

Point, Line & Shape__

A Universal Language for Composing Space

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PROLICHT Reorganises Product Portfolio Around the Way Designers Think

Point, Line & Shape is PROLICHT's new portfolio logic for composing space with light. Based on the universal principles of visual composition, the system organises PROLICHT's extensive portfolio into three intuitive categories: points, lines and shapes. Point creates focus, line gives direction, and shape defines character. Together, they help architects and designers move from creative intention to technical clarity.

From Product Portfolio to Creative Toolbox

PROLICHT presents Point, Line & Shape, a new portfolio logic designed to make lighting easier to explore, understand and combine. Built around the way architects and designers compose space, the system organises the PROLICHT portfolio through three universal elements: points, lines and shapes.

Before a project becomes a room, a ceiling plan or a lighting concept, it begins as an idea: a point of focus, a line of direction, or a shape that gives the space character. With Point, Line & Shape, PROLICHT translates this creative process into an intuitive architectural system.

The new structure helps architects, lighting designers and interior designers navigate PROLICHT's extensive portfolio with greater clarity. Rather than starting from product hierarchies, the system starts with spatial intentions: where attention should be focused, how movement should be guided, and what kind of atmosphere or identity a space should hold.

"Designers do not begin with categories. They begin with ideas," says Walter Norz. "Point, Line & Shape brings our portfolio closer to that creative process. It gives every product family a clear role within the composition of space."

The system is based on three fundamental principles of visual composition:

Point creates focus

A point of light defines what matters in space. It can highlight a surface, a table, a path, a work of art or a moment of attention. In the PROLICHT portfolio, point families include precise optics, adjustable accents, compact modules and high-performance lighting solutions.

Line gives direction

Line draws, connects and guides. It follows architecture, defines circulation, frames ceilings and creates rhythm. Within the PROLICHT portfolio, line families include profiles, tracks and linear systems that support continuity and structure across architectural spaces.

Shape defines character

Shape brings presence and identity to a room. It can be bold, refined, soft, playful or sculptural. PROLICHT's shape families introduce atmosphere, acoustic comfort, colour, rhythm and expressive visual identity into architectural environments.

Point, Line & Shape does not replace the technical depth of the PROLICHT portfolio. Instead, it makes that depth easier to access. The system turns a broad and complex portfolio into a creative toolbox, helping designers combine product families more naturally and move from inspiration to specification with greater confidence.

With this new portfolio logic, PROLICHT strengthens its role as a partner for creative lighting design — supporting not only technical solutions, but also the earliest stages of spatial thinking.

Why PROLICHT turns portfolio complexity into an intuitive design system

Point, line and shape are among the most fundamental tools of visual composition. For PROLICHT, these elements are not simply theoretical. They now form the structure behind the portfolio.

The idea behind Point, Line & Shape comes from a simple observation: architects, lighting designers and interior designers do not usually begin their work by thinking in product categories. They begin with spatial intentions. They ask where attention should be directed, how movement should be organised, what atmosphere a space should have, and how light can support the character of architecture.

PROLICHT's portfolio offers depth, precision and creative freedom, but with a broad portfolio comes complexity. Point, Line & Shape gives this depth a clearer structure. It allows designers to explore lighting through the same logic they already use when composing a space.

Summary:

- **PROLICHT introduces:** Point, Line & Shape
- **What it is:** A new portfolio logic that organises PROLICHT's lighting families through three universal elements of spatial composition: points, lines and shapes
- **Purpose:** To make the PROLICHT portfolio clearer, more intuitive and easier to combine for architects, lighting designers and interior designers
- **Core idea:** Designers do not begin with product categories. They begin with spatial intentions
- **Three principles:** Point creates focus, Line gives direction, Shape defines character
- **Benefit:** The system creates a natural path from inspiration to specification and helps designers compose richer, clearer and more flexible lighting concepts

- **Target audience:** Architects, lighting designers, interior designers, project planners, design journalists and creative professionals.

About Prolicht:

PROLICHT is an international premium manufacturer of architectural lighting solutions, shaped by a shift in perspective: away from the product, towards people. “Designed to Create” reflects a commitment to enabling creative freedom: PROLICHT develops lighting systems that enable architects and designers to shape spaces in atmospheric, functional and emotional ways.

Rather than the product itself, the outcome of light takes center stage – spaces that resonate, atmospheres that perform, and experiences that leave a lasting impression. Light is not an object, but a tool for design, mood and transformation. PROLICHT operates as a platform for ideas: flexible light systems, digital tools, fast production and reliable support enable seamless planning, uncompromising quality and results that inspire – fostering creative freedom and meaningful collaboration.

Based in Tirol (Austria), active worldwide.

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