

PROLICHT presents infinite lighting creations in Light & Building

PROLICHT unveils a revolutionary vision, bringing an infinite number of possibilities to lighting during the Light & Building 2024 exhibition, set to open from 3rd through the 8th of March.

The technical lighting company aims to share its know-how and craftsmanship through various lighting installations that go beyond the product design itself. Each experimental creation demonstrates the countless potential that standardized products can bring to a space. "Endless possibilities", embodies the vision of Prolicht, where lighting assumes a renewed role, no longer merely integrating and serving a functional purpose but also becoming an integral part of the entire interior design in the most personalized and unique way.

Situated in Hall 3.1 at Booth F21 in Frankfurt Messe, PROLICHT's stand is an enclosed semi-transparent cube, a concept previously showcased in other exhibitions and easily recognized by followers of the brand. From the outside, it is inviting to step inside, thanks to its layers that allow for the perception of movement, light, and color from within. This large black cube features a mirrored finish on the front, enabling visitors to see themselves reflected, emphasizing the individuality encapsulated in each product and echoing the claim of its latest collection: "Make it yours!".

Inside, a corridor shaped like an infinity symbol defines the main pathway and delineates the private Ateliers and the hospitality area. The loop refers to PROLICHT'S unique approach, representing the multitude of configuration options the brand offers in a standardized manner.

In the center, there are four private ateliers, each decorated in the style of some of the designers who collaborated on the collection. These spaces are ateliers created to represent various styles, cultural backgrounds, and approaches in interior design. The ateliers serve as proof that each PROLICHT luminaire can adapt to different technical and aesthetic requirements. Moreover, they provide a unique and immersive way to showcase the diverse ways in which one can spread the essence of PROLICHT from different points of view in design.

The Tom Dixon atelier combines dark metallic materials with touches of warmth to create a cozy and comfortable ambiance. In contrast, the Hadi Teherani-inspired area represents a very aseptic interior design with a clean and contemporary aesthetic. Marc

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Sadler's space features soft colors and an Italian touch. The heritage atelier showcases an in-house interior design that blends the metallic color of the brand with wooden furniture.

Outside, there is a freely accessible area where visitors can relax on the bleachers, charge their mobile devices, and observe the projection of the brand's luminaires. This space embodies the classic PROLICHT style, juxtaposing a solid mirrored wall with warm wooden stairs. These two materials encapsulate the reminiscence and heritage of its original tradition, conveying to visitors that the brand's essence remains the foundation of the company.

All of this is set against three colorful lighting installations combined with sound-absorbing acoustic material at the top of the space. These three suspended compositions symbolize the brand's commitment to innovation focused on human well-being, regardless of the environment they are in.

Additionally, there is an interactive area where you can verify that the entire catalog can be controlled through the Matter remote control system, along with a hospitality area to casually immerse yourself in the world of PROLICHT.

From its local roots to a visionary global perspective, PROLICHT stands out in the lighting industry. Embracing a radical shift, the company redefines itself by championing uniqueness and quality.

SO WHAT ARE THE TRENDS THAT PROLICHT IS SETTING THIS YEAR?

Miniaturization. Scaling down across all new product lines, introducing a new level of sophistication, incorporating details, and seamlessly integrating into spaces.

Infinite Configurations. An infinitely configurable standard that becomes something special for you, from online orders to personalized attention.

Acoustic Integration. Specialists in high-quality lighting seamlessly integrated into acoustic material, adding extra value to technical lighting.

Collaboration with Designers. External design collaboration to enhance and contribute to the luminous tradition.

Cross-Cutting Illumination. Pioneering in all lighting segments, including office, hospitality, residential, and retail.

Matter Compatibility. Smart control with full compatibility throughout the entire catalog.