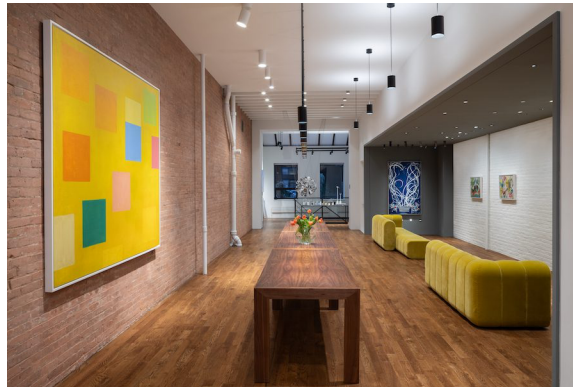


8 New Showrooms Bring Their Products to Life

From New York to Paris, these spaces captivate with distinctive designs

Lucifer Lighting, New York



Designed by [Gensler](#)'s Dallas team, the [Lucifer Lighting](#) flagship showroom in New York's Tribeca carries the "duality of a museum and SoHo loft," says Ross Conway, design director and principal at Gensler, thanks to its sleek, all-white surfaces set against exposed structural masonry and pipes. The linear layout of the two-story space guides visitors intuitively through a journey that begins at the street, where "everything you see is about light and art, not sales," Conway notes. "This isn't a mere trick of the trade—light and beauty are core to the Lucifer brand."

Inside, an art collection curated in partnership with [Berry Campbell Gallery](#) showcases works by Ethel Schwabacher, Yvonne Thomas, and Dan Christensen, all available for purchase. The pieces are complemented by a striking installation crafted from repurposed Lucifer lighting components. This sculptural work, visible from the street, transforms from a sphere into an array of suspended, illuminated elements as one moves closer. The ground floor also features a selection of artworks—curated by Lucifer Lighting director and former gallerist Suzanne Mathews—from the family's collection, including pieces by Francisco Toledo and Jim Sullivan.

The dynamic showroom is as much a venue for product education as it is for hospitality, with the ability to host intimate dinners to design seminars. "Spatially, the most significant issue was how to create clarity out of chaos," Conway shares.

A continuous volume from the front doors to the rear windows establishes a hierarchy, with the surrounding spaces playing supporting roles. "The main volume is all energy, action, and light," he adds. "The side parlor is about comfort, relaxation, and repose. The physical conflict at the threshold between the two spaces creates an emotional conflict between choice and wanting."