

AURALIS

COMPANY PROFILE

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# NAME & PURPOSE

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## WHAT WE DO?

We are experts of lighting.

We are an international group that offers **complete lighting solutions**, from decorative lighting to integrated indoor and outdoor projects.

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## HOW WE DO IT?

With style, elegance and a strong sense of beauty

With a perfect balance between aesthetical and technical performances

With the unique quality that only a true expert can guarantee

With the ability to understand the needs of our customers and end users

With a stronger attitude for innovation, compared to the other companies

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## WHY WE DO IT?

To improve the quality of life,  
through the aesthetical and technological  
evolution of light, the primary element from which  
everything begins.

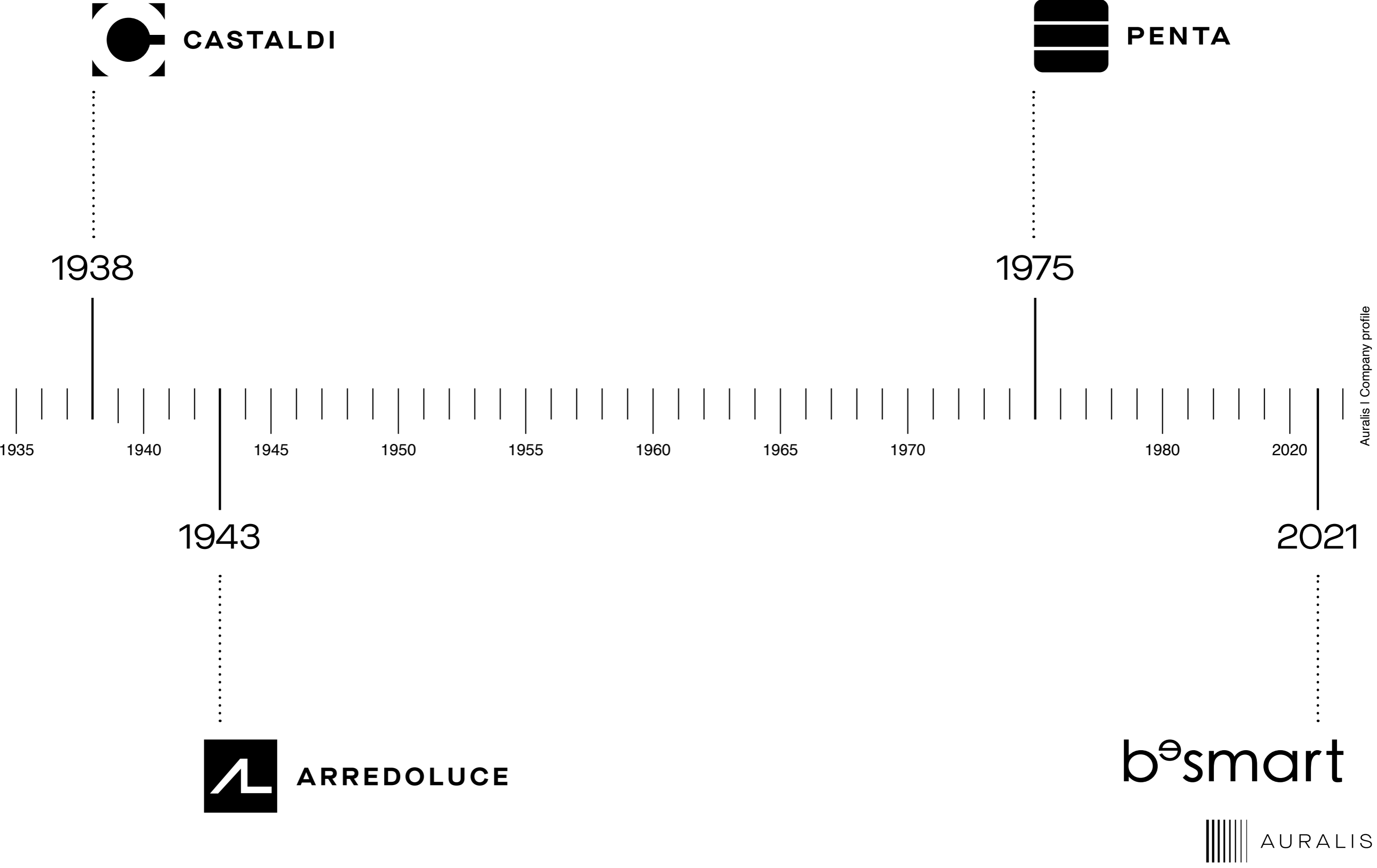
OUR CORPORATE VALUE

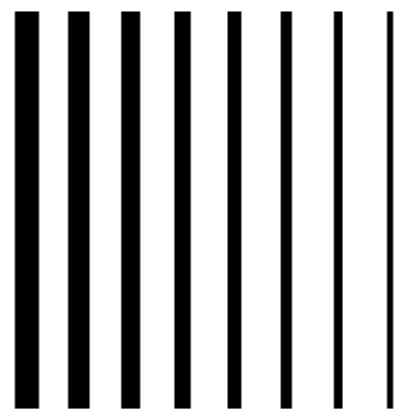


# THE GROUP

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OUR HERITAGE





AURALIS

LIMITLESS LIGHTING

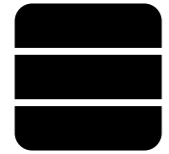
A NEW BEGINNING

The decorative yet contemporary design by Penta, the technical lighting indoor and outdoor by Castaldi, the Masters' collections by Arredoluce, the IoT technology of Besmart come together as an example of excellence and Italian creativity, technological innovation and design approach.

Auralis, a unique group of companies, entirely dedicated to the light.



PENTA



PENTA  
BESPOKE



CASTALDI



ARREDOLUCE

+

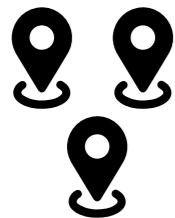
b<sup>θ</sup>smart



THE NUMBERS

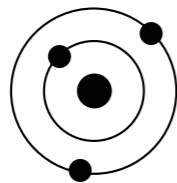
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SITES



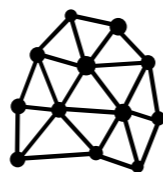
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SUBSIDIARIES



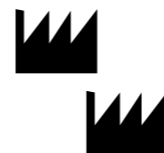
95

COUNTRIES



2

COMPANIES



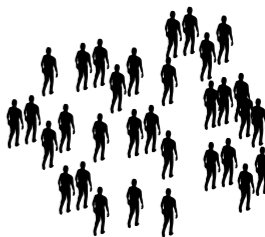
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HISTORIC  
LIGHTING  
BRANDS



100

PEOPLE



THE NUMBERS

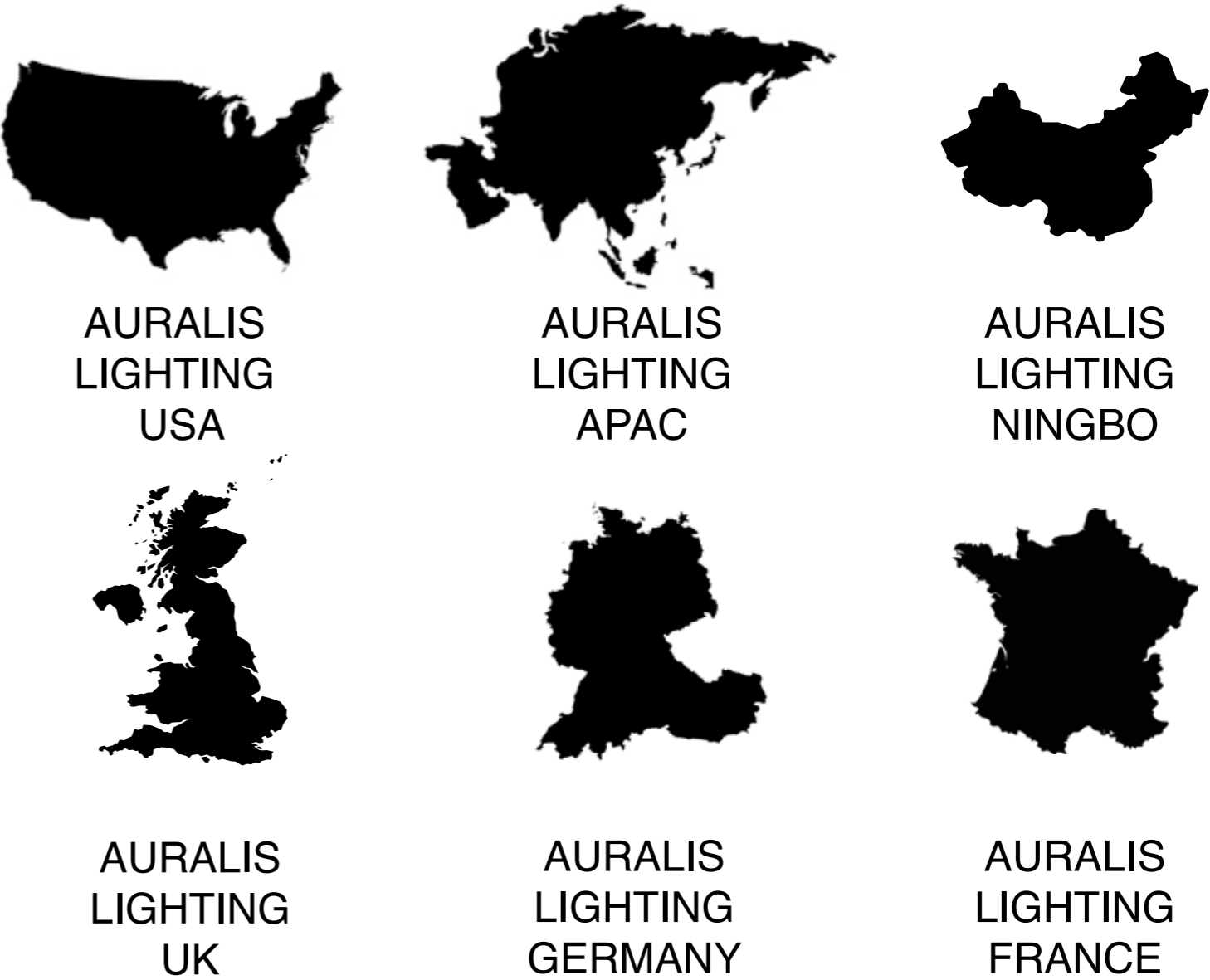
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SITES



6

SUBSIDIARIES





# LIMITLESS LIGHTING





**PENTA**

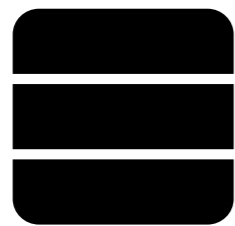
## CONTEMPORARY DESIGN

Elegance and quality combined with an attractive and recognizable design, have allowed Penta to be a point of reference in the decorative lighting sector. Melting together simplicity of shapes and a sophisticated combination of materials, real design craftworks are created thus enhancing refined atmospheres both in the residential and contract sectors.



**Glo,**  
designed by Carlo Colombo

## THE COMPANIES



**PENTA**  
BESPOKE

Avantgarde, technical perfection and incessant research blend together in new material combination, where light creates unexpected atmospheres. Experience, creativity and high quality are the solid base on which Penta Bespoke has been established, in order to satisfy the needs of architects and designers for the realization of valued projects, well-finished in each detail.



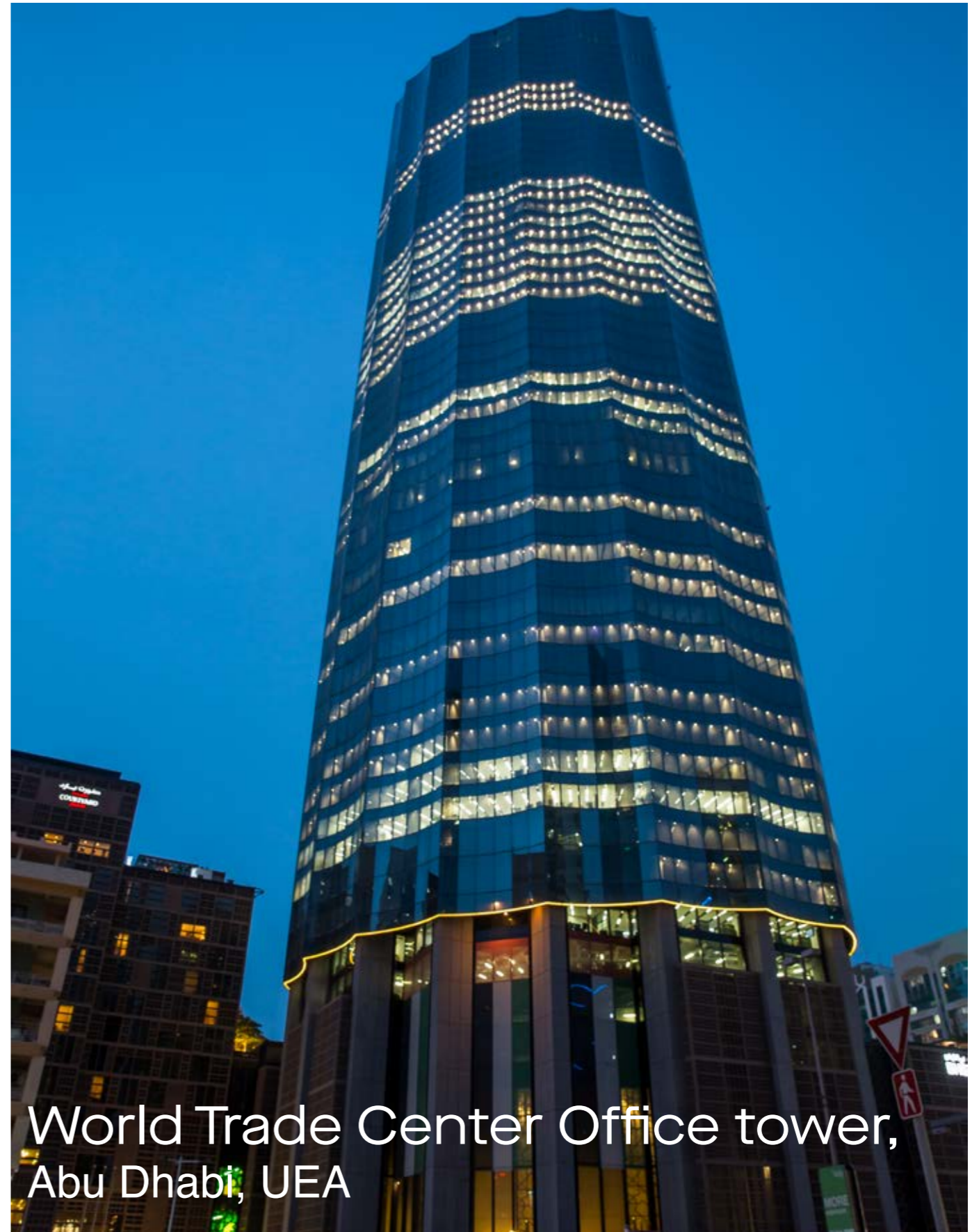
Stone Island Store,  
Milan

## THE COMPANIES



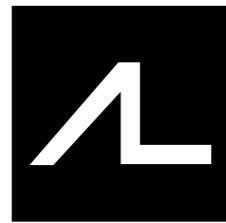
TECHNICAL  
INDOOR  
OUTDOOR

The Company's production is made in Italy, in its facilities located north of Milano. Thanks to its fully integrated production system and the in house, product control and testing laboratories, Castaldi Lighting achieves the highest quality and performance standards. Castaldi Lighting cooperates with all the major international Architecture and Design firms and then its products are installed throughout the world in premier locations. The ceaseless attention to Design is an unfailing strength of Castaldi Lighting products.



World Trade Center Office tower,  
Abu Dhabi, UEA

## THE COMPANIES



# ARREDOLUCE

## HIGH END DESIGN

Founded in Monza in 1943 and closed after the death of Angelo Lelii, a brilliant entrepreneur and designer, Arredoluce is a piece of Italian design history.

Among the collaborators stand the names of Gio Ponti, Ettore Sottsass, Nanda Vigo, Achille and Pier Giacomo Castiglioni and Vico Magistretti, in addition to Angelo Lelii, man of great intuition and author of some projects that have become iconic of the brand as well as of Italian design.

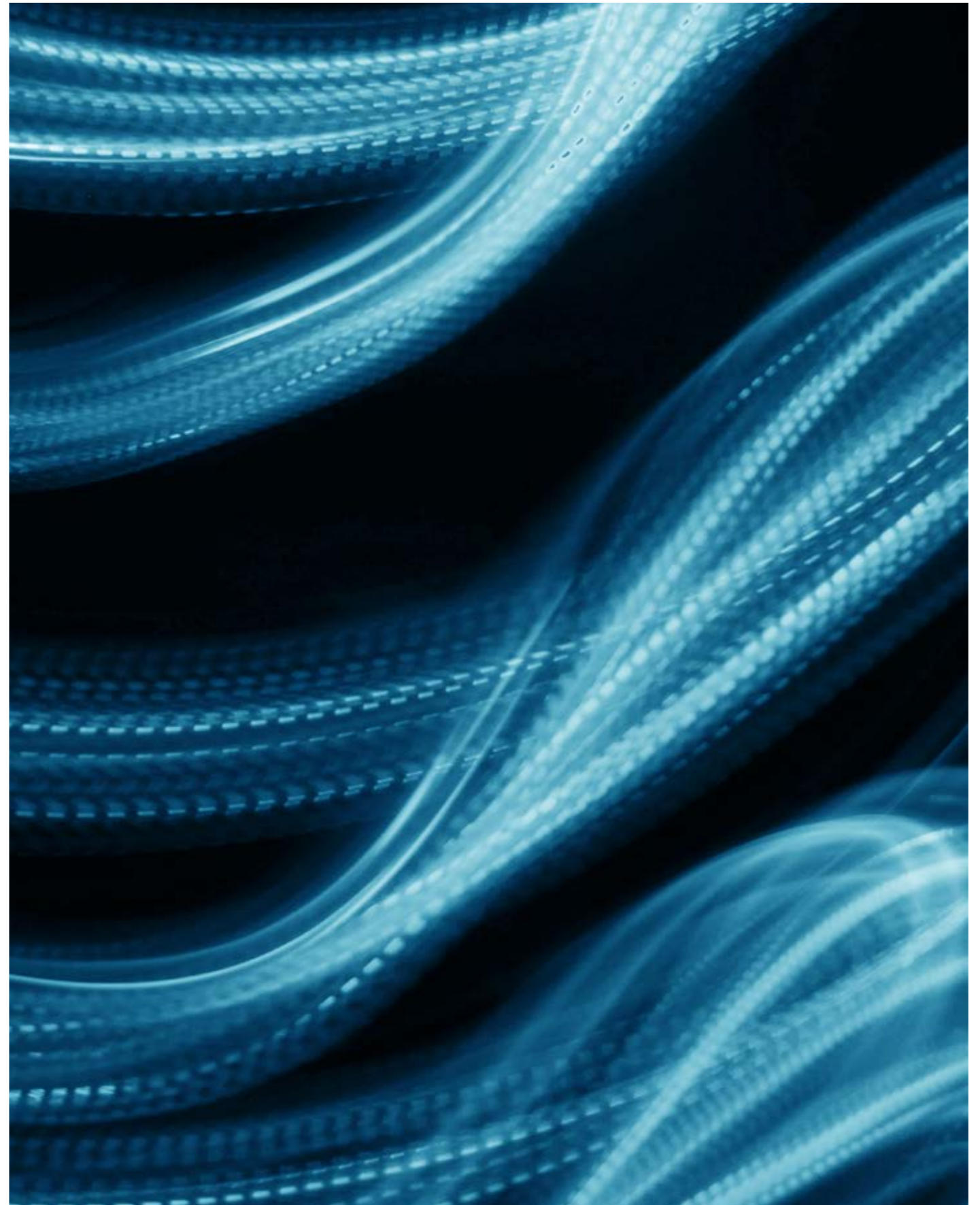


Bulgari flagship store NY  
Pavone,  
designed by Gio Ponti

# b<sup>θ</sup>smart

## LIGHTING MEETS IOT

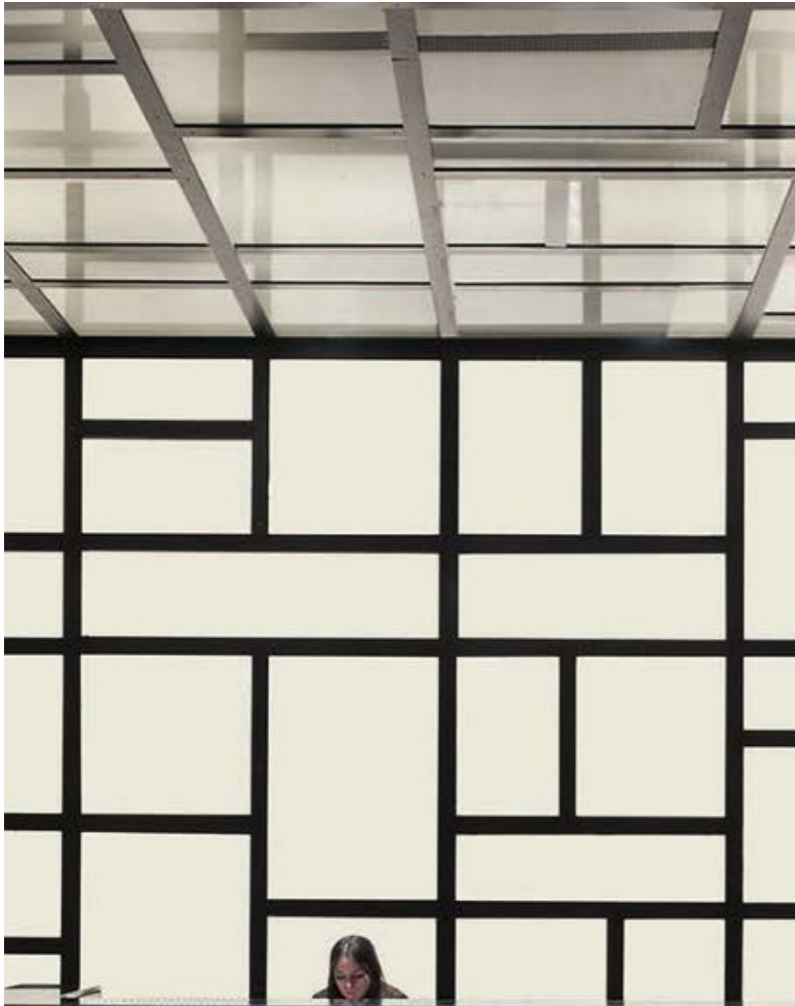
BeSmart is the technological soul of Auralis. An IoT platform through which the companies of the group provide value-added services with a Human Centric Lighting (HCL) approach. The system, based on representations in augmented and virtual reality, allows maintainers and users to enjoy an immersive experience in the configuration of a safer and more comfortable and sustainable environment. Thanks to BeSmart, Auralis offers management and control functions for services that go beyond lighting, becoming an active part in the Digital Twin of the Smart Building and the Smart City.



# THE PROJECTS

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HOSPITALITY



Luxury Design Hotel  
Milan, Italy



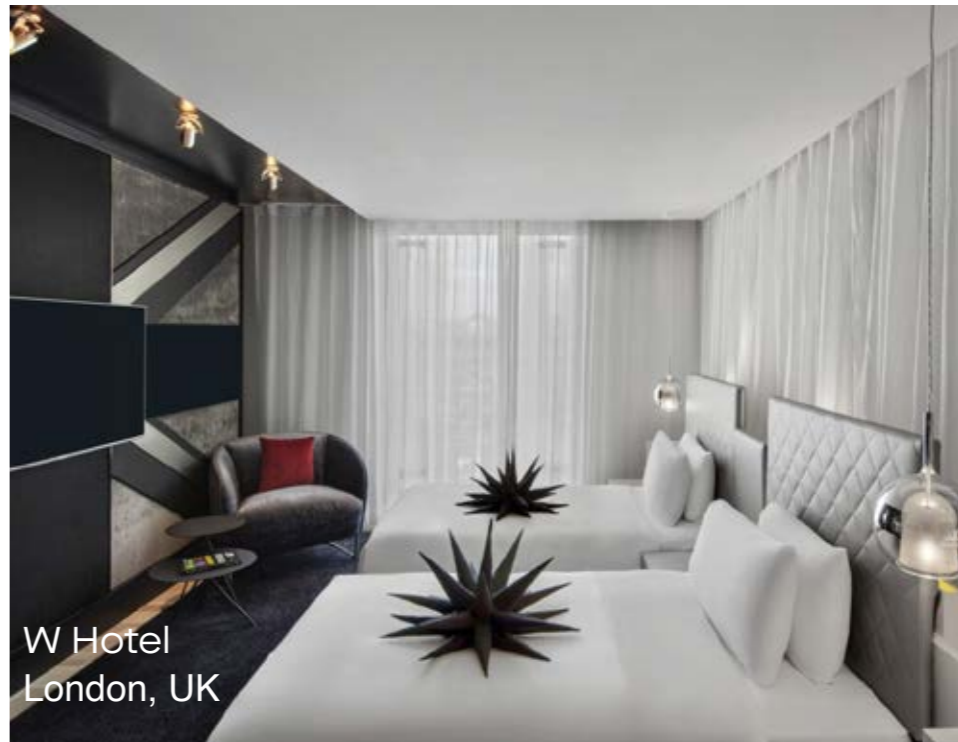
Elements Studio Henninger Turm  
Frankfurt, Germany



Hotel Viu  
Tel Aviv, Israel



Mandarin Oriental  
Paris, France



W Hotel  
London, UK

RETAIL



Carrousel du Louvre  
Paris, France



Canali Boutique  
Chicago, USA



Bulgari Boutique  
Lotte Avenue, Seoul, Korea

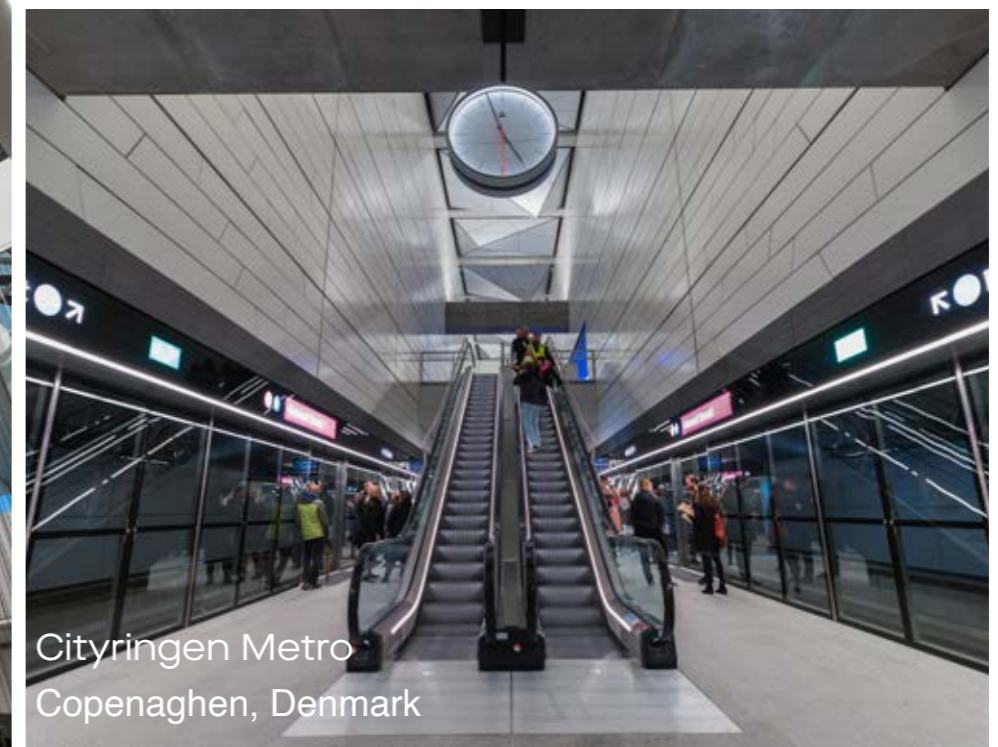
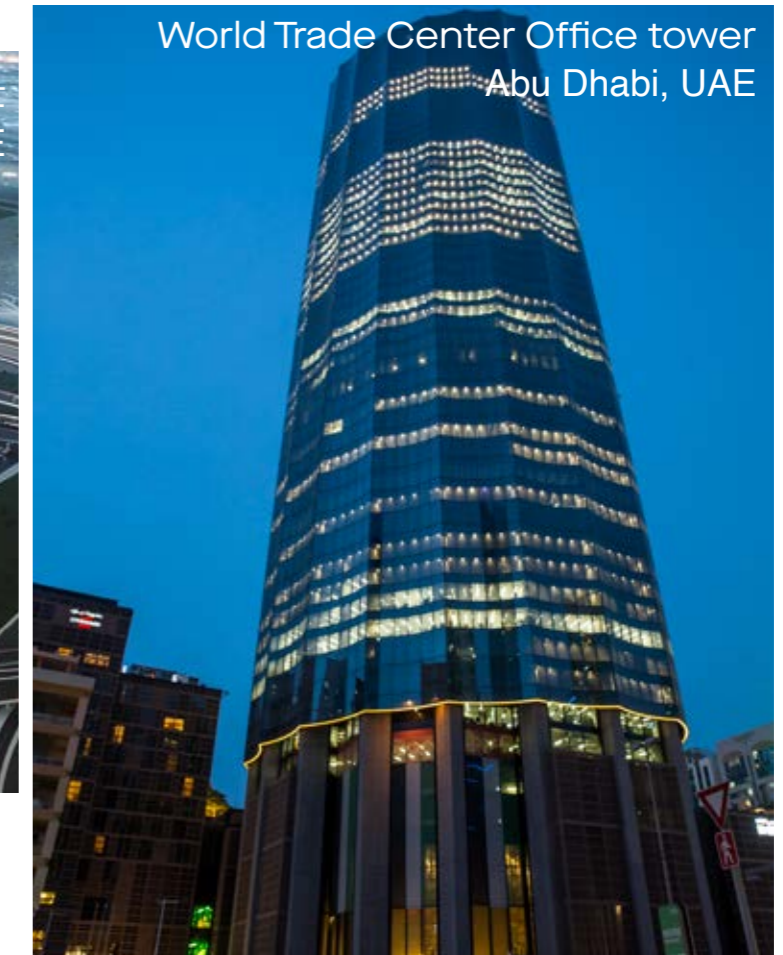


Poliform Showroom  
Tunis, Tunisia

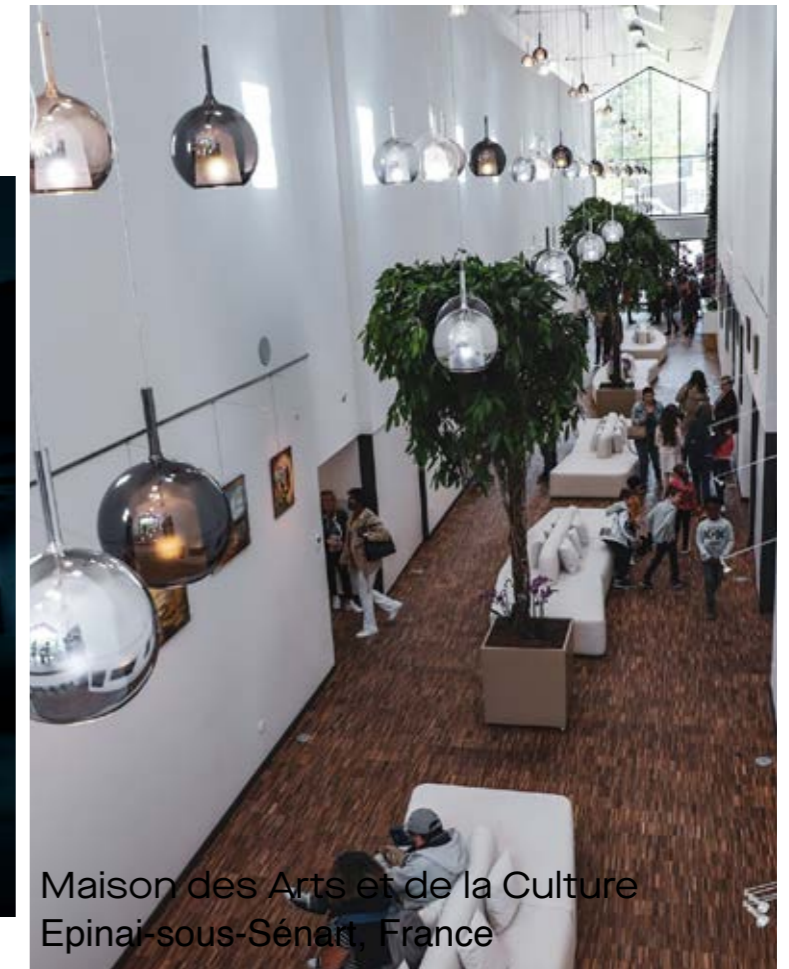
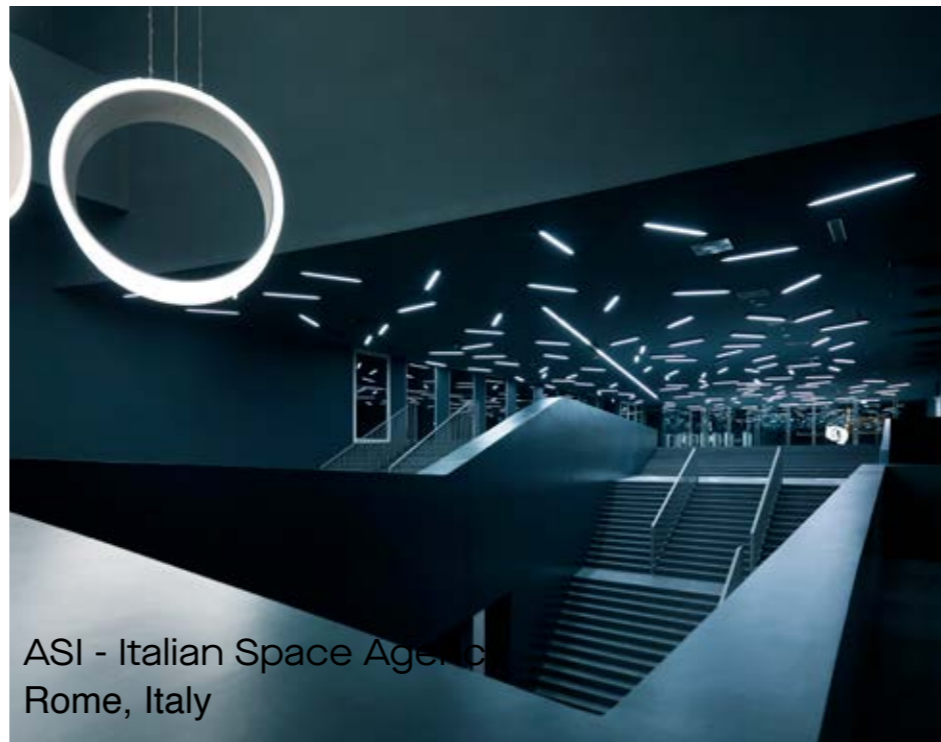
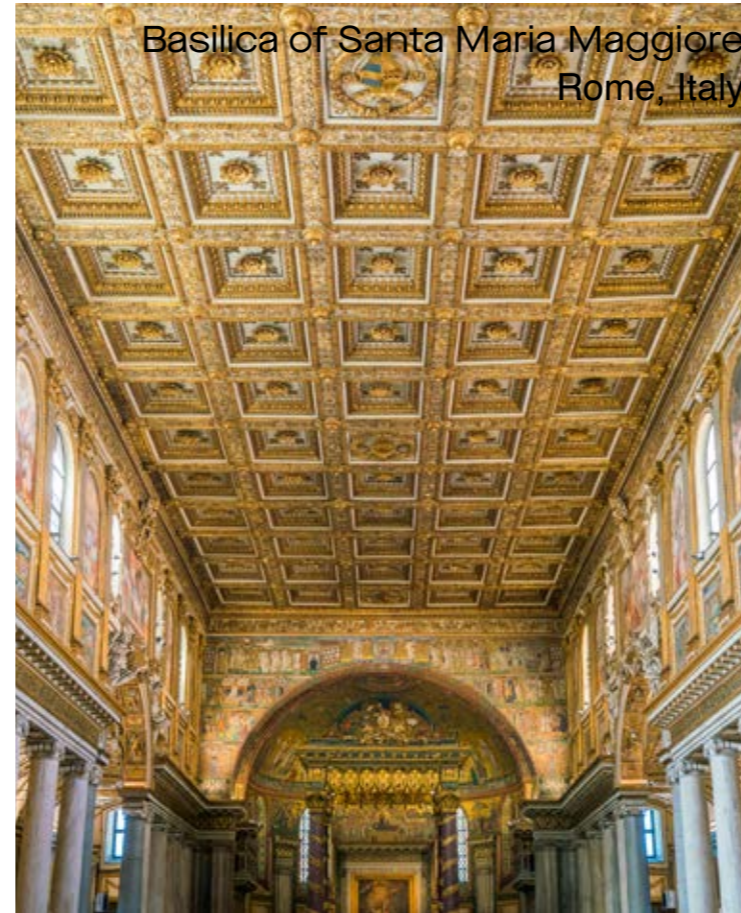
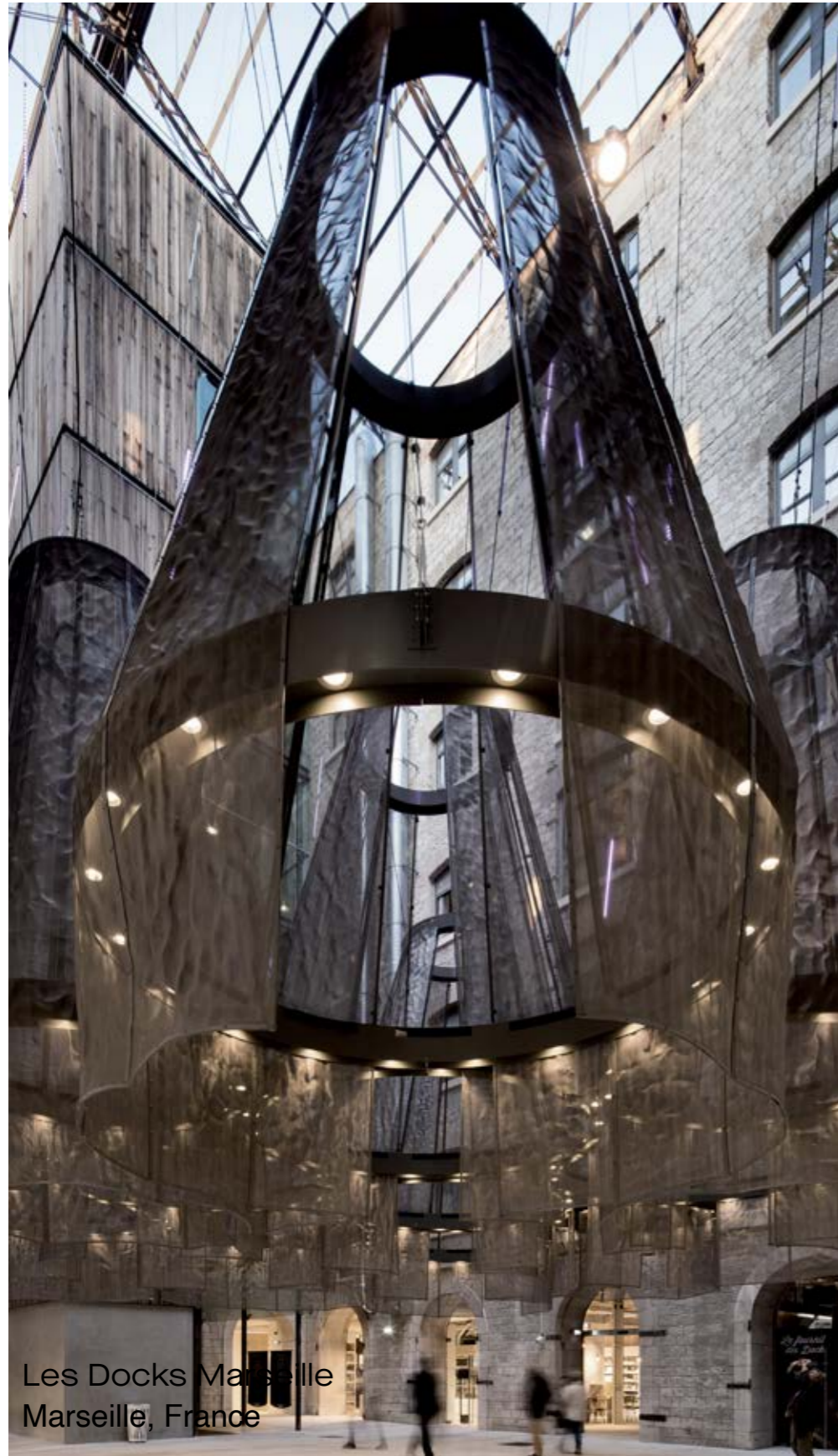


Stone Island Store  
Milan, Italy

## PUBLIC AREAS



## PUBLIC AREAS



RESIDENTIAL



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WE WORKED WITH

A++

Alfonso Femia

Arnaldo Pomodoro

Arquitectonica International Corporation

Benoy Architects

Cino Zucchi

Daniel Libeskind

Diego Nakamatsu

DP. Architects Gensler

Gae Aulenti

HBA/ Hirsch Bedner Associates

KPF Kohn Pedersen Fox Associates

Marco Piva

Mario Bellini

Massimiliano Fuksas

Nicola Gallizia

Norman Foster

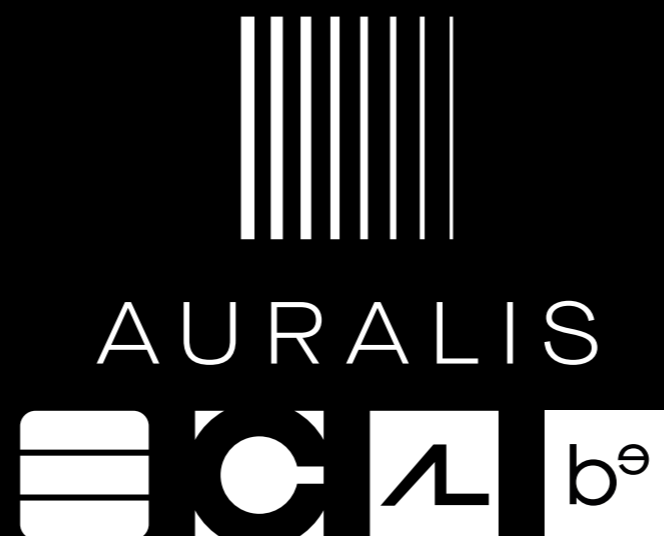
Park Associati

Piero Castiglioni

Stefano Boeri

TAMassociati

UNA2 Architetti Associati



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