

For Immediate Release For additional information:

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**Viterra to Exhibit Table Lamps at New Location at NY NOW**

Rancho Cucamonga, CA ---The boutique art glass company Viterra will introduce a new

product category, at its new booth location at NY NOW. A total of 12 table lamps under the

*Viterra Lights* brand will be featured at the August show. These lamps have bases made in art

glass techniques, matching existing art glass objects. The high quality shades are made in

double layered linen.

Viterra is curated by Erica Friedman, a trained glass blower. “These *Viterra Lights*

table lamps are a logical extension of the brand”, she says. “We have establishedbusiness with

home décor stores and these lamps will also be great for the interior design community”.

New are also 12 collections of art glass objects, keeping the assortment fresh and the

colors trend right. A new design is Honeycomb which combines a gradual color shift with a

pleasing honeycomb patterned shape. There are Honeycomb vases in 4 sizes and a table lamp.

The Viterra collection includes vases, bowls, platters, centerpieces, candleholders and

decorative gift items – and now also new table lamps.

**About VITERRA: viterraglass.com**

**VITERRA is a boutique art glass brand, based in Rancho Cucamonga, CA. The handmade collection includes vases, centerpieces, bowls, platters, candlesticks and objets d’art. VITERRA LIGHTS is a new collection of table lamps with bases in art glass techniques. The company has permanent showrooms in Atlanta and Las Vegas, as well as at the corporate office in Rancho Cucamonga. Viterra participates in NY NOW at Javits Center**