

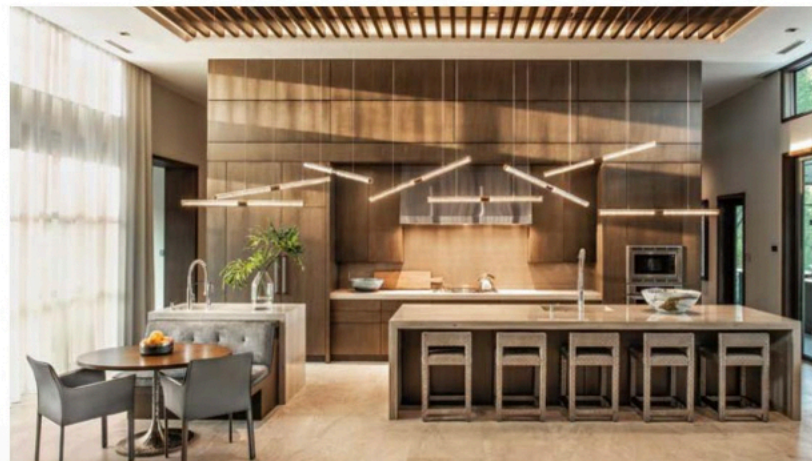
## ONES TO WATCH | GREATER NEW YORK



# SHAKÚFF BESPOKE LIGHTING SOLUTIONS

212.675.0383 | shakuff.com | @shakuff\_

Talent, passion and a well of bright ideas are the building blocks of great design. Joseph Sidof, CEO of Shakúff Bespoke Lighting Solutions, embodies these attributes, which he brings to his team and to the extraordinary pieces they create every day. “I come from the costume jewelry industry, which is where my love of design began,” he says. “Since launching Shakúff in 2007, I have had the pleasure of working side-by-side with my expert teams and our amazing clients while sourcing the very best materials from artisans around the world.” All of this has resulted in elegantly innovative custom lighting designs that continue to wow Shakúff’s clientele and the industry. When asked what the future holds, Sidof says, “We are developing a collection with technology that will work with smart devices. Pushing the limits of design while staying true to our artistry is what we strive for.”



**Top** A large custom fixture with 238 mixed colors, Raindrop pendants utilize both a canopy and monopoint grippers for enchanting, seamless display. **Right** Eight clear, linear Tamar Wand pendants are staggered on grippers to accommodate a cross-beam ceiling, making a statement that is as artistic as it is luminous.

**Photography** Top by Lifestyle Productions; Right by Stephen Allan



JOSEPH SIDOF,  
CEO

“We bring  
**singular artistry,  
craftsmanship  
and imagination**  
to each collaboration.”

## SHINING A LIGHT

- **How does your work stand out?** Having the ability to create bespoke lighting solutions that fit our clients’ spaces and budgets, and exceed their needs and visions is what makes Shakúff truly stand out.
- **What motivates you?** Working with my clients, artists and engineers to create something beautiful that doesn’t yet exist.
- **Define success.** Having satisfied clients who come back to create fixtures with us again and again.
- **Is there anything else you’d like to add?** I appreciate all of the hard workers in our industry and promise them that I will continue to build a successful company that inspires.



## Crystal Shell Pendant

### Bespoke Lighting Solutions.

With its distinctive shape, the Crystal Shell Collection conjures youthful evenings on the coast spent under the stars. Subtle memories of the beauty and serenity of the ocean align in your home with a custom arrangement of pendants or sconces. Crystal Shell allows you to bring the natural world inside.

Photography by Lisa Romerein

### Showroom

Industry City, Building 4  
52 35th Street 2nd Floor  
Brooklyn, NY 11232  
T 212.675.0383

shakuff.com

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