



Stra/I, October 3, 2016

The first edition of Luci in Riviera in 2016 ended at midnight on Sunday, October 2, 2016.

More than 3000 people visited the lighting installations since September 23, a result that exceeds the initial expectations and rewards the insight idea of the organizers.

Promoted by the Pro Loco "Pisani" of Stra (Venice/), the event was organized by Federico Schiavo of Impresa Futura and the lighting designer Roberto Corradini.

The **huge architectural and landscape heritage** of Stra, not often enjoyable in the evening, **found in light as a tourist driving force** enhancing the **rediscovery of famous monuments**, but also of lesser-known views.

Luci in Riviera reached the aim to tell a story with light. It created lasting impressions evoked by the cultural heritage of the **Riviera del Brenta**, the waterway linking Padua and Venice, and to lay the foundations for articulating a real **path of lighting installations** that, in the future, **will end in Venice**, evoking the leisure way followed by the ancient Venetians noblemen.

The first lighting design workshop in Italy

Luci in Riviera has been firstly an **educational event dedicated to urban lighting**. Unique in its kind in Italy, this opportunity allowed to 12 young participants (students and professionals), to acquire theoretical and practical knowledge in lighting design. They have been able to achieve a **full-scale lighting project** under the guidance of their workshops head, who work daily as professional lighting designers and lighting consultants.

With only three available days, participants viewed the sites previously chosen by the organizers, both in daylight and night, prepared a concept on the theme "**Sogno la mia città**" (I dream my city) and, once verified constraints and feasibility, they presented their projects to Pro Loco of Stra.

Later, they realized their original temporary lighting installations enhancing urban environments, creating new opportunities for interaction for the community.

The workshop head Elena Pedrotti/AIDI, Patrizia Callegari, Silvia Simionato, Giuseppe Baruzzo and Roberto Corradini/APIIL had the task of guiding and advising the participants to **experiment with light and color**.

A huge organizational work made possible thanks to the **support of some manufacturers** that decided to **donate lighting fixtures** and other materials.



The lighting installations

Taking into account human perception first, rather than applying only numbers from standards, each installation has been built according to the principle that **good lighting does not mean illuminating too much, or glare people.**

The exteriors of **Villa Pisani** (Italian National Monument), the exteriors of **Villa Foscari Rossi**, the **War Memorial** in via Doge Pisani, **via Tergola**, the **water tower** in Via Bramante/Via Nazionale, **Piazza Marconi** and **Via S. Maria** were temporarily illuminated for the event.

This unique occasion for creative experimentation has been particularly appreciated by young professionals. Giulia Lucatello, participant, said *«it was a wonderful experience! What has dazzled me was the ability to dream beyond any scheme, a magical place, a great city made up of emotions ... and to realize this dream!»*

For Miriam Napolano, participant: *«Positive energy, passion and expertise have made this experience unforgettable. It was a magical experience, from which I learned a lot. I would repeat it immediately»*

A particularly renewed town vitality is expressed by Giuseppe Baruzzo, workshop head: *«The citizens of Stra have especially liked our work. They often came to inquire, expressed their views and thanked us because, after a few decades, their city became livable and attractive again!»*

Patrizia Callegari, workshop head, said *«Luci in Riviera has been a poem, a materialized dream, a positive message. A strong experience that gave me the opportunity to share with others my passion for the light»*

Elena Pedrotti, workshop head, had the same opinion: *«Being a workshop experience has, first of all, enabled me to grow as a professional, showed me once again that light can transform any space with his mere presence, a power that very often overlooked or underestimated! »*

«Luci on the Riviera was a unique experience. A challenge which allowed us to figure out what light may communicate» declared Federico Schiavo, logistics manager.

The collateral events

Great participation in collateral events, too. The Chorus of Padua's Teatro Verdi gave a **Concerto lirico sotto le stelle** (Opera's concert under the stars) in Villa Pisani, offering exquisite pieces of sing skills and donating to the enthusiastic spectators a evening full of emotions.

Villa Foscari Rossi hosted the inaugural event dedicated to the sponsors and has been home to "**A spasso col fantasma**" (Walking with the ghost). Visitors and guests wandered in the villa and in the park when searching from Elisabetta Corner's ghost.



More than 150 people attended to the **Cena delle sensazioni** (Dinner of Sensations) in Villa Sagredo in Vigonovo (VE). A lighting cultural experiment where the guests were asked to assess the tastes they perceived in food and wines. Each course was served in an environment illuminated by colored light and designed for the occasion.

Discovering Virtual Light, the first workshop in Italy dedicated to the realization of **analysis and photo-realistic virtual simulations of light**, has been held by lighting freelance consultant Luca Rostellato and allowed to professionals to pursue this issue as a specific and innovative point of view.

Among the events dedicated to children and adults should be mentioned the **Caccia al tesoro** (Treasure hunt) that took place in the city center and has given awards and great satisfaction to the participants.

The 2017 edition

In order to continue to offer quality events, Luci in Riviera is going to develop itself more through **experimental works** of Italian and foreign students, artists and professional lighting designers.

The next year's workshop will be held in English and will involve 20 participants and 4 workshops head. Planning is already underway and **most of the sponsors have already confirmed their participation.**

A **huge program of events** in the villas and in the city of Stra will complete the cultural offer. The aim is offering back to the citizens and tourists the history of the Riviera del Brenta and its cultural tradition.

Under the patronage of:

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- Villa Foscari Rossi
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