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About Astep

Timeless Inventions

Astep creates and curates lighting objects that aim to contribute to the evolution of high-end lighting products.

Taking lighting in new, innovative directions requires understanding and respect for tradition. We combine the experience, the future-oriented outlook and the passion for lighting design that has been nurtured in the Sarfatti family for three generations with new knowledge and an open mind in a continued quest for substance and meaningful design.

Honouring the vivid Italian design tradition and the Sarfatti legacy, Astep explores and challenges the art of illumination in modern living. From the creation of new lighting inventions in collaboration with visionary contemporary designers to the revitalization of luminous masterpieces from the past. Masterpieces that were shaped by a forward-looking attitude and which not only hold a special place in the Sarfatti family and Italian design history but also maintain their appeal as timeless inventions.

Est. 2014

Astep was founded in 2014 by Alessandro Sarfatti.

Lighting has always been at the centre of Alessandro's life. He set out studying the work of his grandfather, the Italian lighting master and founder of Arteluce, Gino Sarfatti, and went on to work closely with his father, Riccardo Sarfatti, at Luceplan. The Italian lighting design company Luceplan was established in 1978 by Alessandro's parents and the architect Paolo Rizzatto, and in 1996, Alessandro Sarfatti joined the company after completing his degree in Economic Sciences. In 2005, he became CEO of Luceplan, devoting much of his time to the process of product development. Alessandro left the company in 2013, committed to carrying on the entrepreneurial spirit of his family and continuing the evolution of lighting and design in his own lighting company, Astep.



Alessandro Sarfatti

A family affair

To me, the essence of evolution is to capture the best of what has been and let it develop into the heart of what is to come. Thus, Astep continues the path defined by two great entrepreneurs, my father Riccardo Sarfatti and my grandfather Gino Sarfatti.

Like all good Italian tales, mine is also a family affair and one that began a long time ago. When my grandfather founded Arteluce back in 1939, the Sarfatti family name and our lives became inevitably intertwined with lighting design. It is our *raison d'être*, owing to a profound passion and an entrepreneurial streak that has continued to guide us ever since.

In 2014, the time had come for me to act out the family passion from my own perspective by founding Astep. To revisit and reissue iconic luminaires by the most influential designers of our time, including my grandfather, and to incorporate the new accessible and digital technologies and pursue the evolution of lighting, as my father and grandfather have done before me.

With Arteluce, my grandfather, Gino, introduced design to the lighting business. His approach was both innovative and artisanal, and he created more than 600 luminaires in his own name. My father, Riccardo, linked design with technology and architecture when he created Luceplan in 1978 together with my mother, Sandra Severi, and the architect Paolo Rizzatto. They envisaged a business model that became synonymous with Italian quality and innovation: working with specialized, talented and hand-picked industrial designers/craftspeople/makers.

At Astep, we present a personal, yet universal collection of objects, fluid in time, that carry on the legacy and entrepreneurial story of my family and points to the future.

Alessandro Sarfatti

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Gino Sarfatti