



Glam Seamless | Stairway Lighting | The Arts Club



Russia

Dima Loginoff is an award-winning Russian product designer with experience in designing for world famous lighting brands such as Cartier, Vitra, Lodes, Axo Light and Preciosa. His work has been featured in international brands such as Starbucks, Porsche and Hilton.

Loginoff sat down with **darc** to describe the lighting market in Russia, how it differs to the rest of the world and how it is in a period of infancy transitioning into a strong contender for international recognition.

"The lighting industry is just starting to develop in Russia with the local brands. There are just a few successful companies at the moment. What you need to know about the Russian market is it was always about how to sell European or American products, not about local production. Now we are in the beginning of something new – the production of the Russian companies.

"It's very new with all the typical problems that occur at the very beginning of change. For example, not every local company is ready to work with designers, especially famous designers. And even if they are ready, the major problem is trusting the designer. It's all classic young naivety for the new industry that they should learn to overcome.

"[Furthermore], the design market in Russia has a very big problem –

it's full of fakes. The reason why? It's because of the weak Ruble. So, the only way for now, and in the near future, for Russian design players is to create unique, good and inexpensive products to lure clients over to their side.

In response to the global Covid-19 pandemic, Russia experienced an unexpected influx of spending as people became anxious of maintaining production relationships and finishing ongoing projects. "People spent money at the beginning of the epidemic because they were afraid of stopping European and Russian production, and interior projects had to be completed with interior furnishings and lighting. And it was really supported for the retail and local productions. But of course, when production stopped for months it caused many problems. I can't currently understand how deep those problems are, but it seems to not as deep as I was expected in the beginning."

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