

# PATRIZIA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER  
PRESIDENT AILD

## BIO

BORN: LUINO / VA, AUGUST 20<sup>TH</sup> 1968

CITIZENSHIP : ITALIAN

PROF. ADDRESS : FERMO FM 63900  
VICOLO NOBILI 9  
MARCHE – ITALY

C.F.: DMS PRZ 68M60 E734E

## CONTACT

+39 393 54 35 284

PATRIZIA@PHOTONIKA.LIFE

Skype: patriziademasi  
ITALY

## WEB

PHOTONIKA AILD LINKEDIN

## EDUCATION

UNIVERSITY OF MEDICINE AND SURGERY  
(THREE YEARS)

MASTER DEGREE IN  
ARCHITECTURE AND URBAN PLANNING

UNIVERSITY OF WATERLOO  
COURSE IN ARCHITECTURAL AND  
URBAN PLANNING

INDEPENDENT SPECIALISATION IN LIGHTING  
DESIGN

INDEPENDENT RESEARCH IN  
LIGHTING SCIENCE  
ELECTROMAGNETISM  
LIGHTING BIO-COHERENCE

## PROFILE

PATRIZIA IS SPECIALISED IN ARCHITECTURAL AND URBAN PROJECTS BASED ON LIGHTING DESIGN, WITH A MULTILEVEL COHERENT APPROACH THAT CONSIDERS EACH ENVIRONMENT AS A COMPLEX ORGANISM.

HER MOTTO:

*"Architecture is a hyper-method,  
Light is a hyper-matter"*

## ACTUAL JOB POSITION AND ROLES

PHOTONIKA

LIFE IS LIGHT IN FAST EVOLUTION

Founder and Project Leader

AILD  
ASSOCIAZIONE  
ITALIANA  
LIGHTING DESIGN

Co Founder and President

Skeldon SOC. COOP.  
Professional Lighting Designer

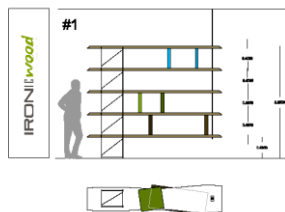
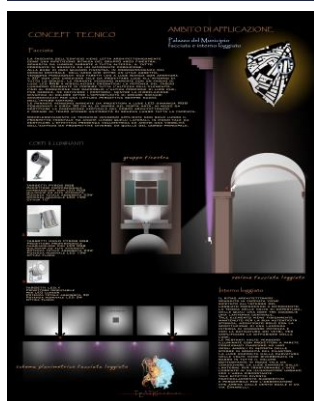
MINISTERO della GIUSTIZIA  
Technical Consultant



UNITE ITALIANO  
DI NORMAZIONE

AILD Representative at the table GL15,  
APNR "Lighting Designer"

# PROFESSIONAL EXPERIENCES



**UNIVERSITÀ DEGLI STUDI DI PESCARA**  
FACULTY OF ARCHITECTURE | DEPT. MATHEMATICS  
Role: Assistant

**UNIVERSITÀ DEGLI STUDI DI PESCARA**  
FACULTY OF ARCHITECTURE | DEPT. URBAN  
PLANNING  
Role: Assistant

**ROTARY CLUB OSIMO**  
Role: Lighting Designer for the historic center

**CONFINDUSTRIA**  
Role: Brand and Strategy Consultant

**CALEPIO SCAVI Spa**  
Role: Architect | Urban Consultant | Technical  
Site Manager

**SYNERGHEYA Gruppo Srl**  
Role: Urban Analyst and Consultant for  
the touristic development of ancient  
boroughs

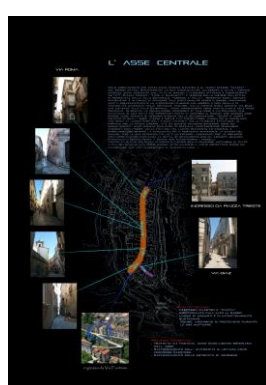
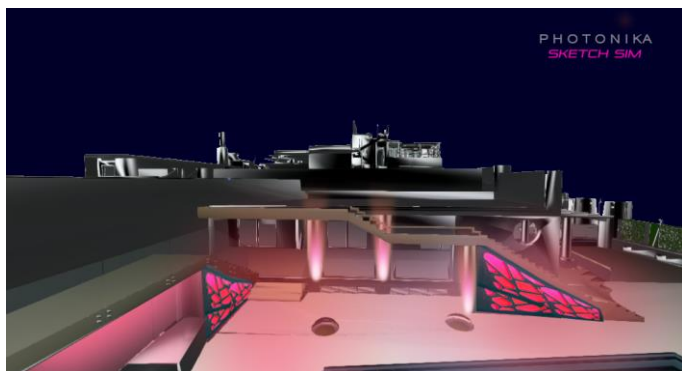
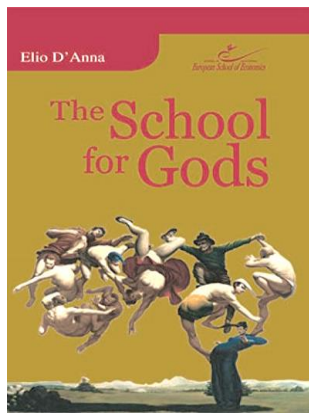
**MUNICIPALITY OF MORESCO | ITALY**  
Role: Lighting Designer | Special lamp  
designer

**MUNICIPALITY OF SANT'AGATA DE' GOTI | IT**  
Role: Lighting Designer for the historic  
center

**AILD Associazione Italiana Lighting Design**  
Role: Co-Founder | Coordinator | President

**MINISTRY OF JUSTICE | ITALY**  
Role: Technical Consultant

**MUNICIPALITY OF CORINALDO | ITALY**  
Role: Lighting Designer for the historic  
center



## EUROPEAN SCHOOL OF ECONOMICS

INTERNATIONAL PRIVATE COLLEGE OF ECONOMY

Role: Literary Architect | Editor in Chief for the novel "*The School for Gods*" | Dean Assistant

## STARK Srl | ITALY

CREATIVE DESIGN AND ADVANCED TECHNOLOGY

Role: Professional collaborator

## MUNICIPALITY OF ETROUBLES | ITALY

Role: Lighting Designer

## SORGENIA MENOWATT Srl | ITALY

Role: Energy Manager | Consultant

## BMB Srl | FURNITURE COMPANY | ITALY

Role: Designer of special projects

## MUNICIPALITY OF VISSO | ITALY

Role: Innovation Designer for the Cultural Heritage

## MUNICIPALITY OF TIRANA

Role: Lighting Designer | Event installations

## MUNICIPALITY OF ABHA | SAUDI ARABIA

Role: Lighting Designer for the Architectural Heritage

## MUNICIPALITY OF RIJAL ALMAA | SAUDI ARABIA

Role: Lighting Designer For the Architectural Heritage

## PRIVATE CUSTOMERS

Role: Architect | Lighting Designer | Interior Designer

## EDUCATIONAL

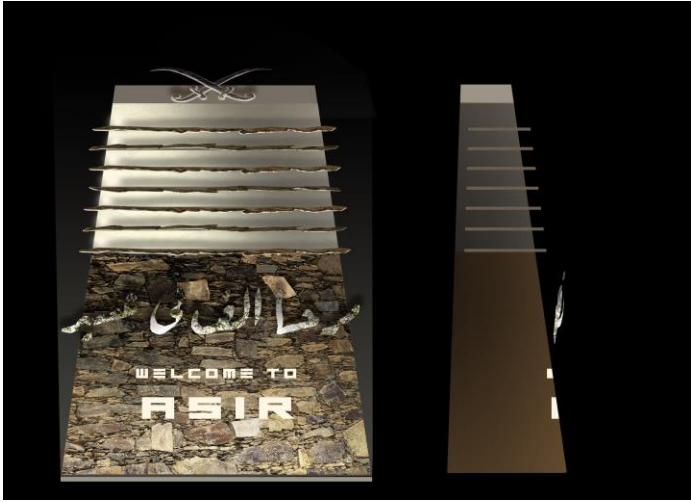
Role: Speaker and Lecturer about Lighting Design and Lighting Bio-compatibility

## MUNICIPALITY OF PALMANOVA | ITALY

UNESCO site

Role: Lighting Designer for the restoration of Cividale door counterdoor (ongoing project)

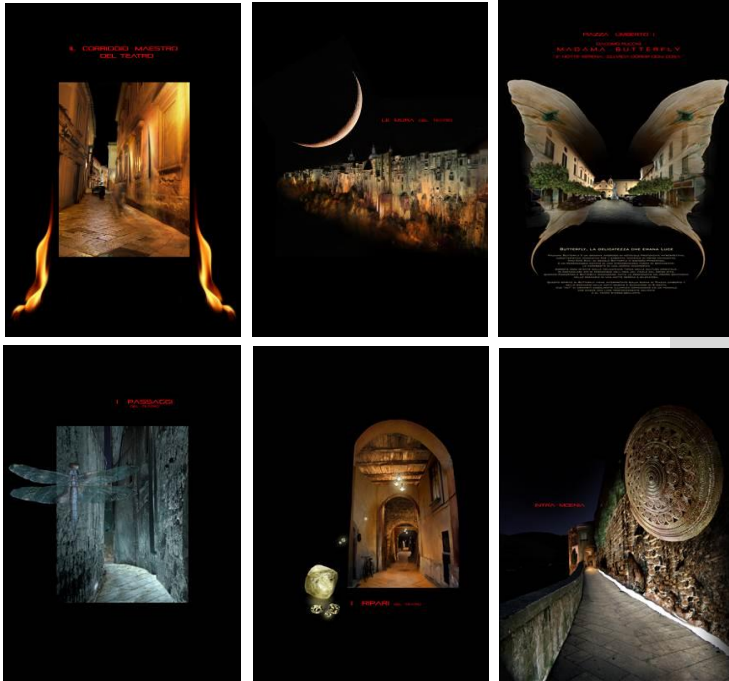




PRINCIPALITY OF ASIR | KSA  
WORKSHOP “MOUNTAIN PEAKS”  
Role: Consultant Lighting Designer, Speaker

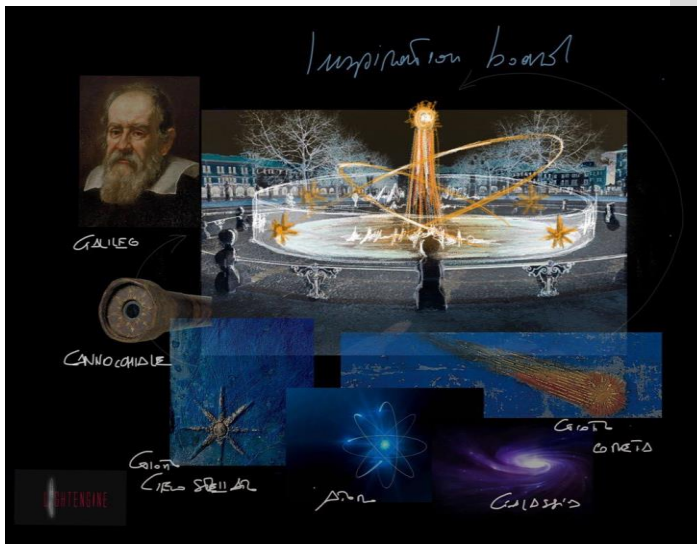
PRINCIPALITY OF ASIR | KSA  
NEW TERRITORIAL WELCOME SIGNS  
Role: DESIGNER and Lighting Designer

CHIESA DI SANTA LUCIA | ITALY  
NEW LIGHTING SYSTEM  
Role: Conceptor and Lighting Designer



Private residence

Tribute to Galileo and Giotto | Padova, Architainment concept



WOLD EARTH DAY | Celebration in Tirana

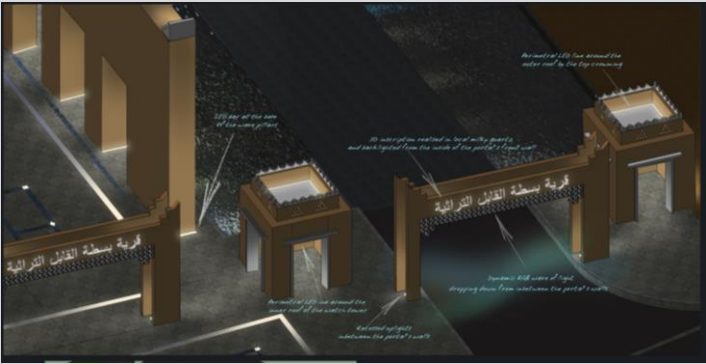
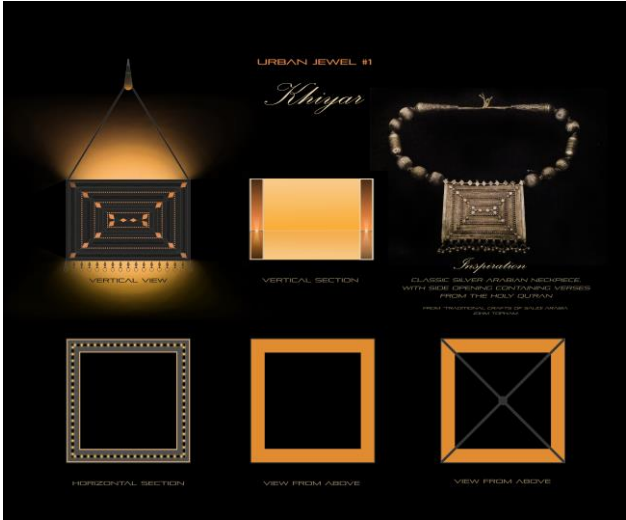


Aeclanum Termæ Avellino | Archeo-tainment installation

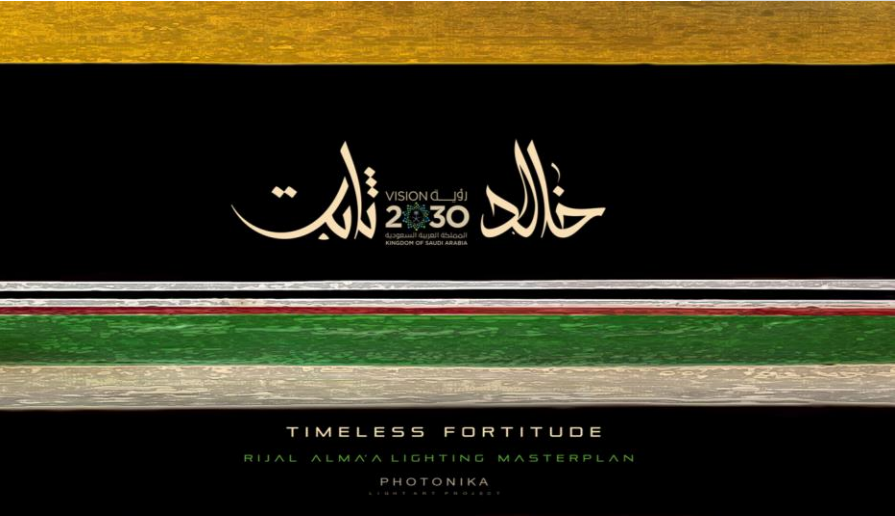




AL BASTA Lighting Masterplan | KINGDOM OF SAUDI ARABIA







Actual state



Photonika Proposal



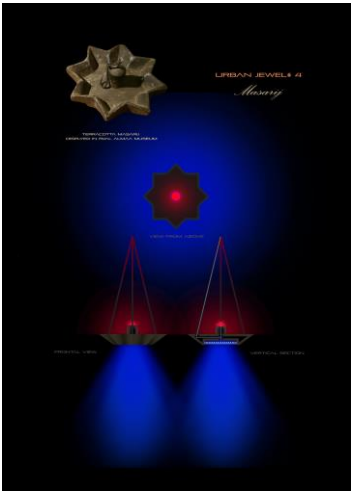
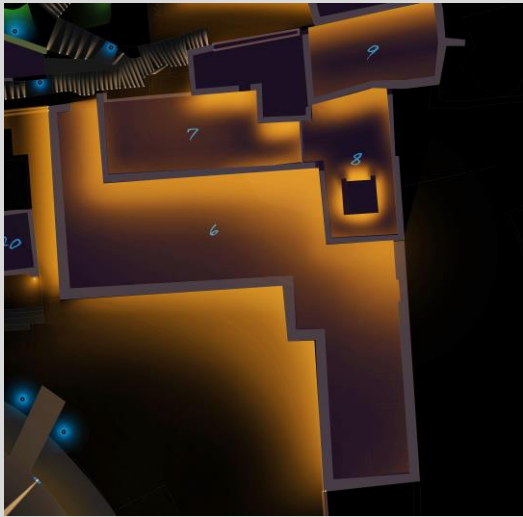
Actual state



Stone reactivity test



Photonika Proposal

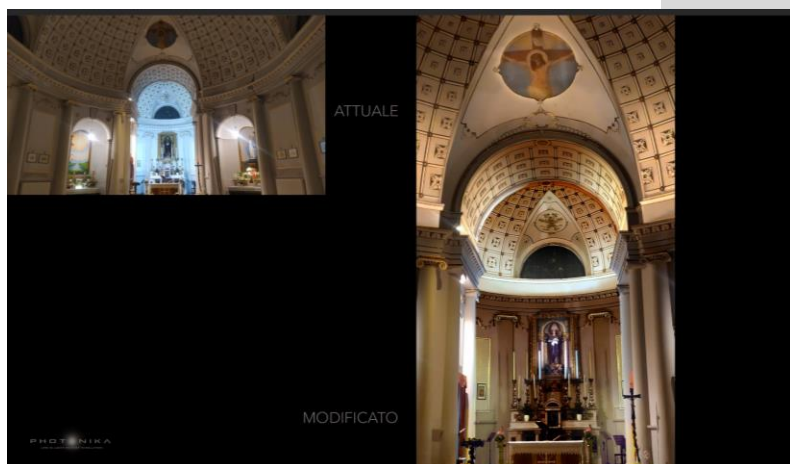
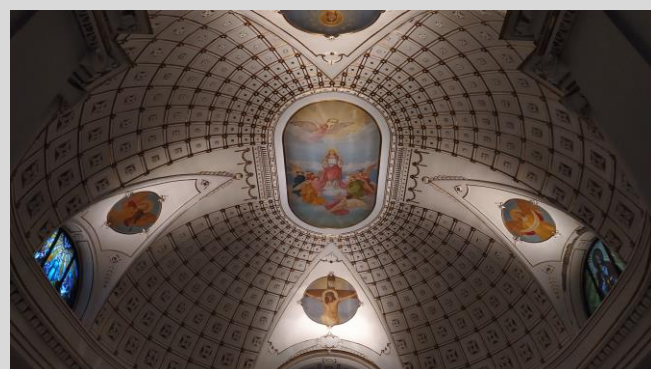
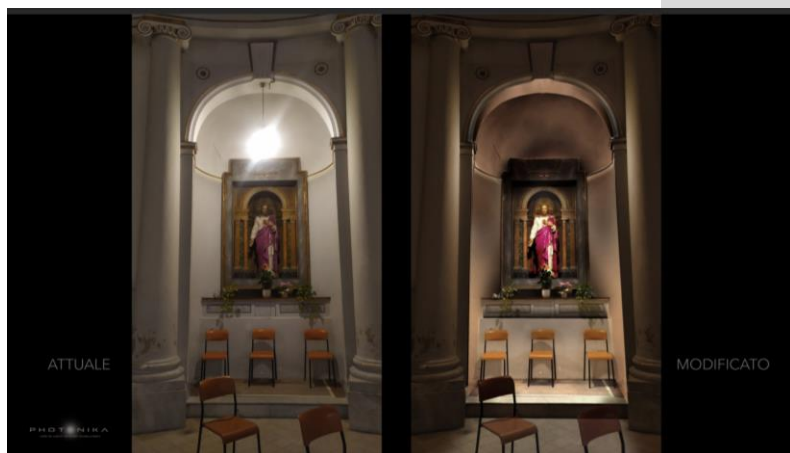




# CHIESA DI SANTA LUCIA | FERMO, ITALY

EXECUTED INSTALLATION

## COMPARED SHOTS: ACTUAL AND SIMULATED





## PHOTONIKA FORMATS

[www.photonika.life](http://www.photonika.life)

*Click and  
find out more*

## TEATRI URBANI CITY STAGING

Experimental lighting planning for global urban structures

## K NOW

HUMAN ARCHIVES OF KNOWLEDGE

Light technology based project for a **viral diffusion** of the  
INTERNATIONAL CULTURAL HERITAGE

## LIGHTENGINE

LIGHT + SCULPTURE

interacting together for the **beautification** of the living environment

## HUMAN

**Taylor-made** lighting design  
for **Harmonic Human Environments**



Educational lectures for the **Light Biocompatibility Awareness**

## SPECIAL PROJECTS

## THE PHOTONIKA C D E

**Experimental Lighting System**  
based on scientific evidences

## TECHNICAL SKILLS

WINDOWS | IOS  
ADOBE PHOTOSHOP  
MICROSOFT SUITE  
AUTOCAD | VECTORWORKS

## PERSONAL SKILLS

PRECISION  
COORDINATION  
COOPERATION  
LEADERSHIP  
PROBLEM SOLVING  
HOLISTIC VISION

## PROFESSIONAL AIM

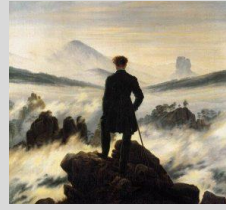
CREATIVE PROJECTS FOCUSED ON THE USE OF  
ADVANCED LIGHTING TECHNOLOGY FOR THE  
ENHANCEMENT OF THE QUALITY OF LIFE AND THE  
HUMAN CULTURAL HERITAGE.

*Click and  
find out more*

MEET PHOTONIKA

## PUBLICATIONS

DELL'AUTORITÀ E DELL'AUTOREVOLEZZA



LIGHT BIZ, LIGHT BUZZ AND THE  
STORY OF AN ANCIENT RADIATION



LED – L(ight) E(ncoded) D(angers)



HUMAN LIGHT





# PATRIZIA DE MASI

PROFESSIONAL PROFILE

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