

14 / 05 / 2025

Anolis Appoints Eloise Reed

Architectural LED lighting brand Anolis – a Robe Business – has appointed Eloise Reed as its International Specification Manager.

Eloise is based in the UK and will be travelling extensively both nationally and internationally in her role for the Czech Republic-based manufacturer, which will include streamlining the design support and tender processes for clients and boosting the Anolis profile within the architectural lighting community, and as an essential element of the wider 'Robe Group' of premium brands.

Eloise's extensive knowledge and experience in this specialist area of lighting is matched by her energy, sparkling personality and fantastic communication skills, which Anolis is "thrilled and excited to have on the team," commented Product Designer Manager, Martina Mičkalová.

Eloise was in turn inspired by Martina's technical and aesthetic acumen, savvy management style and passion for teamwork and inclusion which have contributed to Anolis' outstanding portfolio of products and reputation for bespoke design and customised solutions as needed in addition to their excellent array of standard products.

Australian-born Eloise's own journey into the lighting industry started at WAAPA (Western Australia Academy of Performing Arts) in Perth, a well-known melting pot for creativity and independent thinking, where she graduated with a Performing Arts degree equivalent, majoring in lighting.

Whilst studying, she also designed lights for raves and warehouse parties, working quickly and imaginatively in improvised and found spaces, designing lighting 'on-the-fly' as well as programming and operating, all essential skills that prepared her for a dynamic career in professional lighting.

Simultaneous to all that fun, Eloise was also working at rental companies learning day to day routines and broadening essential technical knowledge.

She moved to Melbourne and crewed for theatres and touring shows, became venue supervisor at Marriner Theatres and worked as a lighting and conservation technician at The National Gallery of Victoria. In 2004, a stint as a tour guide in Asia helped with interpersonal proficiencies, then a period in Latin America led to her arrival in the UK in 2008, where she has since remained.

This wealth of lighting and travelling was a learning curve for embracing numerous cultures and working practices, and these were among the key experiences that Anolis sought for this position.

Since being in the UK, Eloise worked as an architectural lighting designer before joining Martin Professional's architectural division and for media server specialist Disguise, then landing a role lighting art at TM Lighting. Most recently she was at SGM, also in specification, and now brings her great work ethic and network of global contacts to Anolis.

This impressive breadth of experience with all things visual, enthusiasm for travelling and people and deep understanding of how technology and lighting can impact all built environments, urban and other public spaces is a great asset to the Anolis team.

Eloise was keen on working for Anolis as she was already aware of the product quality and that it is a European manufacturer championing sustainability and environmental responsibility. She was also struck by the size, stability and creativity of the company.

She appreciates the pace, ambition and foresight of Anolis. "There is a lot of interesting work to be done and a great team of people in place to whom I look forward to collaborating with as we take the brand to the next levels."

Eloise feels this is "a highly opportune time" to be part of the Anolis journey, as the true potential of its current and developing LED lighting products plus the synergy and crossover between the Robe Group's other brands starts to play out.