

ATMOSPHERE

ATMOSPHERE

The art of giving a building a soul,
bringing its unique nature to life,
connecting it to the people inside it.

**ATMOSPHERE
MAKES A
DIFFERENCE**

HOSPITALITY.

The industry around the hotel and catering industry is becoming increasingly demanding – especially with regard to a lighting that creates the right mood for every occasion. However, innovative lighting concepts not only create a room atmosphere but can also be conceptualised as design elements.

Arrive | Enjoy | Relax | Feel good

The indoor lighting for hotel lobbies, bars and restaurants as well as lounge and spa areas is an essential part of the feel good factor. Each gastronomic concept requires a framework that interprets the subject spatially and puts it to the point.

PROLICHT offers perfect solutions to create unique atmospheres or designs in the hospitality sector. Luminaires in the 25 PROLICHT colours offer the opportunity to create a coherent lighting concept for every interior and with the PROLICHT product accessories, unique accents can be set in all areas. Discover the magic of hospitality by PROLICHT.

UNIQUE LIGHTING

When used to its full potential, the right lighting creates the desired mood in a room – the feeling of having arrived, enjoyment, relaxation and feeling at home are made tangible and perceptible in the hospitality sector.

Guests and hosts meet for the first time in the area around reception. This is where guests form their first impressions of an establishment and essentially set the mood for their stay. Creative lighting solutions help to create an attractive and individual impression, giving the guest a positive feeling from the very first moment.

ARRIVE | page 4

The right lighting also plays an essential role when it comes to the health and wellbeing of guests. By considering the effect of light on the human body in the planning phase, the different spaces can be illuminated to suit their purpose, helping guests to relax in the best way possible.

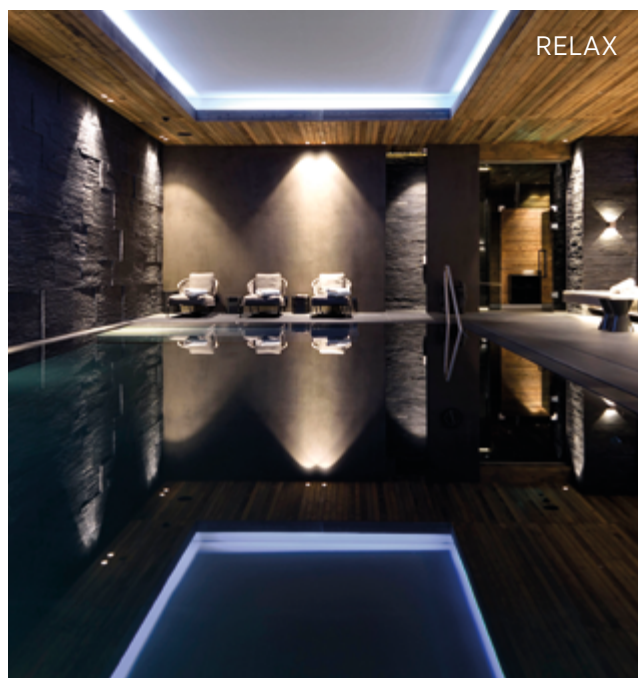
RELAX | page 46

Optimum lighting is essential for a successful design concept in the gastronomy sector. Light not only creates the atmosphere of a space, it also sets the scene for the food itself. However, the optimum lighting concept not only meets the most important illumination criteria, it can also provide character and flexibility to the dining areas.

ENJOY | page 20

For a guest, the hotel becomes their new home for a specific time. If the person and all their individual needs are the focus, it is possible to create a complete feel-good atmosphere. Bespoke and visually appealing lighting helps to engender a feeling of coming home.

FEEL GOOD | page 62









SIGN DIVA DANCER (SPARKLING SECRET) — Inspiration

The harmonious combination of
architecture and the heartfelt hospitality
of our employees ensures that our guests
feel welcome and at home.

— Hansjörg Peer | Hotel dasMEI



ARRIVE

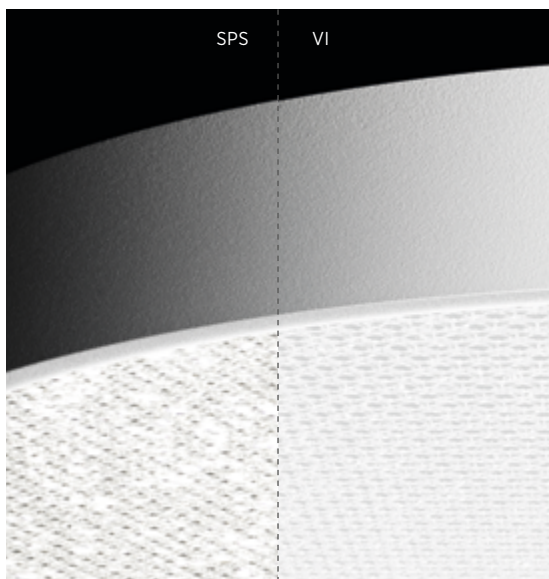
The feeling of arrival is a kind of home-coming feeling, an intense sensation that provides inner calm, security and deep joy. A reception area or even entrance hall in a hospitality project has the fundamental task of giving guests precisely that feeling, from the very first moment of their stay.

As the focal point of any hotel, reception is where guests orient themselves, where they get their first impressions and above all, what determines the mood of their whole stay. Cognitive psychology tells us that people look for specific reference points to try to create a mental image of a place as quickly as possible: a hotel is considered more attractive if guests can cognitively recreate its rooms. Eye-catching attractions enable guests to build a mental image of the hotel more easily, finding their way around more quickly and orienting themselves somewhere they feel familiar, safe and welcome.

An impressive design concept is indispensable to the mood and feelings of the guests. All those efforts to create a unique design are wasted if the lighting concept is not properly thought out. The right lighting not only enables the varying requirements of the reception area to be clearly organised, the best lighting solution can also emphasise architectural details and provide orientation and guidance through the rooms while creating the ideal basic atmosphere together with unique eye-catching elements.

Customisation offers great potential for memorable design. Luminaires from PRO-LICHT not only provide perfect illumination for rooms, they also add a unique feel to each room and give it a little bit of soul. Unmistakeable uniqueness is the strategy for success.

The desk is the heart of the reception area – it is where guests and hosts come together, usually for the first time, and gain their first impressions of the establishment. A well-considered design concept can leave an especially positive impression at that moment of arrival.



SPARKLING SECRET | VINTAGE INDUSTRIAL

Unique, decorative optics

The SPARKLING SECRET (SPS) cover with its sophisticated special structure emphasises the sparkling effect of the LEDs and guarantees powerful light transmission, as well as offering a perfect solution for hospitality environments. The VINTAGE INDUSTRIAL (VI) diffuser with a honeycomb prismatic touch provides an enjoyable lighting effect that creates a different look depending on the angle from which one is looking.



SIGN DIVA DANCER – tool-free adjustment

INDIVIDUALISATION

Special lighting can be a prime focal point for guests. The lighting concept must, however, work with the overall concept, skilfully setting the scene. At PROLICHT, all our luminaires are custom made, allowing them to integrate perfectly into the overall design.

A range of optics, chosen to suit all needs, can give each luminaire its own unique appearance. Four different diffusers offer the possibility of four different ambiances for a room. To create a very special atmosphere, we have also taken the sun as a source of inspiration: its technical finesse is reminiscent of the corona of a

solar eclipse. The optional KORONA EFFECT can give a luminaire a unique appearance and sets colour accents.

Furthermore, we believe that no one should have to settle for a fixed lighting concept, but should be able to customise it and alter it at any time. The unique adaptability of various PROLICHT luminaires means that countless new lighting situations can be created within existing interior designs.



SIGN DIVA DANCER, the new development of the SIGN family, offers great design freedom in terms of size, type of installation and design.



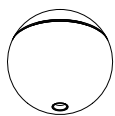
Effective lighting solution for the reception area



Lighting and interior design go hand in hand. I can use the SNOOKER luminaires very flexibly in my design and give a room new looks again and again.

— Simone Eisath | Interior Design & Visualisation





SNOOKER is more than just a suspended luminaire: its playfully creative design is based on the innovative GRAVITY LIFT. The height and position of the luminaires can be adjusted tool-free as required.

The innovative concept gives the designer both the opportunity to illuminate rooms optimally and to compose their own kinetic forms and to change it at any time (MODELLING WITH GRAVITY LIFT).



SNOOKER SHINE



SNOOKER | MODELLING WITH GRAVITY LIFT — Inspiration



INVADER — Vapiano, Germany



INVADER ADJUSTABLE

Technically sophisticated and visually identifiable: Spotlights from the INVADER family are characterised by their clever lighting effect and ease of use. INVADER is characterised by the inset reflector with the recessed KORONA CONE which improves the anti-glare properties and ensures superb visual comfort.

Each INVADER spotlight can be finished in 25 PROLIGHT colours and the KORONA CONE EFFECT sets the individual accents. The choice of colour changes the mood and colours such as shade 19 KISSING APHRODITE or 16 PURPLE SKY reduce glare further.



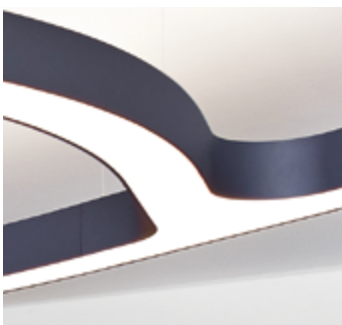
INVADER | INVADER WALLWASH (KORONA CONE EFFECT)



Various diameters and mounting variants characterise the INVADER family as an all-rounder.

SUPER-G IDENTITY

As a special eye-catcher, logos, any type of fonts or graphics can be engraved over the entire length of the system (with a maximum height of 50 mm) and optionally also colour-coated.



Thanks to the free-lines, SUPER-G can be perfectly adapted to architectural proportions and formed to individual shapes. Straight spaces in variable lengths, curves in different radii, corners and intersections can be combined indefinitely.



SUPER-G (width: 150 mm) and SUPER-G SLIM (width: 65 mm) are available as recessed (SUPER-G only), surface and suspended variants.



SUPER-G SLIM — Hotel dasMEI, Austria





The variably configurable IDAHO profile systems create the perfect combination of light and architecture. The shape and light output can be adapted to suit different circumstances. Equipped with LED LINES (left: DEAKIN UNIVERSITY) or supplemented with SPOTLIGHTS (right: PROLICHT HEADQUARTER) IDAHO profile systems adapt to any interior concept.



At the HOTEL MATHIESN, the profiles emphasise the modern Alpine design and provide clear orientation. IDAHO in various shapes and sizes, together with the power of spotlights, combine light with architecture in a distinctive style.



IDAHO profile systems are available in 20, 40, 75, 100 and 150 mm width. On request they can be fitted with single or double spot modules. IDAHO luminaires can be also finished in 25 PROLICHT colours.



The variety offered by PROLICHT is tremendous and we receive custom orders every day. For each luminaire, I know precisely which project I am making it for and that makes me feel part of it.

— Peter | Production Headquarter PROLICHT

HIGH-TECH MANUFACTORY

We regard ourselves as a high-tech manufacturer and our employees see themselves as bespoke craftsmen, creating a truly personal product for everyone. To enable luminaires to make a significant contribution to a room design, it needs the option of unlimited configurability. PROLICHT offers this on all its luminaires.

Whether it's a single item or an extensive, complex project, we treat each order with the same care and enthusiasm, always bearing in mind that perfect execution and maximum quality are key. Thanks to modern and efficient manufacturing processes, we produce almost every luminaire to order, exactly as the future owner wants it – stock goods are a foreign concept at PROLICHT.

Every luminaire is a unique custom piece with heart and soul in its design and implementation. Custom lighting is an expression of personality. That's why it's especially important to us to make each product exactly how it is needed. Each object, each room and each project is unique, and that's something we want to emphasise with our luminaires.

If you promise your demanding clients bespoke, high-tech, quality products, you can't have them made just anywhere. We make them where our heart is and where the best qualified technicians, engineers and designers find themselves at home. Here in the heart of Tyrol, we create a masterpiece from a simple piece of aluminium. Top-quality unique designs are produced on site from raw materials. The heart of the PROLICHT philosophy is to bring all stages of production together in our own factory. That enables us to manage quality, production speed and working conditions ourselves. You can trust that reliability and quality are absolutely key for us. Here at PROLICHT, we take that to heart and make those simple words a reality to live by. We promise that we can produce orders without queries within 5 working days. Our 98.3 % on-the-day delivery reliability speaks for itself.







SNOOKER SHINE | SERVING WITH GRAVITY LIFT — Inspiration

Lighting is a tool with
which to give rooms and
brands their own identity.

— Dietmar Unger | DIETMAR UNGER®



ENJOY

Good interior design can be just as important to a restaurant, bar or café as good food, drink or service. Lighting plays a particularly important role here, because light not only creates the atmosphere of a space, it also sets the scene for the food itself.

The right lighting concept for the restaurant industry should meet a wide range of different requirements. On one hand, it must provide the best possible lighting for the restaurant's gastronomic offerings, making them look appealing and appetising. On the other, guests must not feel dazzled when they look across at each other.

Lighting design is key for the mood and identity of a room. It should not only illuminate the space, but also provide the perfect lighting to highlight the furnishings and the room itself. To meet these challenges, the lighting design must be perfectly tailored to the interior design concept from the

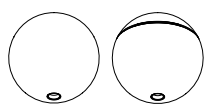
very outset. Flexible design in gastronomy projects is a particular challenge. Evening meals are often served in the same room where the breakfast buffet is laid out in the morning, and a traditional candlelight dinner requires completely different lighting to a Sunday brunch. To ensure the possibility of always find the perfect mood for all these changing scenarios, a sophisticated lighting concept is needed.

With innovations such as SERVING WITH GRAVITY LIFT, PROLICHT is setting new lighting benchmarks for gastronomy.

SERVING WITH GRAVITY LIFT brings the light to exactly where it is needed. The combination of vertical and horizontal flexibility, available in trimless, surface or suspended versions, offers the ideal solution for bars or restaurants in which the interior design changes frequently (e.g. table locations). The position of the luminaires can be altered at any time without the need for tools, making them the perfect fit for the changing scenarios in gastronomic settings.



SNOOKER SHINE | SNOOKER DECOR



SNOOKER is available as STANDARD, SHINE (with a SHINE transparent ring in six colours) or DECOR (non-illuminant).

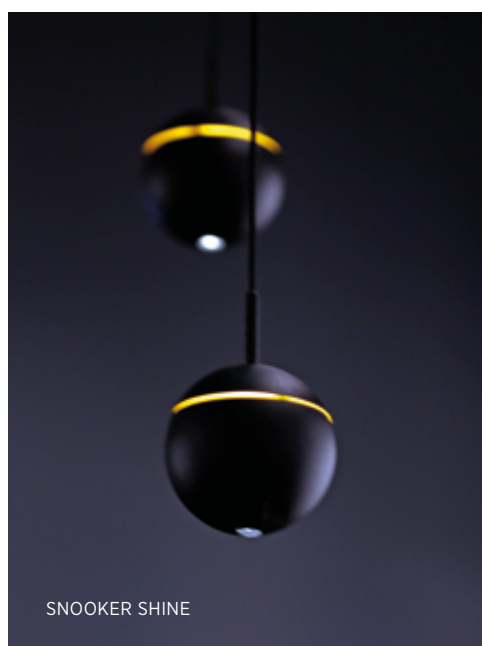
The SNOOKER luminaires can be used as functional lighting or an unique design element. The wide range of customisation options, combined with the flexible adjustment of the system's individual elements, provide almost limitless options for filling a room with sculptural lighting.



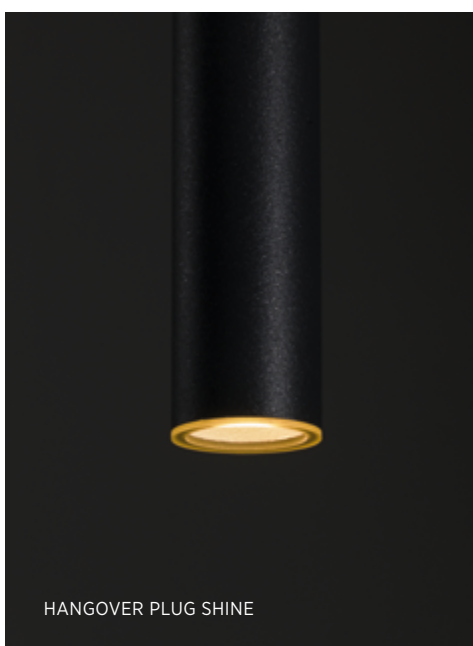


SNOOKER STANDARD — Inspiration

Using the GRAVITY LIFT, the SNOOKER luminaires can be adjusted smoothly up to 1.5 m at any time. An audible click every 10 cm makes it easy to adjust their positions by the same amount. The total height from the ceiling is 5 m (1.5 m flexible adjustment plus 3.5 m extension which is easy to set in the GRAVITY LIFT) and gives this lighting system enormous flexibility.



SNOOKER SHINE



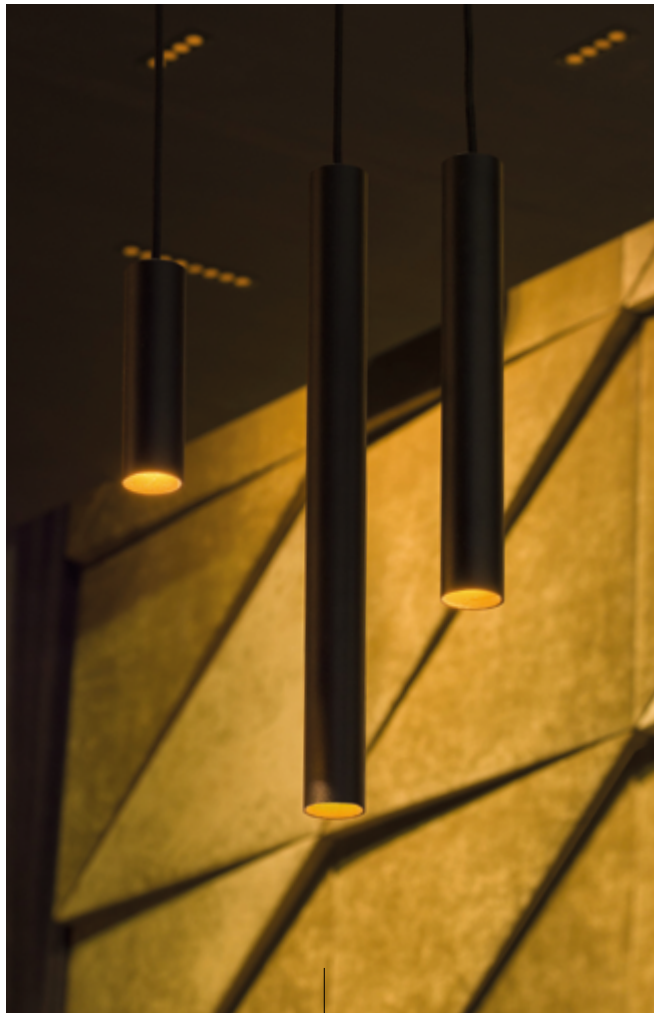
HANGOVER PLUG SHINE

The industry all around restaurants, cafés or bars often demands a particularly adaptable lighting and the revolutionary SERVING WITH GRAVITY LIFT concept offers this. Especially with an often changing arrangement of the interior (such as table positioning, dance floors, buffets, etc.), the possibility of quick adjustability of the entire lighting system is a decisive advantage.

A revolutionary docking system on the power supply of the GRAVITY LIFT also offers another sensational design element for a unique restaurant concept: the luminaires can be exchanged with just one easy movement. SNOOKER and HANGOVER PLUG luminaires in various colours and types (STANDARD, with coloured SHINE ring or DECOR) offer architects and designers unlimited possibilities for a flexible room design.



SNOOKER SHINE WITH G-BOARD | HANGOVER PLUG SHINE WITH G-BOARD & G50-CHANNEL FOR SERVING WITH GRAVITY LIFT — Inspiration



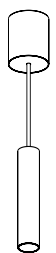
Kältepol, Austria



To provide a room with
a special meaning, we use
colourful highlights and
perfect light.

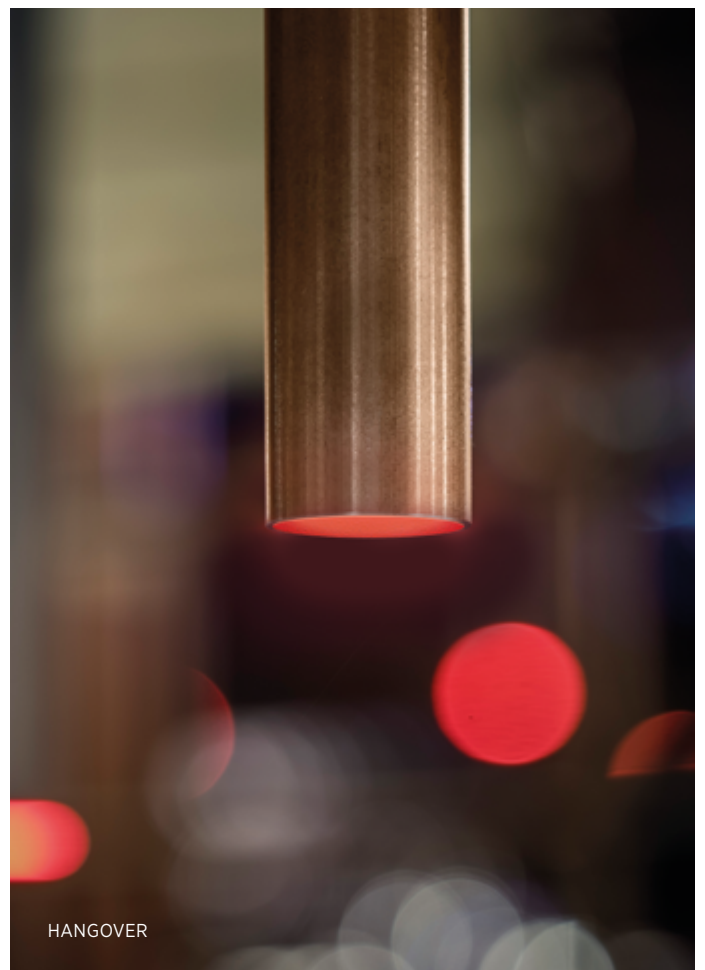
— Richard Götzl | Schöner Wohnen – Kältepol





Characteristic of the entire INVADER family is a recessed reflector with a KORONA CONE in front of it. These can be finished in one of 25 PROLICHT colours and are easy to replace after installation, for example to change the colour.





HANGOVER

HANGOVER is technically sophisticated and provides particularly gentle restaurant lighting. A range of suspended luminaire variants provide optimum illumination and also sets highlights and accents. HANGOVER is available with classic KORONA CONES, the high-

tech LFO lenses from Bartenbach or even with an optional SHINE RING in 6 different colours. The suspended version of the INVADER family is a real all-rounder, helping the designer tremendously to bring a unique feel to the room.

HANGOVER — Tako Asian Restaurant, Sweden



The interior design is inspired by the beautiful surroundings and brought to life with many fitting details. Soft colours have a calming effect according to colour psychology and provide a pleasant atmosphere in which to relax.

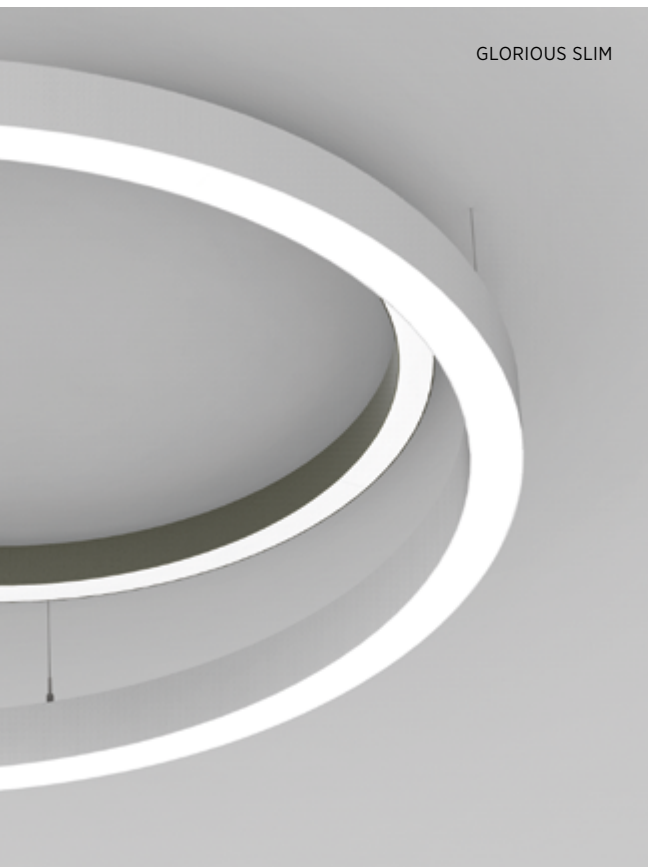
— Andrea Schwarz | amaroo concept





Colour and atmosphere are closely linked: for instance, certain colours can give us a hot or cold feeling. At Mainz Golf Club, luminaires in colours 05 HAMPTON BAY and 06 LAGOON create a particularly warm, homely and calming mood, letting the colours of the furnishings shine for themselves. **HANGOVER | GLORIOUS — Golfclub Mainz, Germany**

GLORIOUS SLIM



GLORIOUS | HANGOVER — Light + Building, Germany



With a clearly defined design, the GLORIOUS luminaires set the scene in outstanding spaces. Alongside the various sizes, surface finishes, optics and light colour temperatures, these luminaires can also be configured in one of 25 PROLICHT colours. Its unique suspension and the range of variants make GLORIOUS luminaires an exciting link between architecture and interior design.



The GLORIOUS family is available in a range of diameters from 750 mm and two track widths. Optionally, all GLORIOUS luminaires can be illuminated direct/indirect.



GLORIOUS SLIM — Walker Street, Australia



SUPER-G — Mandarin Oriental New York, United States of America



To emphasise personality, completely individual and vibrant shapes of the SUPER-G luminaires can be added to the ceiling. This unique lighting system creates a dynamic and powerful movement throughout the room. SUPER-G consists of a choice of components which are installed seamlessly next to each other, enabling the possibility for unique and free-flowing illumination concepts.

In order to highlight a spatial structure with SUPER-G as perfectly as possible, PROLICHT has developed an online configurator. On our website the numerous individual parts of the system can be assembled to any conceivable line and downloaded with all design details as a planning file.

Configure online:
WWW.PROLICHT.AT



SUPER-G luminaires are available as recessed (SUPER-G only), surface or suspended versions and in two widths (65 and 150 mm). As a special highlight, these luminaires can also be illuminated indirectly.

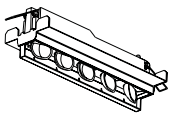




INVADER — Windmühlenheuriger, Austria



MAGIQ WALLWASH
Jaipur Indian Restaurant, Austria



MAGIQ spotlights are available as glare-free downlights and excellent wallwashers. Innovative Bartenbach reflectors ensure a homogenous and uniform illuminance of rooms with high walls and ceilings.

Giving a room a soul: that's the secret to a successful design concept that creates the identity of a space. Focused lighting perfectly highlights design elements and tells the story of a room.

Wallwash lighting provides uniform illumination of large walls. The focus is entirely on the space, without the lighting being noticeable. The MAGIQ WALLWASH range from PROLICHT offers unbeatable vertical illumination (VERTICAL BOOST) with an unassuming, minimalist design. This innovative wallwasher can perfectly illuminate vertical surfaces up to 4.5 m tall and 1.8 m wide.

The interplay of the fully integrated Bartenbach RDB reflectors, unique mirror elements and high-performance LEDs makes the MAGIQ WALLWASH series the perfect wallwashers to integrate almost invisibly into the architecture.

Design elements can be highlighted discreetly and gently with almost invisible luminaires. High-tech spotlights by PROLICHT can be integrated perfectly and unassumingly into the architecture to emphasise aspects of the interior design.

INVADER — Cobenzl Weingut, Austria



www.spitzbart.at



IMAGINE SQUARE — Pizzeria Pizza Pazza, Austria

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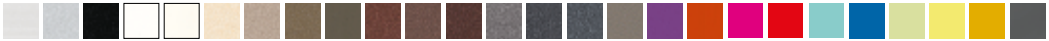


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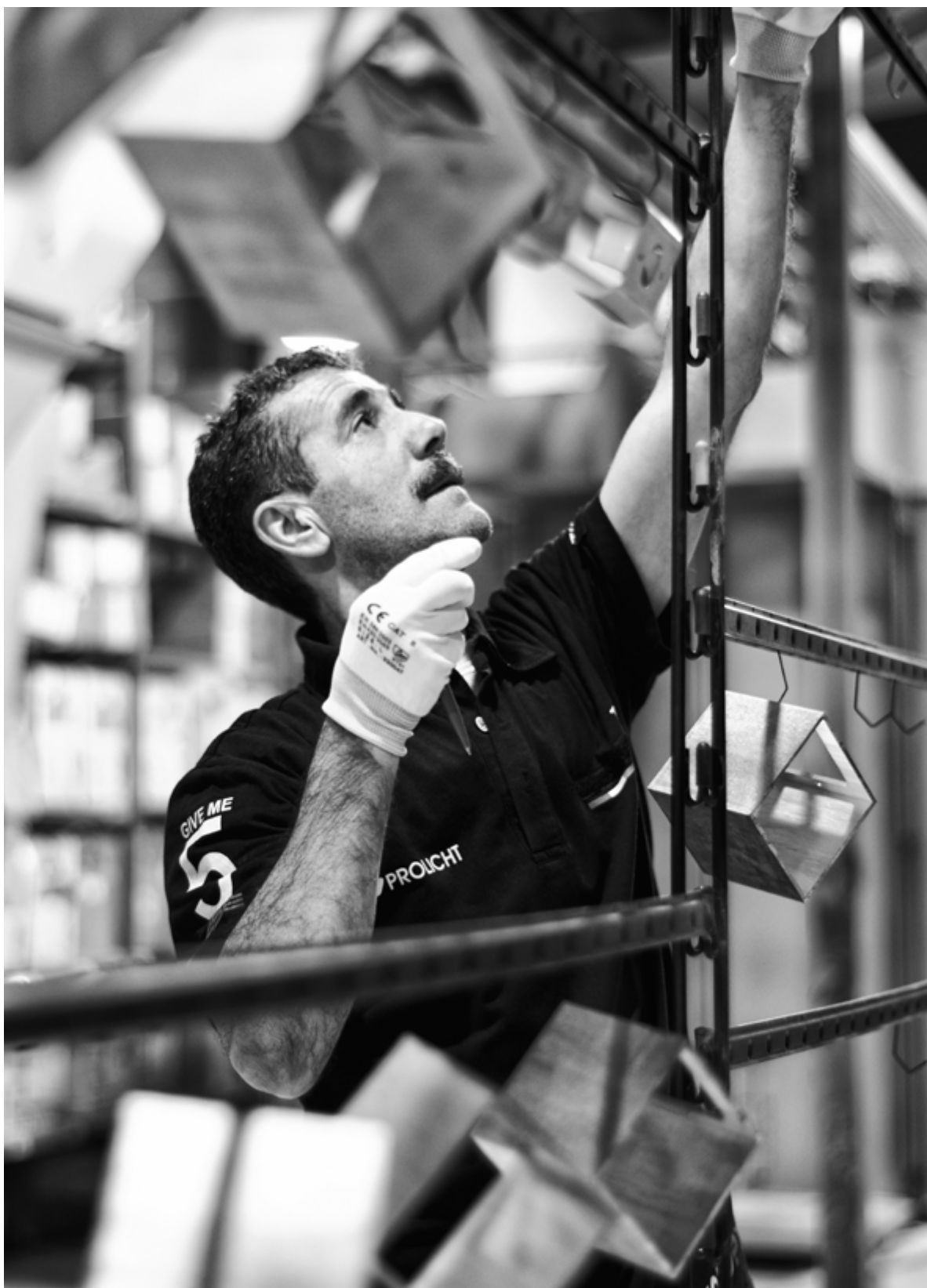
SIGN DIVA — Inspiration

**COLOUR
MAKES A
DIFFERENCE**

25 unique colours and surfaces offer endless combinations to create infinite looks, providing the atmospheric finishing touch to a whole interior design concept or setting a focused accent. The room's individual spatial language can be highlighted using colour accents. RAL colours are also available on request in addition to the 25 PROLICHT colours.



INVADER — Dormy Inn, Japan



The effect of a colour depends heavily on its interplay with other colours. It is always lovely to see which harmonies or contrasts are hidden within the colours.

— Khemisti | Production Headquarter PROLICHT

PROLICHT KNOWS COLOUR LIKE NO OTHER

Colours complete the room's atmosphere. They generate emotions, working their effects on the entire human organism, on the psyche, memory and orientation. The individual colours chosen not only affect the appearance of a project, but also its general mood. The emotional power of colour fundamentally helps to shape a building.

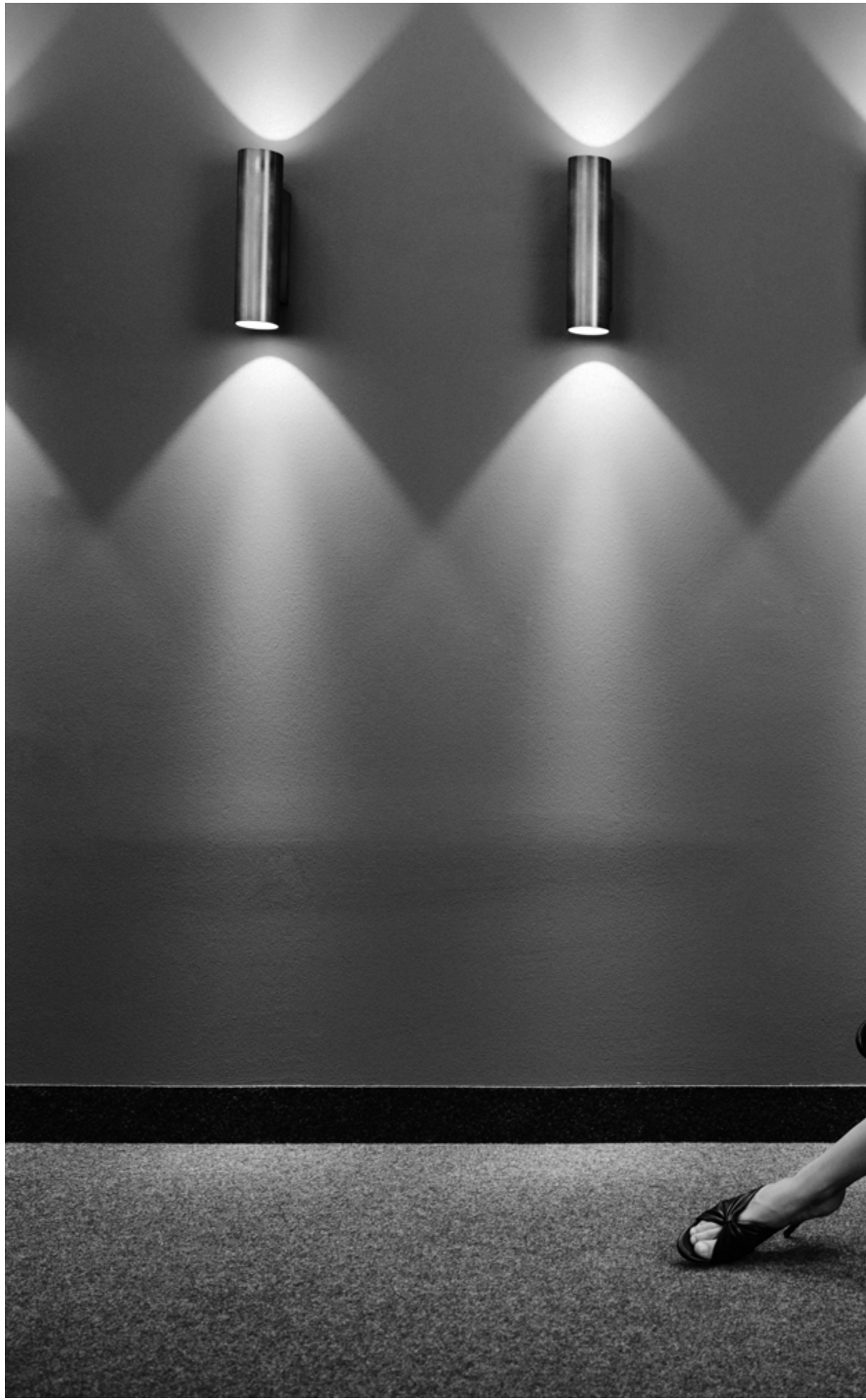
Colour gives a room a visual and emotional face, and the right choice of colour is an essential part of the design process. The slightest colour accent can have a huge impact. PROLICHT gives you the possibility to choose from 25 unique shades for the design of all its luminaires. On many products, it is even possible to have different components in different colours, enabling endless colour combinations.

From timeless classics, through natural organics to fresh, vibrant colours or rich and opulent shades, the PROLICHT colour palette offers an outstanding range of colours. Warm colour tones create a cosy, convivial atmosphere, while cooler colours have a more modest and functional effect. Combining them with white dilutes the colours, whereas black increases their intensity.

Working with colours also means working with materials: each of the 25 PROLICHT colours offers a perfectly optimised surface with a range of gloss levels and effects. Each luminaire is powder-coated in precisely the desired colour combination when ordered, all at our high-tech manufacturing facility in the Tyrolean Alps. These flexible design options are intended to inspire and invite you to give your creativity free rein. Setting an accent, emphasising a contrast or creating one harmonious whole: PROLICHT opens up new possibilities for designing the desired atmosphere.

FITNESS |
WELLNESS & SPA |

RELAX







INVADER | DICE WALL — Severin S* Alpine Retreat, Austria

We want to offer our guests a retreat.
They should see our hotel as a private home.

— Cecily Greussing | Severin S* Alpine Retreat



RELAX

Whether they're travelling on business, getting away for the weekend or on a family holiday, everyone is looking for some peace and quiet from time to time and trying to step away from the day-to-day grind to recharge their batteries. To enable their guests to dedicate themselves fully to relaxation and revitalisation, hotels offer a wide range of options: pools, saunas, gyms and relaxation rooms. All these provide physical and mental relaxation and allow guests to refill their energy levels.

To create comfortable spaces, perfect for relaxation, there is a need for the right lighting as well as harmonious furnishings and decor. Light plays a key role in human health and wellbeing. The human body is naturally attuned to the light sequences of the sun and hormones throughout the body control a person's feelings, as well as whether they

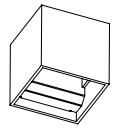
are asleep or awake. These connections can be put to positive use, especially in interior design.

It is important to use the right lighting at the right time to provide the best possible support for wellbeing in different situations. While light with a high proportion of blue helps to activate the body, red and warm light can be used to help achieve relaxation and rest. By considering the effect of light on the human body, the different spaces can be illuminated to suit their purpose, helping guests to recharge their batteries and unwind.

Getting up full of energy in the morning, spending the day actively and then peacefully dozing off at night – the right lighting can positively support the body's rhythm and help to optimise health and performance. PROLICHT luminaires offer a choice for the light colour of each luminaire, creating the ability to influence emotional states and wellbeing.



Spotlights of the INVADER family offer great flexibility: no matter if WALLWASH or SUPER SPOT, as trimless, recessed, surface or suspended version – INVADER offers a tailor-made solution for every requirement.



The characteristic DICE cube can be installed as a surface mounted luminaire either on the ceiling or the wall. DICE WALL conjures strong contours on the wall, which can be combined to patterns and light installations.

EFFECTS OF LIGHTING

Wellbeing and health are key factors for a successful hotel stay. Architecture in particular can help to create peace and encourage guests to concentrate on themselves before returning to their daily lives rejuvenated.

An intentional choice of high-quality materials works with clever lighting to create the optimum feel-good atmosphere. Whether for wellness or sport, lighting tailored to suit the human body provides the right mood for all applications and helps guests to find peace and relaxation.

The square DICE WALL luminaires provide especially an appealing lighting design. The strong outlines of the light beam can be combined to create patterns or lighting installations. The optional colour inserts in particular create the perfect lighting designs for a broad variety of feel-good oases.



INVADER | DICE WALL — Severin S* Alpine Retreat, Austria





SIGN DIVA KORONA WITH AURA



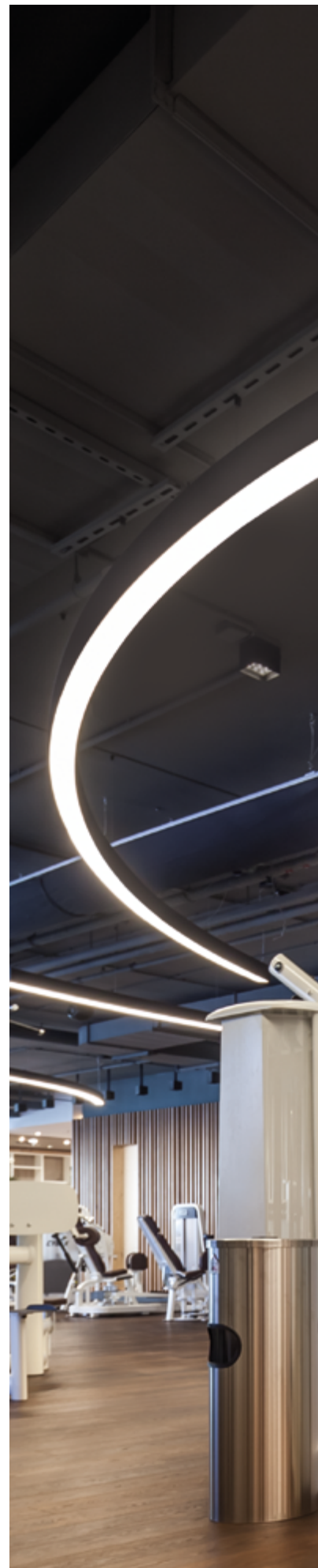
SIGN luminaires are available in numerous sizes and can be mounted to the ceiling or walls as trimless, recessed, surface or suspended versions.



Extraordinary projects need extraordinary lighting. The SUPER-G luminaire system makes it possible to highlight unique interior designs in a completely individual way. The choice of 25 PROLICHT colours for each element of the luminaire means that this system is the perfect addition to any colour scheme. SUPER-G is based on the same concept as GLORIOUS, meaning that these two families of luminaires can be combined perfectly.

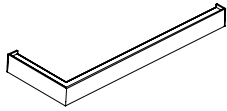


SUPER-G SLIM luminaires (with a track width of 65 mm) can be mounted in or on the ceiling or wall. Sweeping creations are already possible with standard curve modules of the SLIM variant.





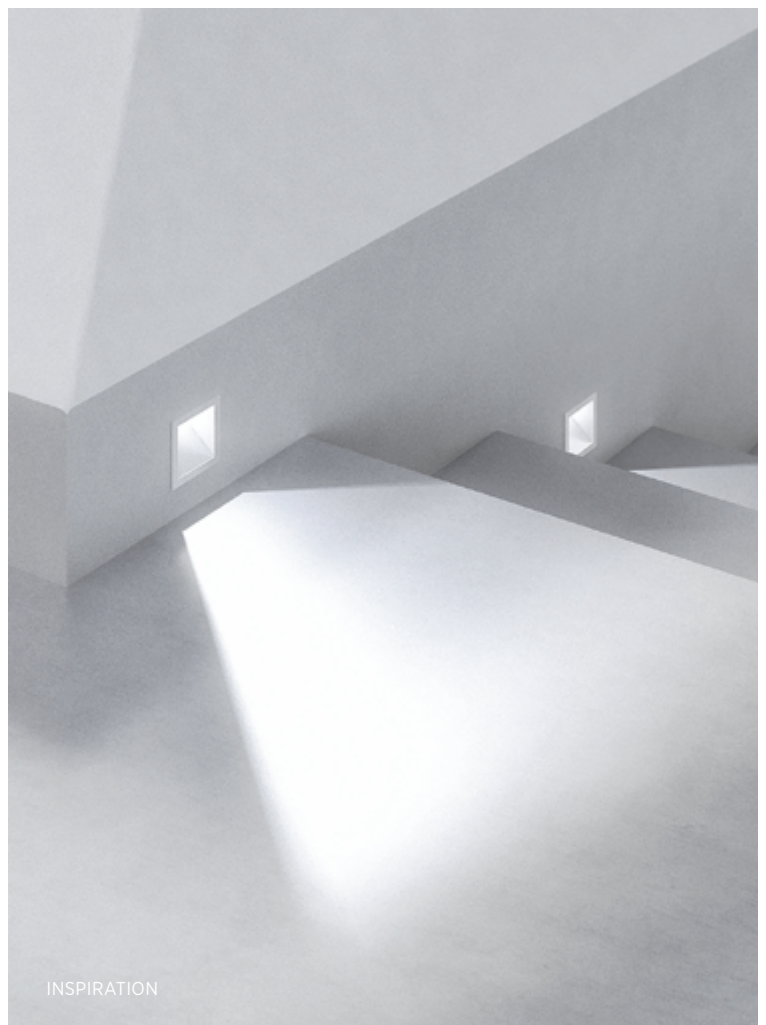




The NEVERENDING luminaire system can be placed on walls in almost unlimited shapes and thus offers the possibility of integrating the lighting concept into a guidance system – the luminaires provide optimal orientation, especially in corridors or foyers. With an individual engraving, such as logos, fonts or symbols (PROLICHT IDENTITY), the NEVERENDING lighting system can be used particularly smart.



GOOO! FLOORWASH is a variant of the DE-LIGHT orientation lights and equipped with an efficient Bartenbach RDB reflector. Contrary to their name, floorwashers are also wonderful for illuminating ceilings.



INSPIRATION



NEVERENDING IDENTITY (engraving)
can even be highlighted with colour
if wanted.



IDAHO | IDENTITY (engraving) — Golf Club, Germany

IDENTITY MAKES A DIFFERENCE

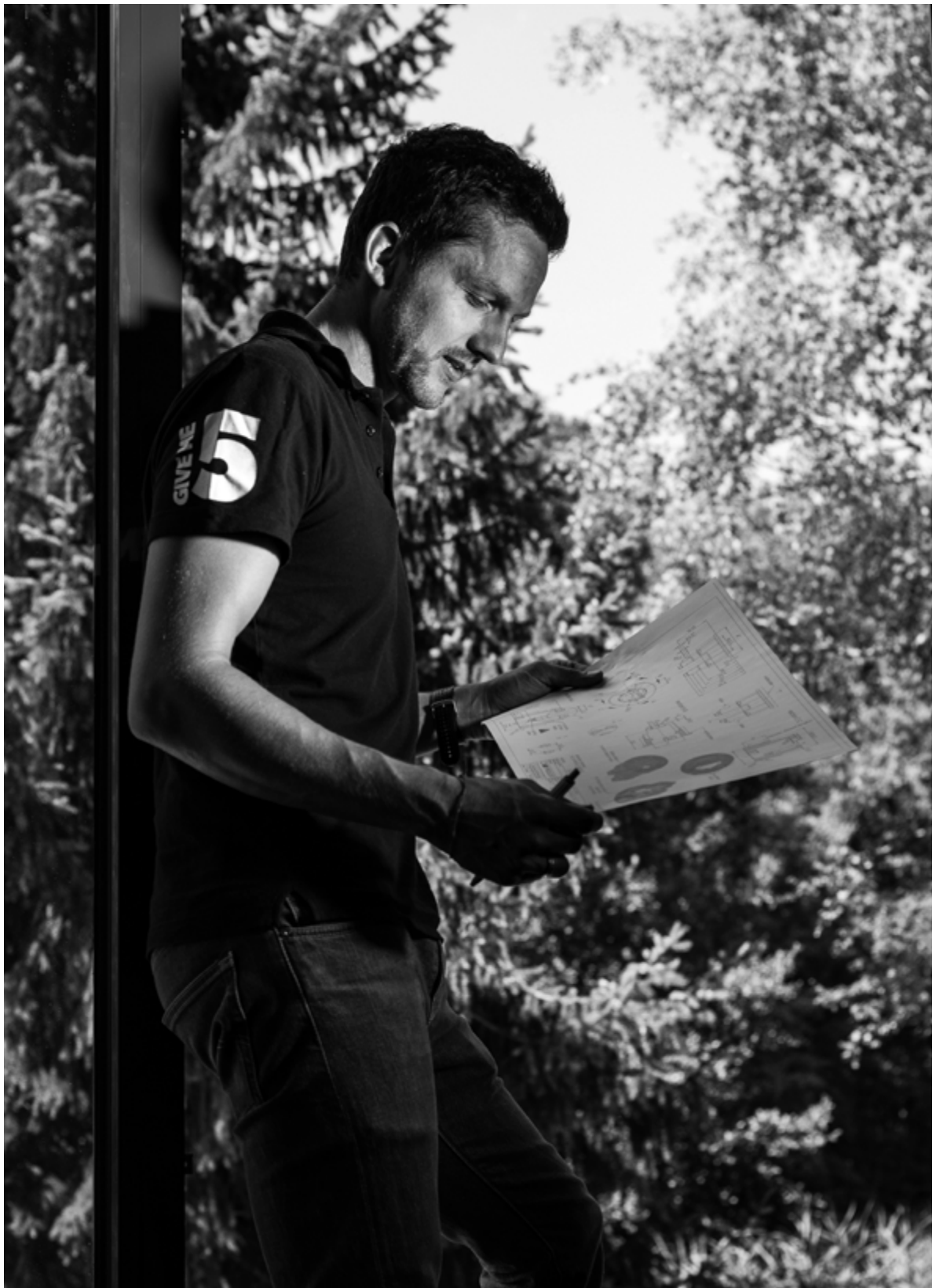
PROLICHT IDENTITY is all about additional personalisation features for individual luminaires, such as the engraving of logos or text (possible on NEVERENDING, IDAHO, SUPER-G and GLORIOUS with an optional coloured background too) and the addition of adhesive foil letters (GHOST). MAKE IT YOURS!



DICE WALL luminaires for example can be efficiently equipped with special colour or light filters.



Luminaires of the DELIGHT family create unique light patterns depending on the positioning.



To be able to develop innovative new ideas,
I need a clear head. I can regain my balance
in the mountains, recharging my energy and
finding my inspiration.

— Steffen | Development Headquarter PROLICHT

KNOW-HOW FROM THE HEART OF THE ALPS

Behind all our luminaires and their different forms, there is a sophisticated design. Our research and development team work tirelessly to develop the PROLICHT range to be the best it can be, guaranteeing innovative lighting systems – and they do it right in the heart of the Alps.

Our Tyrolean origins give us a decisive competitive edge. The company's location and production facility in Central Europe mean that our transport routes are short, enabling us to react quickly and flexibly to changing circumstances. Our location also makes us very aware of our environmental impact – economical use of resources and environmentally friendly production are our top priority. Similarly, we always seek to work with regional suppliers – a sense of community and reliability are very important to us.

Our location also influences our day-to-day work, because the key characteristics of PROLICHT are a testament to its Tyrolean origins: our down-to-earth attitude, strength, clarity, commitment, closeness to nature and camaraderie are what make us stand out. Like the Tyrol as a whole, PROLICHT is characterised

by its hospitality and we are very familiar with the high demands of the hospitality industry. With charm and sympathy, we skilfully create the counterpoints to the often technical and austere world of architectural lighting.

With our specific expertise, not only in hospitality but also in lighting technology, we can identify key trends and challenges promptly, enabling us to comprehensively integrate them into our lighting solutions. Alongside our high-tech manufacturing facility, our site in the Tyrol is also home to the PROLICHT LIGHT LAB. State-of-the-art equipment and technologies make the Light Lab a valuable part of our development process, enabling our technicians to work where their heart lies to make each idea a reality, creating the perfect lighting solution for the perfect application.

LOUNGE |
LIVING |

FEEL GOOD







INVADER — ElisabethHotel Premium Private Retreat, Austria

A careful lighting design is indispensable
for an atmospheric vibe and thus
for the well-being of the guest.

— Sebastian Moigg | ElisabethHotel Premium Private Retreat



FEEL GOOD

For guests, a hotel becomes their new home for a specific time. A warm welcome from the host is essential to create a positive feeling on arrival. However, the design of the spaces also significantly contributes towards making the guest feel at home. The art of feeling at home is dependent on how you feel inside. Feeling at home strengthens mental reserves and increases wellbeing immensely.

Feeling good is a question of good lighting. Light not only emphasises the interior design and various features, it should also be adapted to the demands of the guests. A stay in a hotel should always provide the best possible comfort and ideally meet the guest's every individual need. No matter how comfortable and high-quality the interior design may be, only the right lighting design can turn a room into a feel-good sanctuary.

Home is not a place, it's a feeling: taking this into account, hotel rooms, lounges, libraries and other leisure spaces in hotels can help to make guests feel spoilt and well looked after.

Designing leisure spaces in hotels means designing living spaces too. To be able to create the perfect feel-good atmosphere, the focus must be on the person and all their individual needs. The right lighting helps to engender a feeling of coming home.

With a well-conceived lighting concept, the guests' various demands can always be met well: waking up in the morning calls for different lighting to a relaxing bath in the evening. Because a hotel room simultaneously has to be an office, bedroom and lounge, a comprehensive lighting concept is essential. For example, lights with a dim option can provide bespoke lighting to suit any desired situation, creating a range of moods in one room.

The task of a hotel is to provide a space in which to relax and recuperate, to feel good and think in peace, and to dream. This challenge can be solved skilfully with a sophisticated lighting solution from PROLICHT.



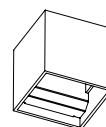
DICE WALL | INVADER | HANGOVER — ElisabethHotel Premium Private Retreat, Austria



DICE WALL



The ambience in the ELISABETHHOTEL PREMIUM RETREAT is shaped by the varied facets of the Alpine lifestyle. Careful lighting design discreetly creates a cosy feeling of wellbeing from early in the morning to late at night.



DICE WALL guarantees maximum glare-free lighting, even though the cube is completely open at the top and bottom.



The INVADER family is a real all-rounder. In addition to spotlights and wallwashers, suspended luminaires in different lengths and diameters are also available.



The INVADER spotlights impress with their excellent visual comfort and easy installation. Five different versions of, for example the recessed variant, also offer a great deal of creative freedom.

COSY ATMOSPHERE

Letting go, slowing down and focusing on the inner self – these are what many guests associate with a feel-good atmosphere and the feeling of being at home. Indirect lighting creates an especially cosy effect. However, too much indirect lighting can quickly make the room seem monotonous: this is where accent lighting comes in. These could be spotlights, for example, to draw the eye towards an attractive picture, a display cabinet or bookcase, or to highlight simple patterns or structures in the room.

Especially when outside their familiar home environment, a guest's senses are heightened and ready to take in new impressions and moods. Whether you feel good in a hotel or anywhere else outside your own four walls depends very much on the visual perception: light can turn colours, structures, textures and sensations into key points of focus.





INVADER — ElisabethHotel Premium Private Retreat, Austria

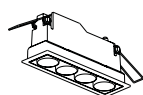


At the Severin's Alpine Retreat, special care has been taken to create a perfectly comprehensive lighting design: while DICE WALL luminaires draw striking and inspiring patterns and structures on the walls, MAGIQ spotlights in the background provide harmonious and discreet illumination of the bookcase. **DICE WALL | MAGIQ WALLWASH — Severin S* Alpine Retreat, Austria**

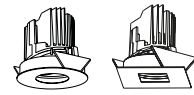


Light creates atmosphere and helps us to feel good. Islands of light help to break up rooms and provide a cosy ambience.

— Reinhard Strasser | Interior Design



MAGIQ luminaires can be integrated discreetly into the room design, providing solid and effective illumination.



BIONIQ PINHOLE is available as ROUND or SQUARE version. The light-proof back ensures ZERO LIGHT LEAKAGE – no unwanted glow of light through the ceiling openings in acoustic ceilings.



Indicating a precise degree angle for each movement enables accurate light beam alignment of multiple luminaires. The luminaires can be set and locked in advance or after installation.



The ONE LOCK system allows to lock the position of the horizontal rotation and the vertical tilting with a single screw – fast and efficient. The EAS (Encapsulated Adjustment System) developed by PROLICHT allows 355° of rotation and 30° of tilt, without any externally visible change in position.





BIONIQ SQUARE PINHOLE — Inspiration

2LOOK4 25 MAGTRACK | CENTRIQ



2LOOK4 profile systems include track widths of 20, 25, 50, 80, 130 and 160 mm. The 2LOOK4 system is available as a 230 V track or plug-in systems as well as a 48 V magnetic track (profile 25 and 50). Equipped with spotlights, wallwashers or LED stripes, 2LOOK4 profile systems are real all-rounders and ready for all requirements.



2LOOK4 is the Swiss army knife of the lighting world: these profiles can not only be used to create three dimensional lines of light, emphasising any design: the wide choice of modules can also be used to add focused accents or even to provide uniform background illumination.



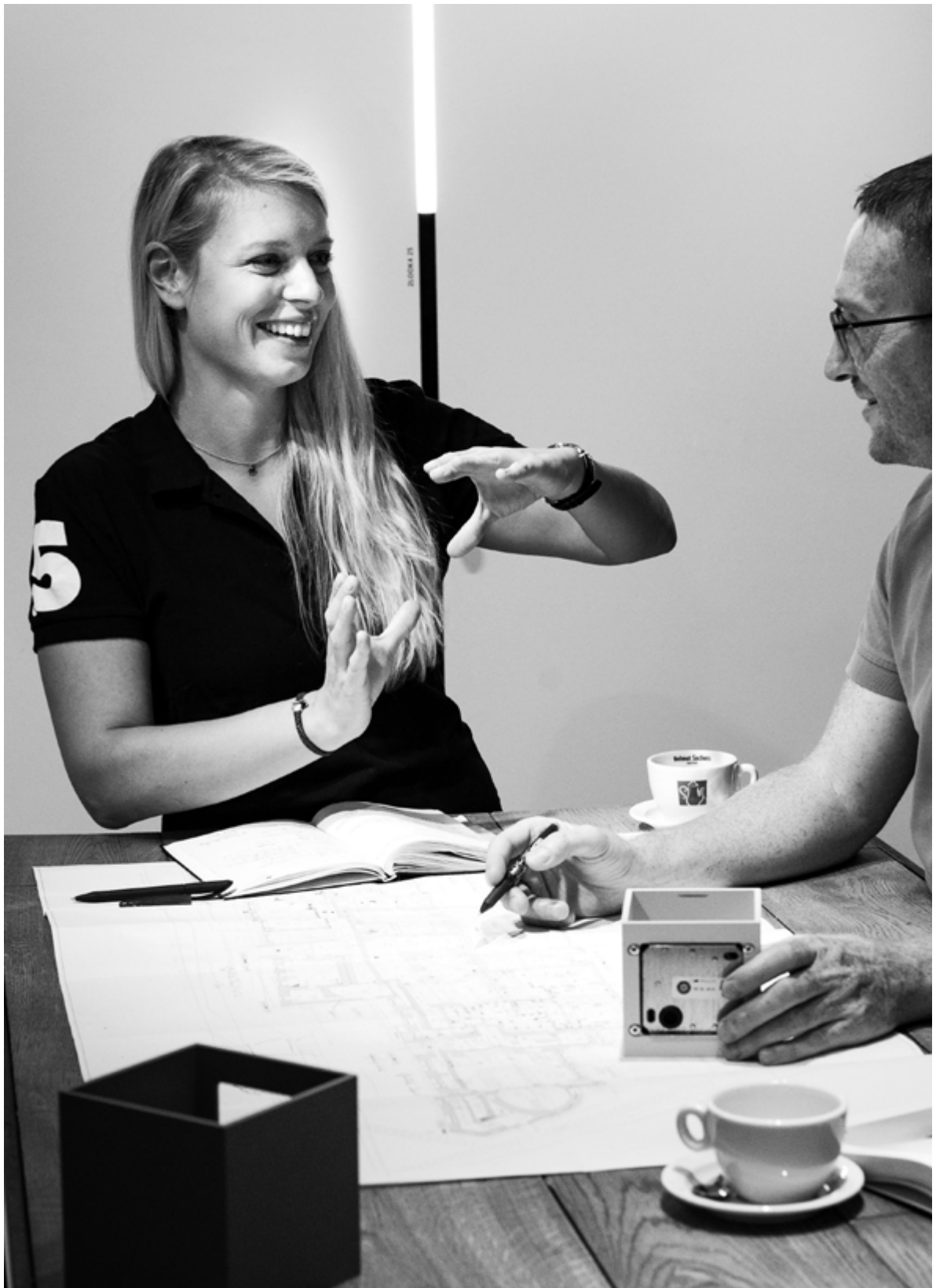
2LOOK4 50 MAGTRACK | CENTRIQ

2LOOK4 25 MAGTRACK | CENTRIQ | LED LINE



FUNCTION MAKES A DIFFERENCE

We seek to transform our luminaires into precise and extraordinarily sophisticated lighting instruments. We regard ourselves as technical masters who implement individual and unique concepts – without functional compromises.



With the right lighting, we seek to bring rooms to life. I am only satisfied if my client is satisfied too: every project has to be unique and perfect in its own way.

— Veronique | Light Planning Headquarter PROLICHT

EXPERTISE IN LIGHTING & PLANNING

Our enthusiasm for perfect lighting design is where PROLICHT makes the difference. We are passionate about making unique projects a reality, bringing individuality to life. Every project, and every brain behind it, is a one-off and its uniqueness should be encouraged and supported.

We know that standard solutions often do not meet every need and, alongside our almost infinite number of standard configurations, we also offer special solutions to precisely meet the needs of our clients. Bespoke shapes, sizes or lighting technology are the order of the day here, and our team regard themselves as proactive problem-solvers. Our approach is not only to supply lighting, but to supply exactly the right lighting for every purpose. That's why we go the extra mile.

It is important to us to get to know and understand our partners and their wishes. Long-term relationships and open communication make cooperation with PROLICHT not only pleasant, but successful too. We allow plenty of space and time for dialogue in every order and monitor the project throughout the entire process. We're a one-stop shop: from project analysis

to brainstorming and needs assessments, site inspections, lighting design and calculation to sample production, we will support all the way and we are always willing to offer solutions that differ from the norm.

Bespoke complete solutions, a strong sense of loyalty, emotional involvement and close customer relationships make us the ideal partner for lighting designs that tell a story.

FRIENDSHIP MAKES A DIFFERENCE



Behind the service provided to guests is much more than simply offering a bed for the night or a meal to fill them up. It is nothing less than creating unforgettable moments in a unique atmosphere, which turns a place into something special in a guest's mind. Experiences that stick in the mind, that invite them to return.

For architects, furnishers or owners, we at PROLICHT are reliable partners who really understand lighting moods for the hospitality industry. The high quality of our products and the lighting design skills of our employees are the basis for our success. The flexibility with which we make our partners' dreams come true is what makes us truly unique.

No matter what size, colour or shape, we can produce bespoke luminaires to meet your wishes in just 5 days. Countless variants and possible combinations. Creativity knows no limits.

Creating the desired atmosphere is an art that we've understood for 25 years. In every project and every lighting solution, our partners find new inspiration to perfect this art, as we do ourselves.

**Working with PROLICHT
makes the difference.**

WALTER NORZ
Founder | Soul & Spirit

A handwritten signature in black ink, reading "Walter Norz". The signature is fluid and cursive, with a long horizontal stroke at the end.



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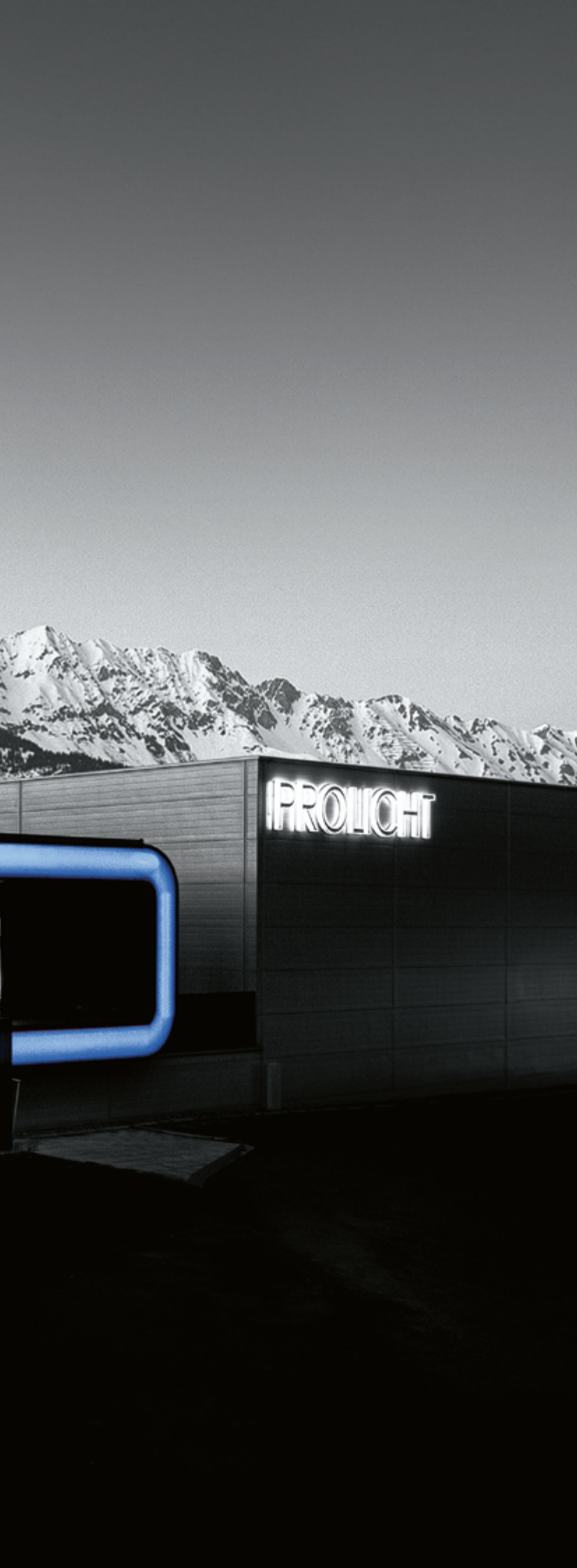
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**PROLICHT
MAKES A
DIFFERENCE**

Don't be like
the rest of
them

