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## **PRESS RELEASE No. 1**

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### **For Immediate Release**

DOLO (Venice, Italy) – The organizers of Luci in Riviera are proud to announce that **Dolo will host the 2017 edition** of the unique event in Italy that tells with light the suggestions recalled by the cultural heritage of the Riviera del Brenta, the the waterway that linkes Padua and Venice.

From 18 to 23 September 2017 Dolo will host university students and young professionals for a **lighting workshop**, an educational moment whose main purpose is to realize a real-scale lighting design project under the guidance of experienced professional lighting designers.

**#luccicandoinsieme** (Italian for #sparklingtogether) is the selected topic for this year's edition. The light installations will be designed thinking to **human perception** first. Good lighting does not mean illuminating too much, or glare people.

**Promoted by the Municipality of Dolo and by Pro Loco "Pisani" Stra,** Luci in Riviera is a long-term event organized by **Impresa Futura Eventi** and under the **creative direction of lighting designer Roberto Corradini.**

In order to **diversify the tourist offer of the territory** and to contribute to its **cultural promotion**, light becomes an emotional tool with a great communicative potential.

The installations will be open to the public and **visited freely** from **23 September to 8 October 2017**. In addition, a **rich program of collateral events** will involve the other cities with playful events of unconventional lights. People could rediscover famous monuments, but also little-known sights. The aim of our project to is to restore the citizens and tourists the history, the beauty, the art and the culture of Riviera del Brenta. Visit [www.luciinriviera.com](http://www.luciinriviera.com) to see the detailed program. Luci in Riviera can also be liked on Facebook at /LuciinRiviera and followed on Twitter and Instagram @LuciinRiviera

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