



LET THERE BE LIGHT

IDS by Innovative Design Group serves as a manifesto for the art of illumination, elevating light beyond mere functionality to become a pivotal element in luxury design

Embarking on a new journey into New Delhi's design landscape, the Innovative Design Group unveils its Innovative Design Studio (IDS), transcending traditional lighting norms. Led by CEO Aryaman Jain, IDS pioneers a fusion of artistic brilliance and cutting-edge technology, reshaping interior spaces by redefining the role of light. Each luminaire represents a harmonious blend of form and function, showcasing the transformative potential of light as an art form.

At the helm of artistic ingenuity, IDS not only provides innovative lighting solutions but orchestrates explorations into the realm of transformative experiences, synonymous with sophistication. The Innovative Design Group Experience Centre, sprawling across 5,600 sq ft in New Delhi, emerges as a luminarium of creativity, carefully curating a collection of the world's finest light fixtures.

This curated space, designed for both connoisseurs and creators, immerses visitors in a visual feast. Set against a dark, rustic motif, the experience centre accentuates the resplendence of showcased lighting pieces. A dedicated dark room enhances the visitor's experience, allowing them to witness the intricate dance of light and shadow.



The installation 'Geometrics' by Brokis, gracing the double-height space, weaves a luxurious tapestry of light and colour. Noteworthy luminaires from Catellani & Smith and Lobbmeyr, such as the 'Met' chandelier, engage in a dialogue between design and illumination. Martinelli Luce's 'Biconica Pol' in the terrace garden stands as a bold statement in design innovation and dramatic allure. Exclusive partnerships with brands like Axolight, Beau and Bien, Elite Bohemia and others cement IDS's position as a premier destination for lighting solutions.

The IDG Experience Centre reshapes the essence of architectural spaces, presenting an enchanting narrative that seamlessly combines shadows and brilliance, transforming the ordinary into the extraordinary.