

REVEAL

A JOURNAL FROM PHAINO LIGHTING

JULY 2026

BEHIND THE COLLECTION

From Inspiration to Illumination

Every lighting fixture begins long before the first piece of metal is formed or the LED is illuminated. Behind every Phaino fixture is a journey of creativity, refinement, and craftsmanship - one that transforms an initial idea into a fixture designed to elevate the spaces where people gather, celebrate, and create lasting memories. Whatever the inspiration, every Phaino fixture begins with a single purpose: creating light that becomes part of the experience of a space - not simply an object within it. Every fixture begins with a simple question: *How can lighting enhance both the beauty and experience of a space?*

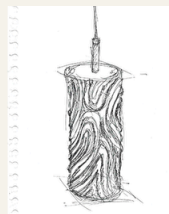


THE JOURNEY FROM CONCEPT TO COLLECTION



INSPIRATION

Each design begins with an interesting texture, scene or observation.



DESIGN

Sketches explore form, proportion, and how light will live within the space.



PROTOTYPE

Concepts take shape through prototypes and technical development to ensure beauty and function align.



REFINEMENT

Every detail evaluated and refined - dimensions, finishes, light output - until everything works together seamlessly.



COLLECTION

Only after this careful process does a design become part of the Phaino collection.

The result is a collection that feels timeless rather than trendy, distinctive rather than ordinary.

MORE THAN A FIXTURE

At Phaino, we believe exceptional lighting is about creating atmosphere, establishing mood, and supporting the overall design vision. Whether featured in a luxury residence, boutique hotel, or upscale restaurant, every fixture is created with the same goal:

To bring thoughtful design and lasting quality to every space it illuminates.

A FINAL THOUGHT

"As our collection continues to grow so does our commitment to creating lighting that inspires designers, architects, and homeowners alike. We invite you to discover the story behind every collection and experience the difference that intentional design can make."

Because exceptional lighting doesn't begin when a fixture is installed

It begins with an idea worth bringing to light. "

