

PROLICHT new vision of technical lighting for 2024

PROLICHT unveils its New Catalogue 2024, featuring a bold lighting collection crafted for personalization and empowerment by specialists, architects, and designers. The catalogue is vibrant, innovative, and transgressive, reflecting the company's commitment to creating exceptional luminaires.

Each luminaire can be reconfigured using world-class digital configurators to meet the unique requirements of every project. "We've made our entire product range easily customizable through our online platforms, ensuring the swift delivery of personalized items in just a few days". According to the brand, PROLICHT is capable of satisfying the most demanding terms of the design market at present.

Within its pages, the Austrian company presents a new vision for technical lighting, emphasizing the handcrafted, ad hoc nature of each luminaire. PROLICHT delivers original lighting fixtures, tailored as unique pieces yet standardized in production through the efficiency of their high-speed factory. Consequently, the luminaires are dynamic and limitless, encouraging you to "not be like the rest of them", as declared by the firm.

PROLICHT's indoor lighting collection, built upon limitless lighting systems and iconic creations, is characterized by its alignment with contemporary design and architecture. It envisions living spaces as environments dedicated to enhancing well-being.

Throughout the catalogue, collaborations with international designers such as Marc Sadler, Peter Andres, Tom Dixon, Giampiero Peia, and Hadi Teherani are highlighted.

PROLICHT showcases a remarkable display of innovation in this new catalogue. Several product families particularly shine in exemplifying this commitment. LULLABY emerges as a masterpiece, skillfully combining ambient light with sound absorption. The ultra-sleek line of JUST BLACK seamlessly integrates with architectural lighting. Also, STUDIO COLLECTION enriches our iconic luminaires with opulence and timeless design.

Experimentation is evident at first sight when exploring the New Catalogue 2024 created by RMN Visual Studio. Colors, transparencies, and unstructured layouts are the guiding elements throughout. The catalog itself is a statement of intentions, not only visually but also sensorially. A familiar yet compact format has been chosen, making it

easier to grasp, flip through, and hold. Both the cover and its body are malleable, allowing easy opening and folding. The warm, textured paper infused with vibrant colors contrasts with the lightness and translucency of parchment paper. Furthermore, both papers are made from recycled materials, emphasizing the importance of sustainability.

The creative team responsible for the direction aimed to incorporate a bold aesthetic, deliberately contrasting with the ordered and clean look that still embraces the essence of the product but takes a step forward. PROLICHT is not only introducing a new approach to lighting but has also succeeded in presenting technical products in an engaging and easily accessible format.