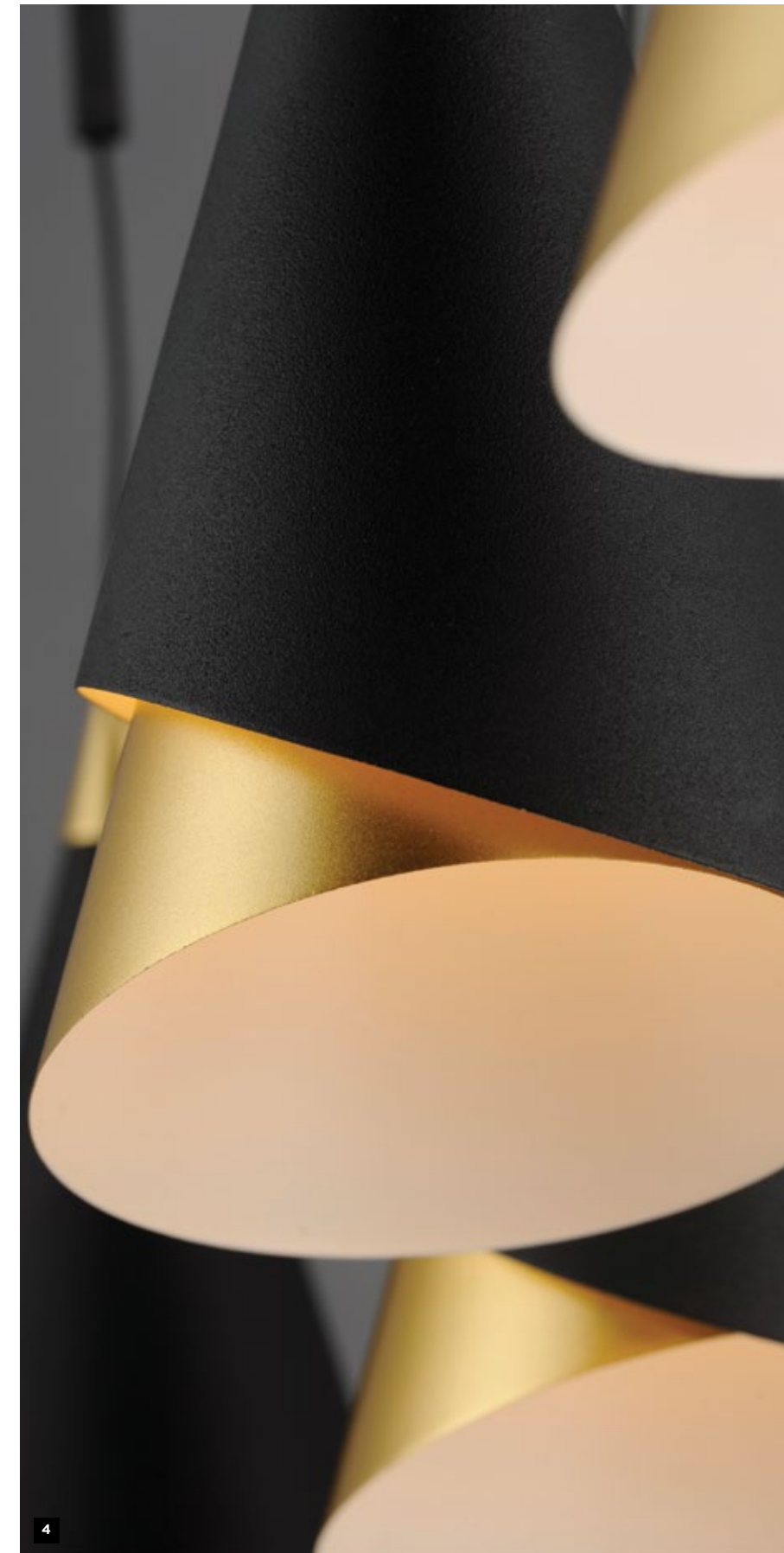
Being one of the first to incorporate LEDs, COBs and edge-lit technology, we have always been on the cutting edge of technology. Recently, we partnered with Philips Hue to create smart home lighting with integrated Hue Technology—a first in North America.



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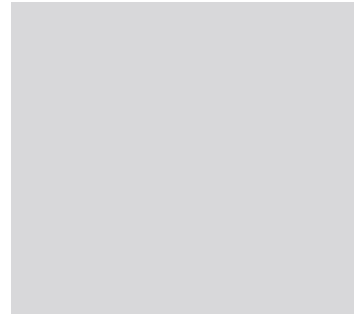
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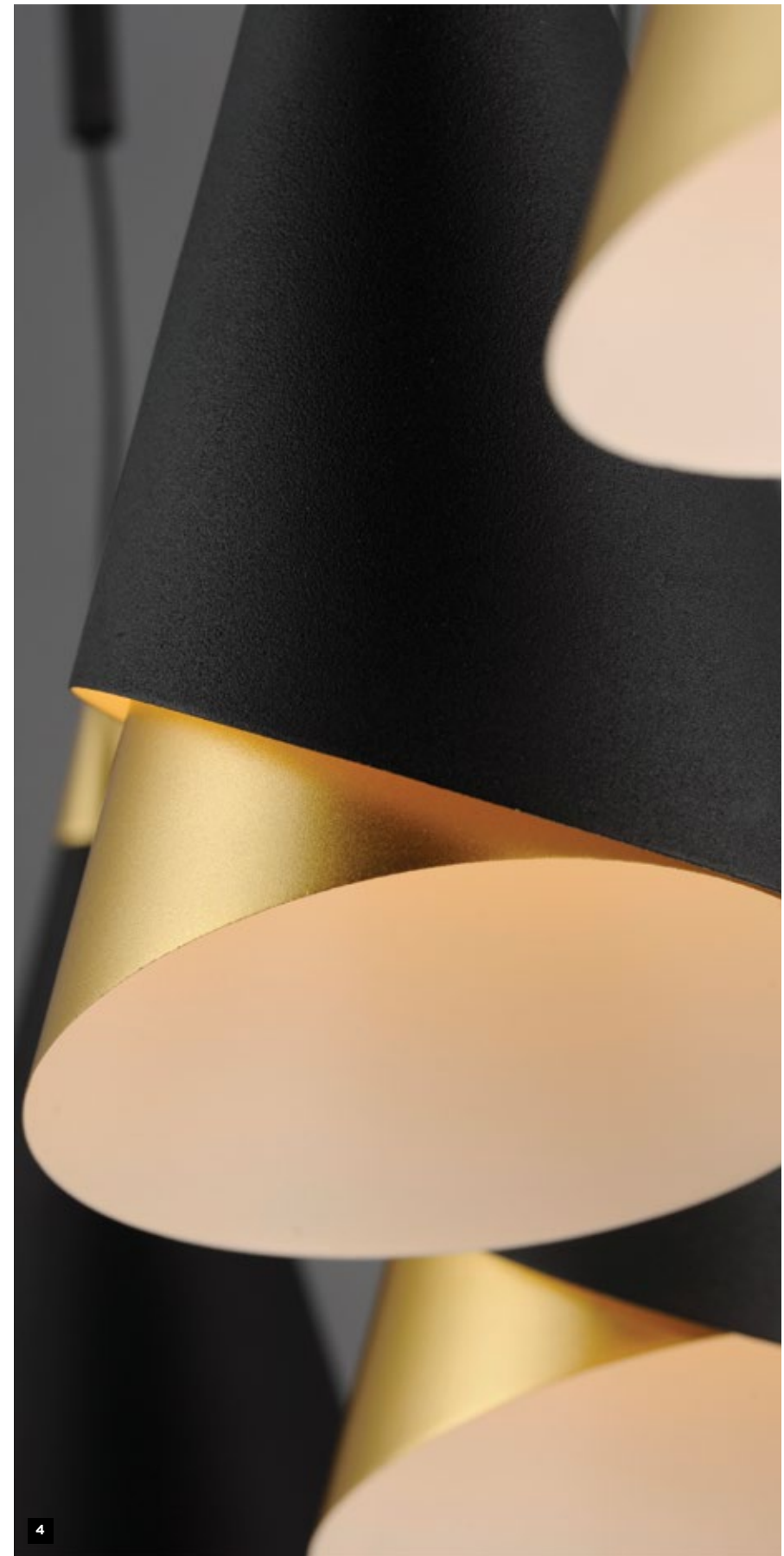
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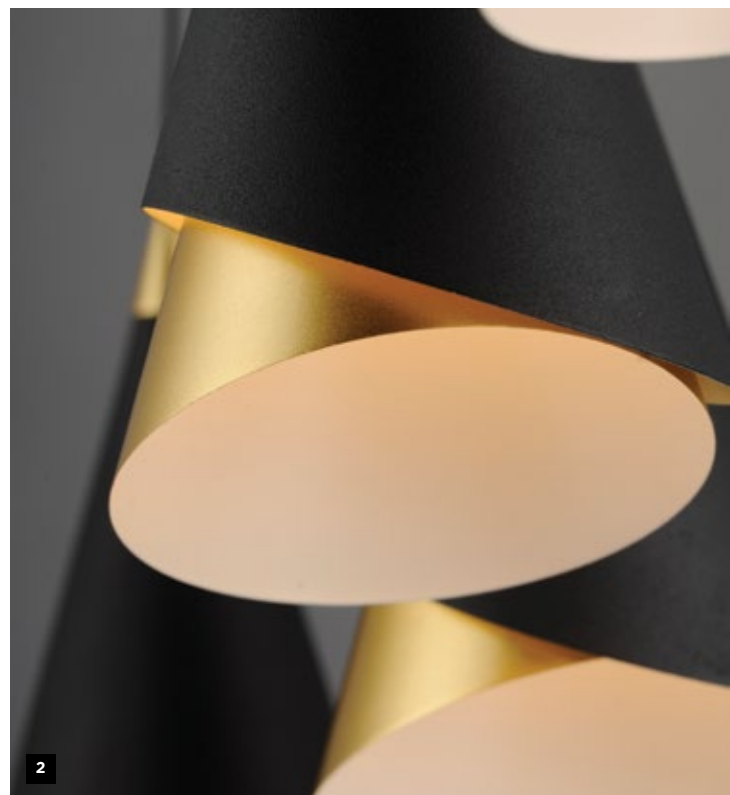
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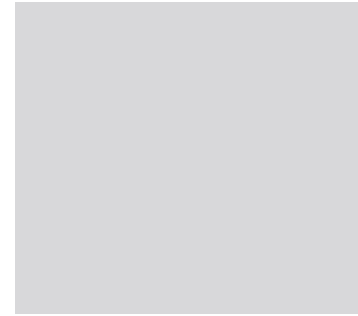
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