

WHERE IDEAS TAKE SHAPE

PROLICHT AT LIGHT + BUILDING 2026

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A SUCCESSFUL EXHIBITION WITH GLOBAL IMPACT

Light + Building 2026 marked a great success for PROLICHT. With approximately 9,500 visitors from all over the world, the stand became a central meeting point for architects, lighting designers and decision-makers from the international design community.

The consistently positive feedback and intensive professional exchange once again highlighted the importance of the fair as a global platform for architectural lighting.

CONCEPT: FROM IDEA TO SPACE

The exhibition stand followed a clearly curated concept, guiding visitors through different spatial and conceptual layers.

The journey began in a deliberately reduced space, placing the focus on the restructuring of the PROLICHT portfolio into **Points, Lines and Shapes**. This concept formed the foundation of the entire presentation.

A central installation translated the brand claim designed to create into a spatial experience, creating a strong link between idea and application.

HOLISTIC LIGHTING SOLUTIONS

In the main area, product innovations and further developments were presented within their application context. The aim was to showcase lighting solutions not as standalone objects, but as part of holistic spatial concepts.

A key highlight was the introduction of the new linear system **SEN**, which reinterprets light as a structural architectural element. Built around connection points as creative starting elements, the system enables linear, geometric and multidirectional compositions.

NEW COLLABORATIONS AND EXTENSIONS

With the integration of **MELT luminaires by Tom Dixon**, PROLICHT expands its systems with an additional layer of expression and design freedom.

In addition, a new partnership with the acoustic brand **OIDO** was presented, marking another step towards comprehensive, holistic spatial solutions.

A PLATFORM FOR DIALOGUE AND INSPIRATION

A curated programme of talks turned the stand into a platform for dialogue and knowledge exchange. International experts and creatives shared their perspectives on how ideas emerge and take shape in space.

Speakers included:

Carlo D'Alesio, Chris Middleton, Annette Felicitas Häcki and ZweGiele (Christoph Vollenwyder and Lino Amati).

Their contributions added depth to the exhibition and highlighted the importance of interdisciplinary exchange as a driver for innovative lighting and spatial concepts.

FUTURE OUTLOOK

Beyond the presented products, PROLICHT offered first insights into upcoming developments and strategic focus areas, including:

- **AI-driven planning and development processes**
- **New digital tools** and communication formats
- The continuous evolution of holistic lighting and spatial solutions

Light + Building 2026 therefore represents not only a successful exhibition presence, but also the starting point for a series of innovations that will be further developed in the coming months.

ABOUT PROLICHT

PROLICHT is a globally active premium manufacturer of architectural lighting solutions, headquartered in Tyrol, Austria. The company develops and produces highly customizable lighting systems for retail, office, hospitality, healthcare and other application areas.

CREDITS:

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Booth concept: Studio Nuova Tecnologia (<https://www.instagram.com/nuovatecnologia/>)

Lighting design: D'Alesio&Santoro (<https://www.instagram.com/dalesioesantoro/>)

Booth construction: DASS (<https://www.instagram.com/dass.exhibit/>)

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