

SPRING 2025

RONA LIGHT

DESIGNERS

Categories

RONA light Designer's spring 2025 Collection

Rona Light was established in **2014** in **Tehran** and offers a wide range of lighting products. The company specializes in the design and production of architectural and decorative lighting, including linear lights, downlights, spotlights, and various other lighting types. One of Rona Light's distinguishing features is its dedicated "**Designers' Category**", which reflects the company's deep commitment to innovation and creative collaboration. Rona actively partners with a diverse group of designers — including architects, industrial designers, and creatives from other disciplines — to develop lighting solutions that are both technically refined and aesthetically aligned with architectural principles.

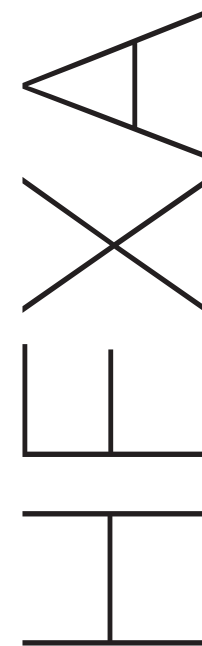


Designer:

Sepehr Mehrdadfar

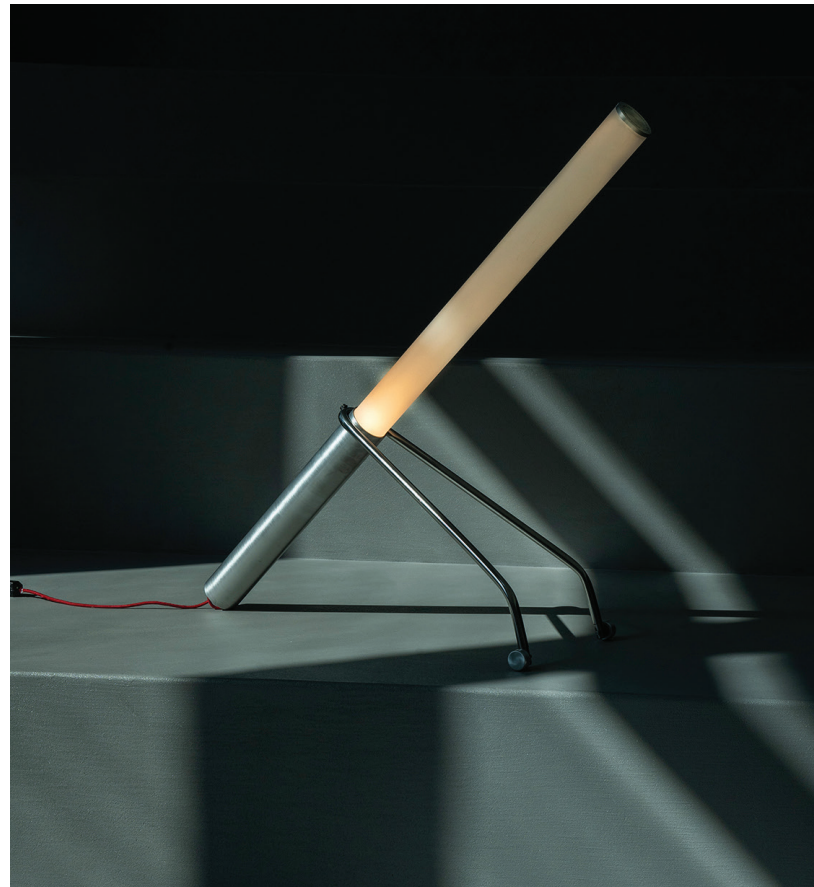
was born in 1986 in Tehran. He holds a bachelor's degree in Architectural Engineering and a master's degree in Interior Architecture, both from Tehran. In 2012, he co-founded the architectural studio "Tarh va Ideh Raman" with a group of his university peers. Since 2017, he has been working as the founder and head of a group called "**Hamoun.**"

The form of this design follows a geometric pattern that is inspired by "**Girih**" and "miniature"; in traditional Iranian architectural decorations. Girih ("knot", also written gereh) are decorative Islamic geometric patterns used in architecture and handicraft objects, consisting of angled lines that form an interlaced strapwork pattern.





This lamp is inspired by the geometry of "girih" (Persian: "**knot**", also written gereh) are decorative Islamic geometric patterns used in architecture and handicraft objects, consisting of angled lines that form an interlaced strapwork pattern) in Iranian architecture. The girih is an element of classical Iranian architecture that has played a very important role in decorating the building.



ZAAV

"ZAAV" is a decorative lighting stand designed by **Sepehr Mehrdadfar** at Hamoun Studio. This piece was featured as part of **Maison&Objet Paris 2024**, showcasing a fusion of sculptural form and functional lighting in contemporary design. It was also presented as part of an installation by **Rona Light** at **Tehran Design Week** in summer 2024.

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"**Acinac**" is a lighting fixture designed by **Sepehr Mehrdadfar**. It combines magnetic lighting technology with various materials such as fabric, leather, and color elements. Acinac was showcased at **Milan Design Week 2025** as an example of innovative and creative lighting design.



ACINAC



D e s i g n e r :

Reza Najafian is a young Iranian Designer and Architect who was born in 1980. He received his M.Arch from Azad university - science and research branch. From 2002 to 2006 he worked at GAMMA consultants and in 2006, with his colleague and friend they found Zeta design consultants, completing numerous projects many of which won awards and honors. In 2012, Reza established his own practice; **ReNa Design**.

3D PLUS

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The **3D Plus** is a designer lighting fixture in Rona's product line, conceived by renowned Iranian architect **Reza Najafian** and manufactured by Rona Company. This innovative light features a unique 3D lighting area and is versatile, allowing for both pendant and stand-type installation options to suit various design requirements.



D e s i g n e r :

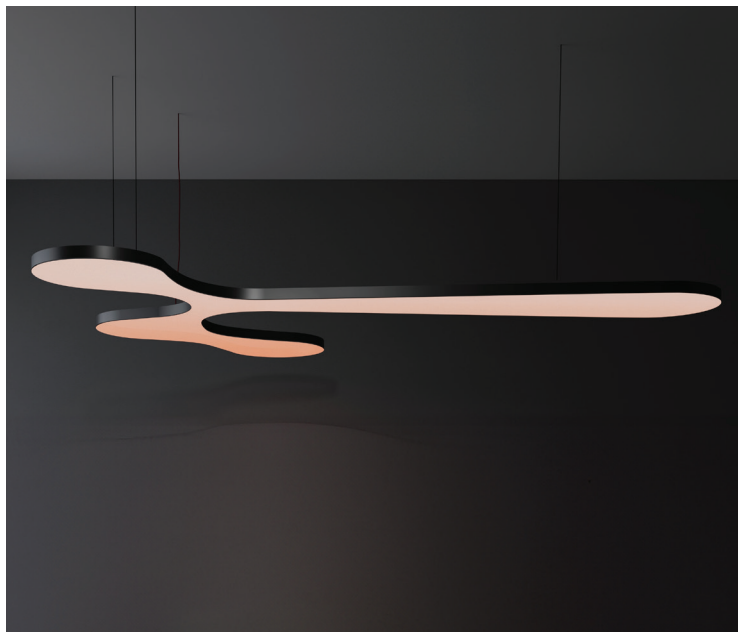
Shahriyar Shahriyari, born in 1982, is an entrepreneur with a multidisciplinary background in urban design, finance, and business administration. He studied at WU (Vienna University of Economics and Business) and has a deep passion for lighting design. As the CEO of Rona Light in Tehran and Trio Licht in Vienna, he leads companies that specialize in innovative lighting solutions. His work emphasizes the intersection of design, functionality, and technology in the evolving field of architectural lighting.

The **Dash** Light is a slim lighting fixture designed by **Shahriyar Shahriyari** with a minimalist approach. Its sleek and simple form results from a focus on minimal shape and materials in its design. The goal of the Dash Light's creation is to minimize thickness while incorporating a high-quality light source, making it an ideal choice for those seeking a contemporary, discreet lighting solution.



DASH

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The **Tangent Light** derives its name from the sinuous and adaptable shapes it can form, reminiscent of tangent curves. This lighting is designed by **Shahriyar Shahriyari**, CEO of Rona Light Company. The idea was from Armin Hufman, Armin Hofmann (1920-2020), a renowned Swiss graphic designer, introduced an innovative exercise for his students at the Basel School of Design.



TANGANT

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