PROLICHT
designed to create

CELEBRATING THE STARTING POINTS OF CREATIVITY

PROLICHT at light + building 2026

—
Press Release. Götzens, February 2026

At light + building 2026, PROLICHT presents an experience dedicated to the origins of creative work. Under the guiding theme Starting Points, the Austrian manufacturer of architectural lighting solutions shows how ideas take shape and how PROLICHT delivers value from the very beginning of every lighting project.

ENABLING MAXIMUM FREEDOM

«New doesn't just happen. It is created,» says Walter Norz, Founder and CEO of PROLICHT. «That is why PROLICHT positions itself as a lighting partner at the very beginning of the creative process. With systems that enable maximum freedom, and with a deep understanding of how ideas emerge.»

The PROLICHT stand brings together a range of inspiring elements that are central at the start of a lighting project. It features a completely new product that takes creative lighting design to a new level, curated Atelier Spaces that connect the digital world of MyProlicht with real material exploration, and a Hospitality Lounge designed as a place for conversations, exchange, and new partnerships.

INSPIRED BY THE DESIGN PROCESS

light + building 2026 also marks the starting point of PROLICHT's new portfolio structure: all lighting families are newly organised into Points, Lines and Shapes. Inspired by the way designers work, this structure consistently aligns the full range of product families with the creative process and makes it intuitive to use.
Throughout the week, international creative professionals will also share insights into their personal creative Starting Points.

HIGHLIGHTS INCLUDE:

- **The Swiss duo ZweGiele,** architect Christoph Vollenwyder as well as designer and architect Lino Amati, show how «Pluq in» was developed together with PROLICHT and what it takes to turn an initial idea into a product.
- **Carlo D'Alesio,** Light Designer, shares insights into his creative process and the exhibition

architecture he developed in close collaboration with PROLICHT.

- **Chris Middleton,** Architect, speaks about the early decisions that shape a project and the role of light at the beginning of spatial thinking.
- **Annette Felicitas Häcki,** Creative Director, who shaped PROLICHT's brand positioning 'Designed to Create', shows how a first thought becomes a coherent brand concept.

'DESIGNED TO CREATE' IS A PROMISE

The fair presentation highlights what PROLICHT stands for: a platform that supports creative professionals from the very beginning in realising ideas without compromise. Supported by modular systems, fast production, a wide portfolio and digital tools that turn complexity into clarity, PROLICHT enables maximum creative freedom. 'Designed to Create' is far more than a slogan. It is a promise.

PROLICHT at Light + Building 2026
8–13 March | Frankfurt am Main
Hall 3.1 | Stand B90
For the full programme and a personal appointment, visit: https://www.prolicht.at/en/company/information/news-events/light-building-announcement/

FILIPPO BETTINZOLI
MARKETING@PROLICHT.AT