



# Minimal Impact

**J Geiger's Inception Shades deliver sleek design and smart-home capabilities.**

**As transparent canvases, windows have** adaptable personalities: They keep a low profile or demand a lot of attention. When it comes to the former approach, it's safe to say that shade maker J Geiger—known for its spare, streamlined aesthetic—is the embodiment of elegant simplicity. “Minimalist principles apply to all our products, and this is especially true for the Inception line,” says James Geiger of his latest collection, which marries contemporary design, smart functionality, and quick installation.

“Before Inception, we built all of our shading systems on-site to achieve the cleanest aesthetic possible, but labor-intensive installations come with a significant cost,” Geiger says. “Inception Shades arrive ready to install, delivering the same industry-leading look with 10 percent of the labor investment.” When paired with high-performance wireless technology and voice-control options, such as Google Home and Alexa, Inception delivers

huge returns on an accelerated time line. Geiger adds, “A decade ago, it would have been unimaginable to think we could upgrade a home to motorized shades that are voice controlled in a single day. Today, it is not only possible, it's easy.”

A minimalist aesthetic that complements, not competes with, your home's architecture and uncomplicated controls make Inception Shades a go-to solution for many designers, including architect Damien Busillo of DLB Custom Home Design. He appreciates their lean profile and versatility: “The shades virtually disappear, but when needed during different times of the day, they feel as if they had always been a part of the window design,” Busillo says. Geiger agrees, describing Inception Shades as “agnostic enough to blend into any style of home.”

Learn more at [dwell.com/jgeiger](https://dwell.com/jgeiger).

“J Geiger shades are elegant, quiet, and high-performing,” says architect Damien Busillo of DLB Custom Home Design.