

Lighting  
innovation  
for people.

**iGuzzini**

# Manifesto



We want a light that can illuminate the smiles of people whom we meet on the street, creating and spreading happiness.

We want a light that guides our children's way back home, in the dark winter evenings.

We want a light that warms the family evenings spent at the park, leaving behind a trail of games and laughter.

We want a light that creates life in our city, giving new hues to its dark forgotten corners.

We want a light that reveals and incites us to rediscover the hidden treasures of our history and culture, illuminating the monuments and buildings that speak about our past.

We want a light that gives shape to the buildings, the initiatives, and the dreams of architects and designers.

We want a light that marks the beginning and the end of the streets in our city.



**Adolfo Guzzini**





# Vision

## **Social innovation through lighting**

Our company's vision states what we believe the company to be and what we want the company to do. It is our future but also our present since the future is created day by day.

We want to grow by letting the company develop through values, culture and innovation, a desire we approach with passion in all aspects of our activity.

For us, each project is a world; a world in which we want to improve the quality of life for every single person, every day. And we want to do it through light.

We do **Social innovation** and we do it **through lighting**.



# Mission

We want to be perceived as an International Group driven by research and innovation as means to develop intelligent indoor and outdoor lighting systems, capable to improve the environment and people's standard of living.

Our strategic thinking targets the continuous improvement of our processes, our products and our services. It aims to be open in terms of new partnerships and development opportunities.

We intend to pursue long-term sustainable growth, striving for excellent financial and market performance in order to satisfy stakeholders, collaborators, clients, partners, and professionals, throughout the territories where we operate.



# Values

**Innovation** / Curiosity and imagination, creativity and initiative are essential to our way of being, thinking and working. We are proud of our passion for research, which has shaped our entrepreneurial mind-set as well as our contributions to developments in the industry.

**Beauty** / We use our resources to enhance the beauty of the world through behaviour and provision of intelligent solutions and services. We strive for quality, continuous improvement and excellence, with passion and attention to detail, aiming to create excitement and wonder.

**open-mindedness / openness /**

We contribute to the development of the international community by maintaining strong relationships with local customs and cultures.



We enjoy operating within a vast network that enhances diversity as a source for growth.

**Humanity** / Our work promotes wellbeing for people, for society and for the environment. Care and development for people, empathy, collaboration and mutual trust are key principles for every activity we undertake.

**Integrity** / Ethics, morals and regulatory compliance are the guidelines driving our sustainable growth for people, geographical areas and society. We invest in security and environmental sustainability on a daily basis in order to nurture everyone's future.

iGuzzini

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