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Design

# The glow of ingenuity— a radiant evening of opulence and artistry as Innovative Design Studio unveils its luxurious lighting collection

DEC 16, 2023 | By Team ELLE DECOR India



A Salansky lighting fixture; Photography courtesy- Innovative Design Group

The saying goes, 'How many artists does it take to change a lightbulb? Just one, but it turns into a sculpture!' and at the hands of the creative visionaries over at Innovative Design Studio powered by Innovative Design Group, every light fixture is a work of art. To celebrate the brand's brilliant (and bright) ethos, luminaries in the field of architecture and design from around the world gathered on a stellar October evening at the Embassy of Italy, New Delhi. Attended by His Excellency Vincenzo de Luca, Ambassador of Italy to India, the event steered by Vikram Jain, Director, and Aryaman Jain, the CEO, was indeed a star-studded spectacle.



Aryaman Jain, the CEO of Innovative Design Studio; Photography courtesy- Innovative Design Group

The evening kicked off with "Light Talk", an initiative by IDS aimed to foster compelling conversations, enlightening enthusiasts on lighting design, and elevating their understanding of the art and science that illuminates spaces. Delving into the transformative power of light, brand partners and eminent experts Eleonora Benetollo, Export Manager of Martinelli Luce, Johannes Rath, Managing Partner of Lobmeyr and Jan Salanský & Ondřej Salanský, the Co-Founders of Salansky & Co. discussed the role of the ethereal medium in weaving narratives. This engaging panel discussion was moderated by Mrudul Pathak Kundu, Editor of ELLE DECOR India.

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Taking notes from the cultural legacy of Italy, the event was brought to life with scrumptious Italian delicacies and the melodic notes of a live performance by an Italian DJ. The carefully curated playlist harmonized seamlessly with the ambient lighting fixtures, creating an immersive experience that aimed to evoke a range of emotions. This celebration seamlessly blended the sensory delights of Italian cuisine with the enchanting rhythms of live music, embodying a fusion of architectural aesthetics and cultural resonance. As Innovative Design Studio shifts into a new era, it takes inspiration from the legacy of Innovative Lighting Design Limited (ILDL) renowned for its prowess in architectural lighting solutions.



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Light fixture by C&S; Photography courtesy- Innovative Design Group

Innovative Design Studio stands at the forefront of design sophistication, crafting an impeccable selection of lighting masterpieces. Elevating lighting fixtures from functional necessities to unparalleled works of art, the studio transcends traditional boundaries to redefine the essence of illumination. At the heart of the brand's philosophy is a profound belief in the transformative power of design. Rather than viewing light fixtures as mere accessories, IDS regards them as

artistic expressions that breathe life into interior spaces. The brand redefines the intersection of art and functionality in lighting design, showcasing how light can be harnessed not only for its practical purpose but also as a medium for storytelling.

At Innovative Design Studio, light assumes the role of a narrative thread, weaving a compelling story of individual style within the architectural tapestry. Carefully chosen for their artistic prowess, these lights transcend the ordinary, creating an ambience that goes beyond the utilitarian aspects of illumination. The result is a curated collection that harmonises seamlessly with architecture, offering spaces an infusion of sophistication, timeless elegance, and an unparalleled sense of uniqueness.



A striking chandelier by Lobjmeyr; Photography courtesy- Innovative Design Group

A breathtaking array of lighting fixtures that are exclusive partnerships from brands such as Axolight, Beau et Bien, Brokis, Catellani and Smith, Elite Bohemia, Folio, Lobjmeyr, Lorenzon, Lumina, Multiforme, Martinelli Luce, Salansky, and Zafferano to name a few, brim with a passionate commitment to quality, each piece a testament to meticulous craftsmanship. With over