



estiluz®

2019

50th Anniversary

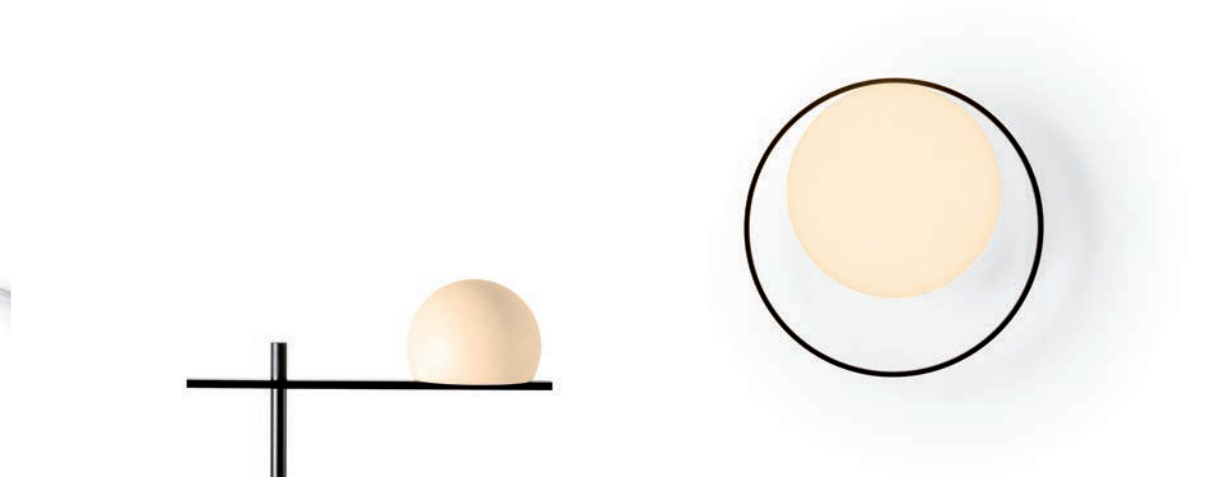
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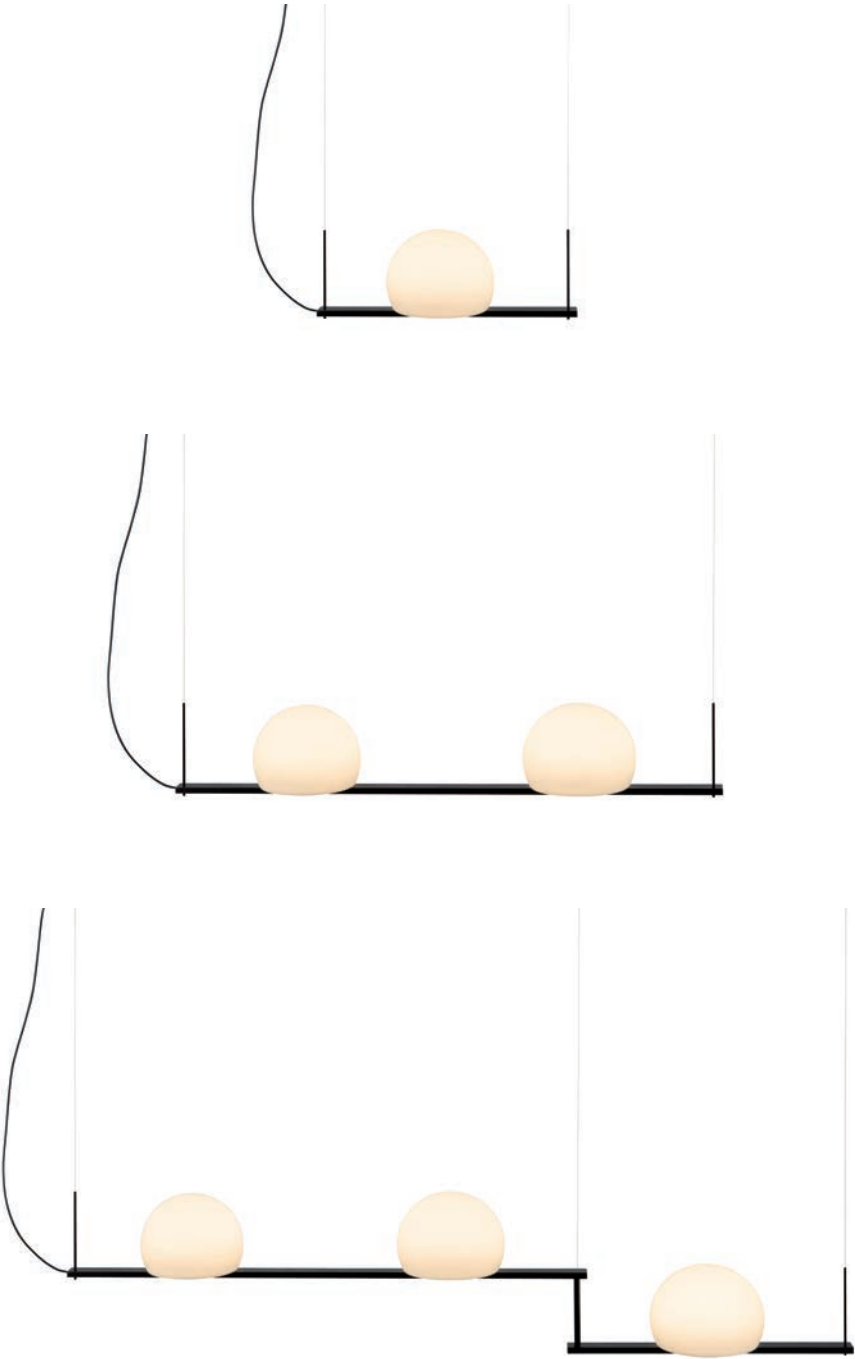






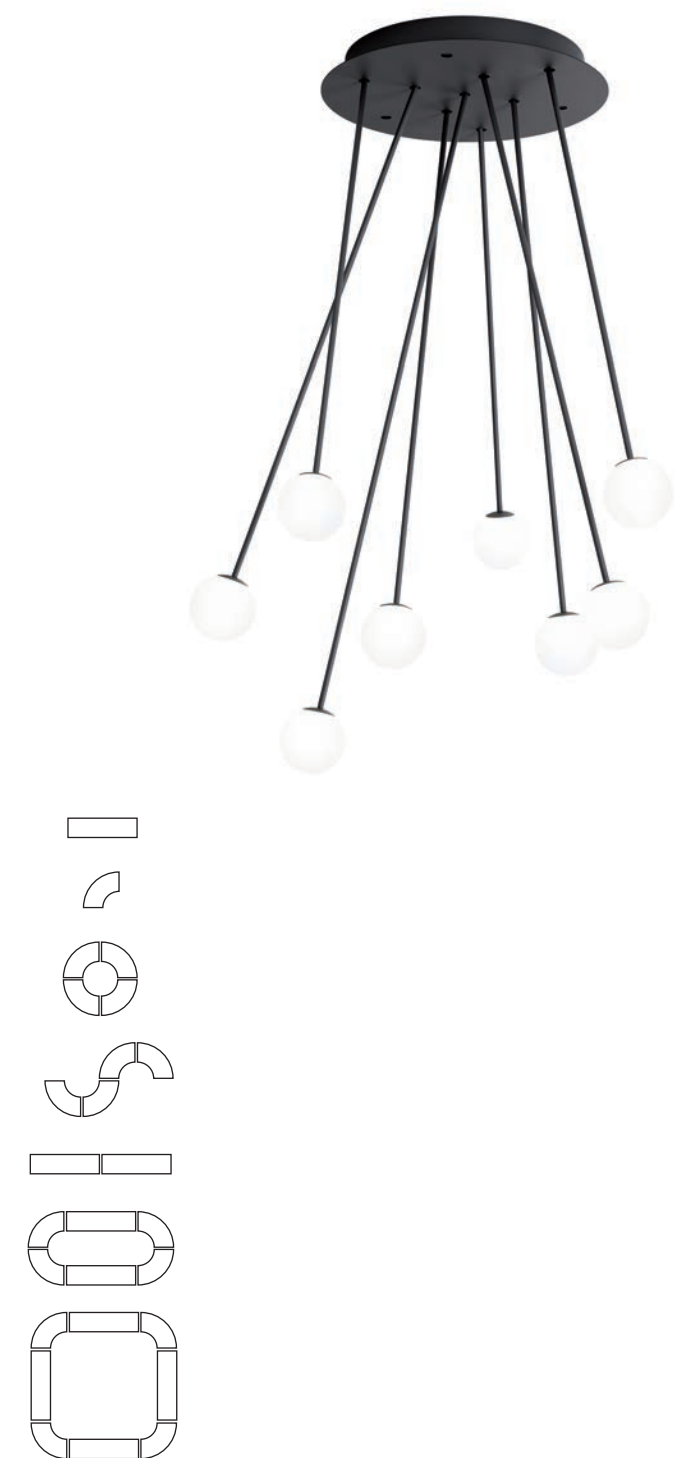


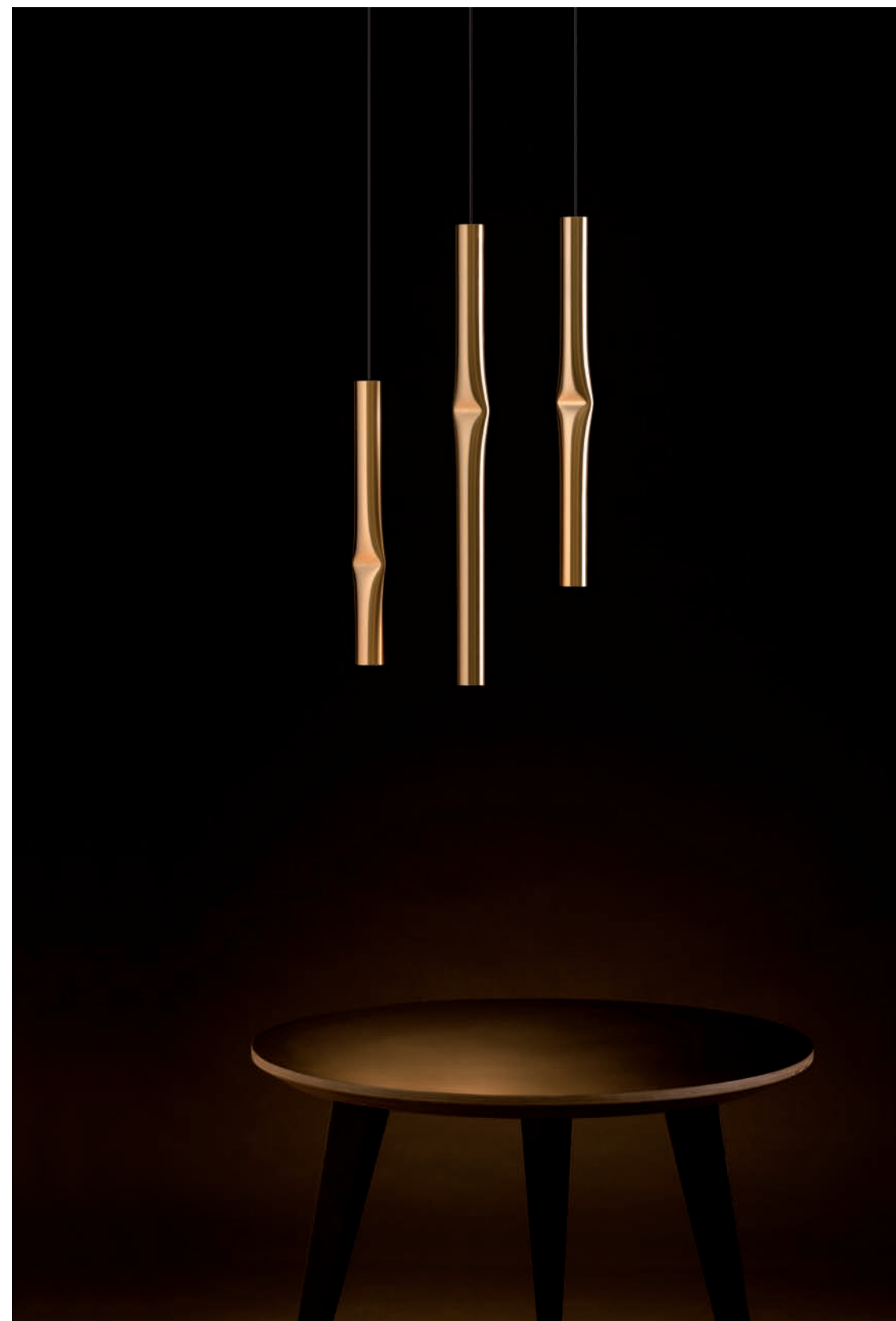




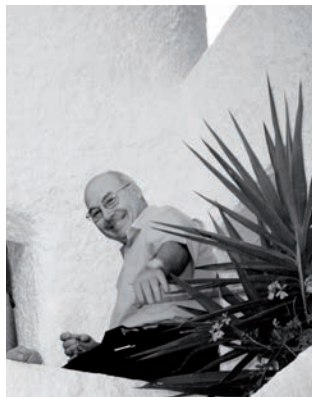












Every so often, a talent emerges that enlightens an entire generation. New ideas breathe new life into an artistic discipline or rejuvenate a business style. Sometimes, but rarely, someone challenges both art and business.

For us, this visionary talent was **Gerard Masdeu Jordà**. He was expected to carry on with the mechanical workshop run by his father in Sant Joan de les Abadesses, a town with a deeply rooted metallurgical tradition. However, his artistic talent and his business vision would take him much further.

In 1969, he founded Estiluz, a firm commitment to high-end decorative lighting, with innovative designs and handmade finishes. The Masdeu family controlled the whole process: Gerard took advantage of his creativity; his father, Anton Masdeu, and his brother, Eduard Masdeu, contributed with their extraordinary mastery of metal works.

The quality of their designs soon attracted attention at international fairs, leading Estiluz to open its first branch office in New York in 1993. Others will follow. The brand also strengthened ties with Germany, incorporating modern engineering solutions and optimizing its production processes.

Nowadays, with a second generation on board, at Estiluz, we give emerging designers a chance to make their talent shine too. We experiment with new shapes and materials, while staying faithful to our solid principles: robustness, durability, impeccable finishes and family spirit. We closely monitor the manufacturing for each of our luminaries. Our adaptable designs enhance every space with perfect lighting. We also create custom-made lamps or projects, so that your hotel, restaurant or shop radiates its own personality.

EACH ESTILUZ LAMP IS A JEWEL OBJECT, LOVINGLY MANUFACTURED, LIKE ONLY CLOSE FAMILY MEMBERS COULD DO.

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