Benjamin Franklin might have discovered electricity, but Million Lighting has dedicated its life to light. And today Singapore’s oldest lighting company takes a pause to launch its new brand identity, putting a face to its growth over the years from decorative lighting supplier to a global leader in lightings.

BIRTH OF A MOGUL
Established in 1967, this story started as Million Electric Company in a shop-house along North Bridge Road. As word of its impeccable quality and reliability spread through the island so the company’s success knew no bounds. And before you knew it, Million Lighting was founded in 1983 to cater to the growing demand for lighting features. Numerous successes packed in with a few location changes and the family-run Million Lighting finally moved to its present-day premises at Kallang Way in the year 1985.

LIGHTING UP LIVES
Today, the conversation isn’t about light versus darkness but lighting as the most effective way to create an ambience. Warm and intimate, or pumping and alive; lighting has a language of its own and architects are hardly impressed with off-the-shelf options. Design as a result calls for exclusivity and this is where the vision of Million Lighting coincides with creative thinking. Providing innovative lighting ideas, the company portfolio flaunts the big wigs of luxury living like the Four Seasons Resorts in Maldives and Naumi Hotel. Carrying the world’s leading lighting brands like Artemide, Penta and Erco, the Million Lighting family is one that is always shining bright and brilliant.

THE BRAND TODAY
Chartering this bright and budding brand to new successes is its General Manager, Nana Au-Chua. Nana’s approach keeps the company roots deep in the past whilst spearheading into the future with gusto. “What most excites me is when we get the chance to really help a true visionary achieve his dreams by taking sketches and ideas, and fabricating fantastic, beautiful, and magical lighting effects that turn a space into an experience. That’s why we do what we do," Nana’s take on the Million Lighting vision gives ample proof for its unique vision.

REDEFINING LIGHT
Having created a well-recognized niche for itself in the local and international scene, why then would the company redesign its brand identity? The intention as Nana points out is not to shed its present identity but to take on a new approach. And so, Million Lighting supports a redesigned company logo and a brand new tagline that reads ‘beyond illumination’ and renewed spirit to succeed.

A NEW LANGUAGE
This season the purveyors of premium lighting present a new take on illumination; Metalarte’s Bailaora and Artemide’s Tolomeo Tavolo Led Mini. An Enoc Armengol design, Bailaora effuses an all-natural look with its fluid shapes featuring a stackable diffuser covered with EVA foam and available in white or black. Michele De Lucchi and Giancarlo Fassina’s Tolomeo Tavolo Led Mini redefines the classic study-table lamp supporting a cantilevered structure in polished aluminium.

Here’s Million Lighting chasing away the darkness, adding new light to lives.