

PROLICHT AT LIGHT25 IN LONDON

Designed to Create – experienced in space for the first time

With its appearance at LiGHT25, PROLICHT sent a clear signal. The international trade fair was used for the first time to present the new global brand positioning, 'Designed to Create', as a spatial experience rather than merely a message.

Rather than presenting products in the traditional way, the focus was on translating attitude, mindset and creative freedom into architecture, light and atmosphere.

FROM CLAIM TO SPATIAL CONCEPT

The trade fair appearance was developed as a direct continuation of the brand relaunch. At its core was a central question: How does the new emerge?

The spatial concept translated this mindset into an architectural experience.

Excerpts from the PROLICHT Manifesto were displayed as deliberately placed text fragments on the walls to accompany visitors. Rather than providing explanations, they invited visitors to reflect and engage in dialogue.

The booth itself became a medium: minimalist, open, and open to interpretation.

CENTRAL EXHIBIT: MINIMAL TRACK AS AN ARCHITECTURAL STATEMENT

At the heart of the stand was a striking tower constructed using the Minimal Track system. Different inserts, such as BILO and IMAGINE, demonstrated the system's flexibility and modularity within a clear architectural structure.

An integrated window featuring a curated composition of INVADER's 'Hangover' series created a visual accent. The design principles of repetition, variation and the deliberate breaking of rules were evident – in line with the Designed to Create concept.

FURTHER INSTALLATIONS

In addition, PROLICHT presented the JUST BLACK collection in combination with IMAGINE inserts. The reduced formal language and precise light control emphasised the brand's view of light as a design tool rather than a dominant feature.

Visitors were also given a sneak preview of a new recessed spotlight, which is scheduled for official release at the beginning of next year.

RESPONSE AND OUTLOOK

LiGHT25 confirmed PROLICHT's strategic direction. The high visitor numbers and intensive exchanges with architects, lighting designers, and creative professionals demonstrated that the

„Designed to Create“ mindset is perceived as contemporary and relevant.

Building on last year's participation, this year's appearance represented a logical next step: for the first time, a distinct brand identity was translated into a physical space, showcasing it on an international stage.

PROLICHT views LiGHT as a long-term platform for exchange, inspiration, and developing architectural lighting solutions together.

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