BROKIS

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BROKIS APPOINTS FEDERICO PERI AS ART DIRECTOR

The designer will lead the creative evolution of the Czech brand, opening a new chapter built on continuity between craftsmanship, research and design culture.

There are moments in a company's history when the challenge is not to change its identity, but to make it clearer. After almost twenty years of research into glass, light and craftsmanship, BROKIS opens a new chapter in its journey with the appointment of Federico Peri as Art Director of the brand. The decision marks the beginning of a long-term vision aimed at strengthening the relationship between design, production and contemporary culture, while keeping at its core the values that have guided the company since its foundation.

Founded in 2006 by Jan Rabell around the historic Janštejn glassworks, BROKIS has established itself over the years as one of the leading names on the international contemporary lighting scene. Its collections reinterpret the tradition of handblown Bohemian glass through a design language that brings together manufacturing culture, technological innovation and formal research. Today, with a presence in more than 110 countries, the brand is entering a new phase in its evolution, with the aim of consolidating an increasingly coherent identity across product, image, installations and international presence. It is within this context that the collaboration with Federico Peri Studio begins.



A Milan-based designer and art director, Federico Peri has been pursuing a practice spanning product design, interior design and collectible design since 2011. His work is distinguished by a particular focus on the relationship between material, light, surface and atmosphere, as well as by a deep sensitivity towards craftsmanship and quality of construction. Throughout his career, he has collaborated with international companies and institutions, developing a design language that is essential, rigorous and timeless.

In his role as Art Director, Federico Peri will guide BROKIS through a process of consolidating and developing its identity. His work will begin with a dialogue with the brand's heritage, its manufacturing expertise, its culture of glassmaking and the positioning it has built over the years, translating these values into an even more coherent vision across products, collections, image, communication and international presence.

„BROKIS possesses an increasingly rare quality: an authentic identity, built over time through a culture of glass, craftsmanship and a constant drive for research," says Federico Peri. **„Our task will not be to redefine this identity, but to make it even more legible, creating greater coherence between product, architecture and the brand's vision".**

The artistic direction will progressively encompass all areas of the company's creative expression: from the development of new collections to installations, from visual identity and communication to the creation ofcollaborations and cultural projects.

„Over the past twenty years, BROKIS has grown by investing in craftsmanship, research and independence. Today, we feel the desire to take a further step: not to change who we are, but to communicate it with greater clarity and awareness," says Jan Rabell, Founder & CEO of BROKIS. **„Federico Peri shares our vision and will guide the evolution of the brand with sensitivity and rigour"**. Federico Peri's appointment marks the beginning of a journey that will unfold over the coming years through new collections, collaborations and special projects. An evolution that looks to the future without interrupting the dialogue with the manufacturing tradition from which BROKIS originated, reaffirming the brand's role as one of the most authoritative voices in contemporary lighting, with the ability to transform glass into light and light into architecture.

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A synthesis of refined design, outstanding quality and master craftsmanship that continues the centuriesold Bohemian glassmaking tradition. BROKIS lighting collections have gained international recognition by combining handblown glass with other fine materials, such as handcrafted wood and metal, in bold compositions that push the boundaries not only of contemporary lighting design but also of the technologies applied to its production. The family-owned premium brand collaborates with selected designers from around the world and operates a historic glassworks south-east of Prague.

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