

PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER | PRESIDENT AILD

BIO

BORN: LUINO / VA, AUGUST 20TH 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, uncompleted)

MASTER DEGREE IN
ARCHITECTURE AND URBAN PLANNING

UNIVERSITY OF WATERLOO
COURSE IN ARCHITECTURAL AND
URBAN PLANNING

Certification in INTERNATIONAL LEADERSHIP AND
ORGANISATIONL BEHAVIOUR
(2023, SDA Bocconi Milano)

Expertise in LIGHT AND LIGHTING DESIGN

Independent researcher in
LIGHT-LIGHTING SCIENCE
ELECTROMAGNETISM
LIGHTING BIO-COHERENCE

PROFILE

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

HER MOTTO:

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

CURRENT 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



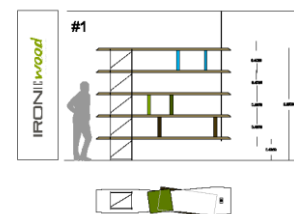
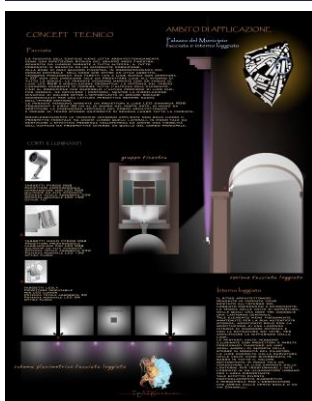
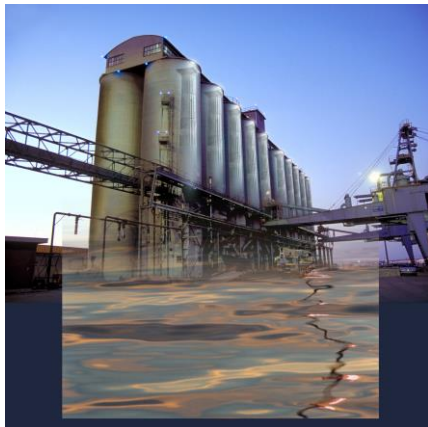
UN ENTE ITALIANO
DI NORMAZIONE

AILD Representative at GL15,
APNR "Lighting Designer"



MAIN PROFESSIONAL EXPERIENCES

chronological order



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

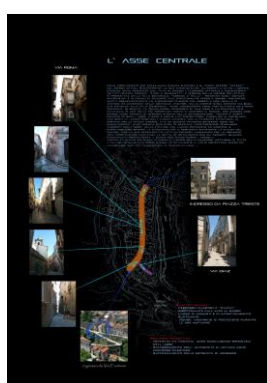
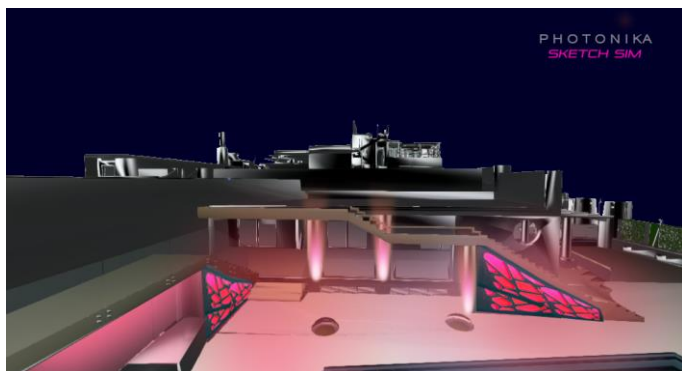
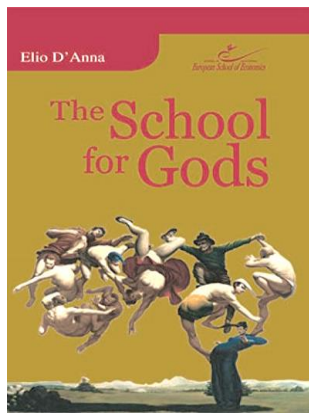
MUNICIPALITY OF MORESCO | ITALY
Role: Lighting Designer | Special lamp
designer

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

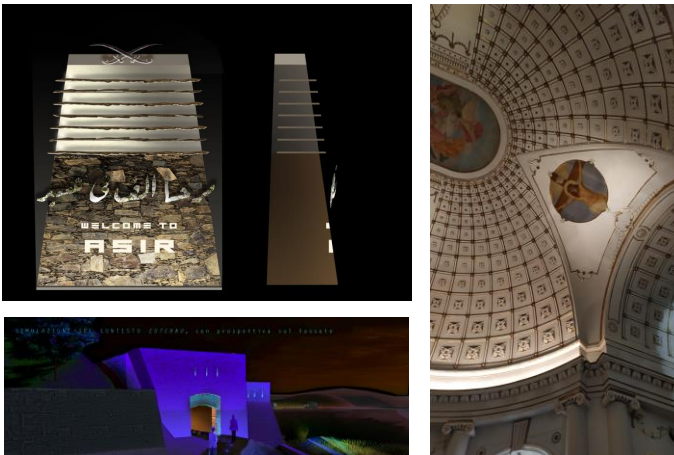
Role: Lighting Designer for the restoration of Cividale door counterdoor (ongoing project)



PRINCIPALITY OF ASIR | KSA

WORKSHOP "MOUNTAIN PEAKS"

Role: Consultant Lighting Designer, Lecturer



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

WATERFRONT COSTA SMERALDA | PORTO CERVO | ITALY

LIGHTING SCENOGRAPHY FOR THE WHOLE VIP VILLAGE

Role: Conceptor and Lighting Designer



GIANLUCA GRIGNANI TOUR 2022

LIGHTING CONCEPT AND PRE - SETUP

Role: Conceptor and Lighting Designer



AGHDAM MUSEUM | AZERBAIGIAN

TECHNICAL AND TECHNOLOGICAL CONSULTANCY

Role: Lighting Designer

DIRIYAH CONTEMPORARY ART BIENNALE | KSA

PRODUCTION ASSISTANT

Role: Fitout manager | Production Assistant

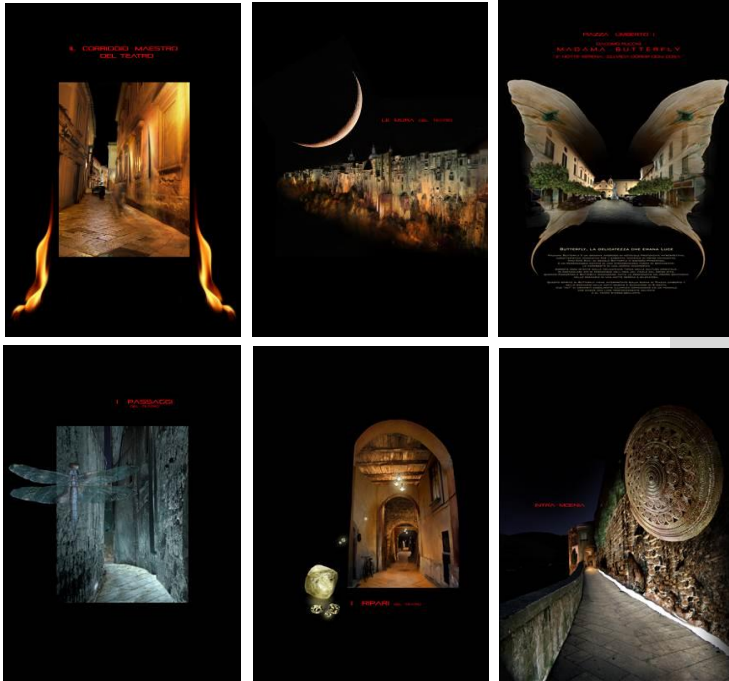


LORO PIANA GLOBAL SUMMIT 2024 | MILANO

PRODUCTION ASSISTANT

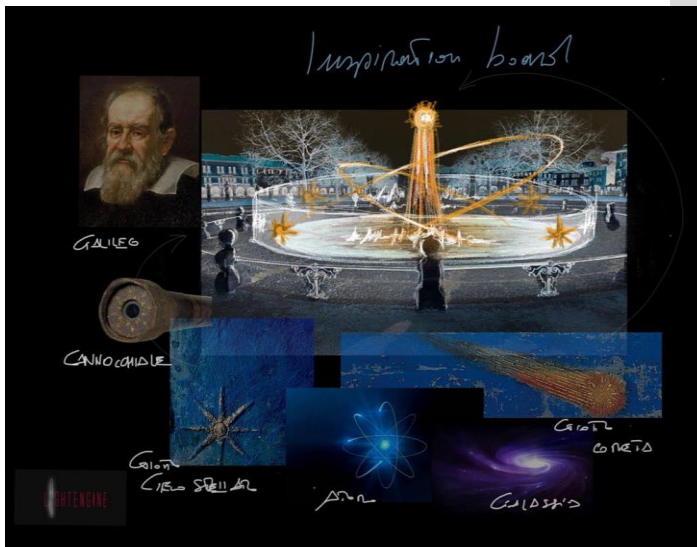
Role: Site Manager | Production Assistant





Private residence

Tribute to Galileo and Giotto | Padova, Architainment concept



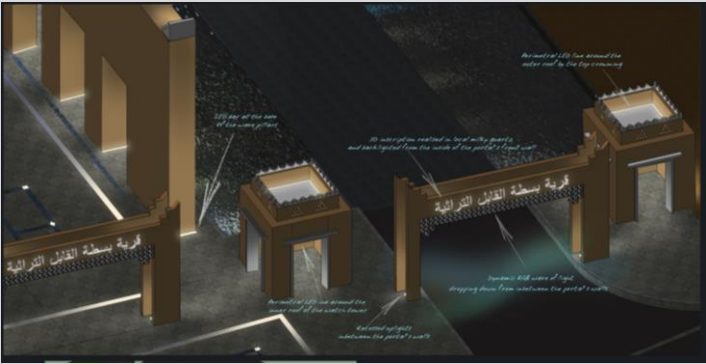
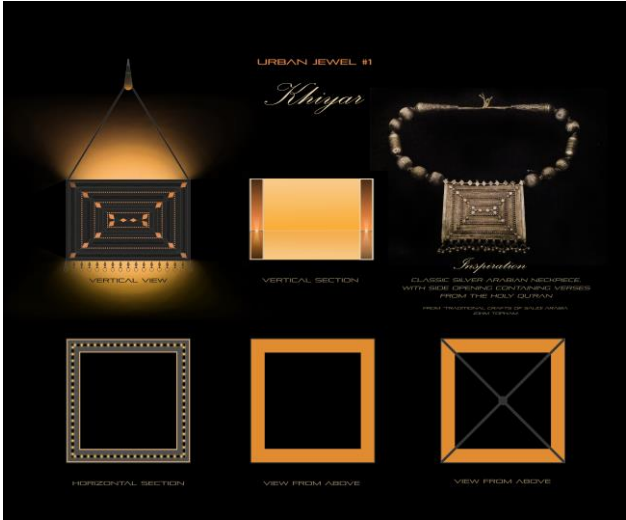
WOLD EARTH DAY | Celebration in Tirana

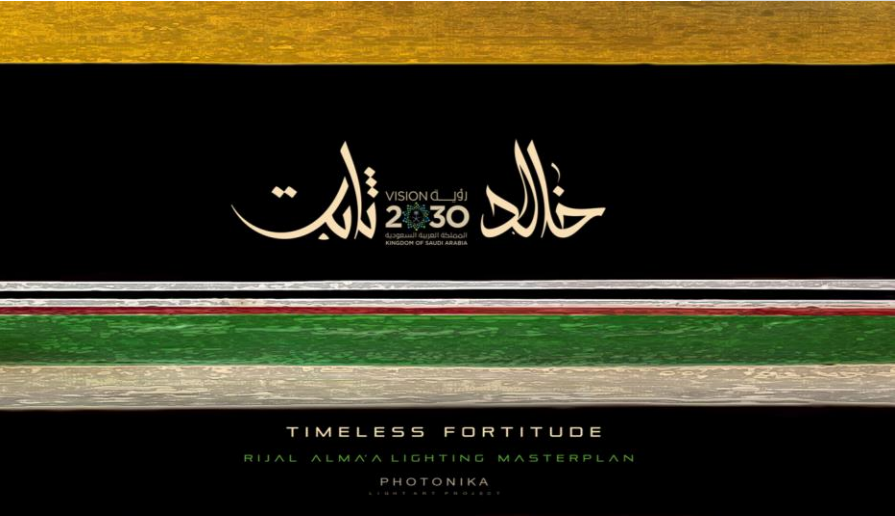


Aeclanum Termæ Avellino | Archeo-tainment installation



AL BASTA Lighting Masterplan | KINGDOM OF SAUDI ARABIA





Actual state



Photonika Proposal



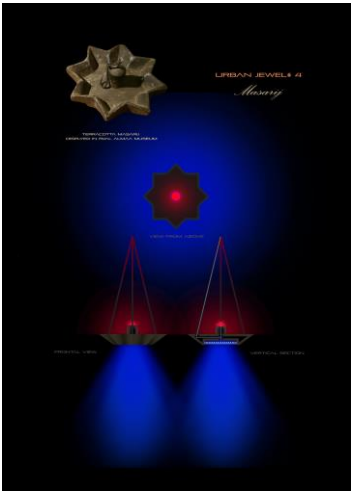
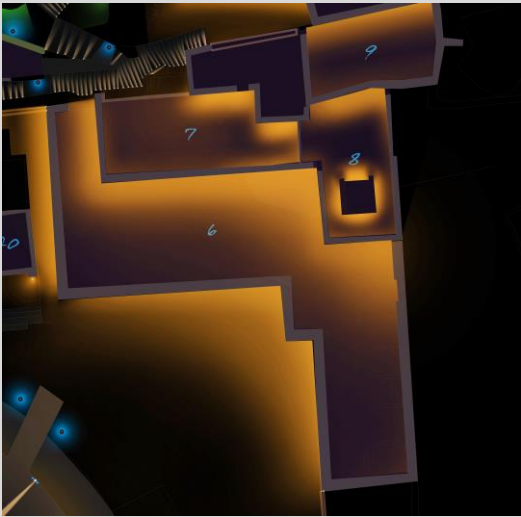
Actual state



Stone reactivity test



Photonika Proposal

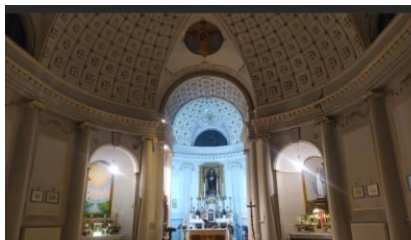
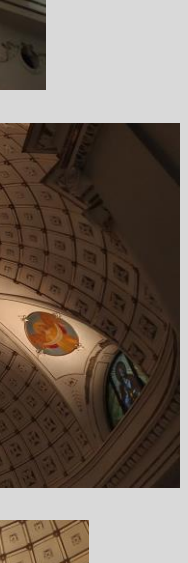
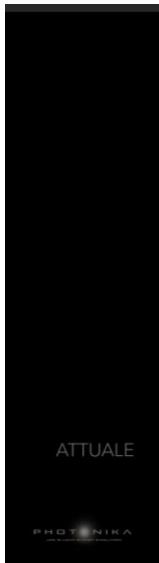
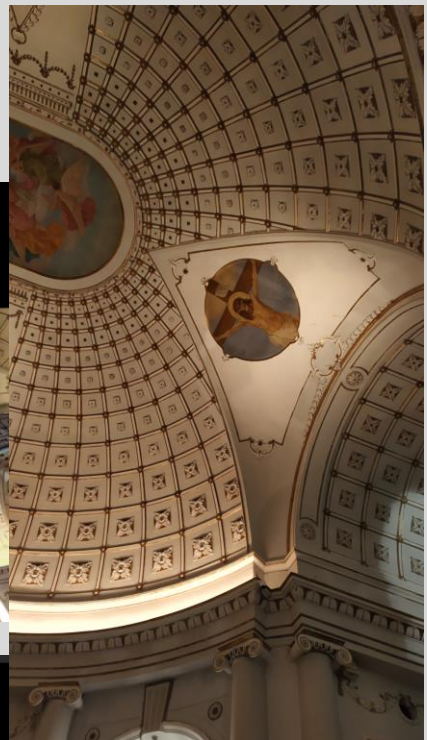


CHIESA DI SANTA LUCIA | FERMO, ITALY

COMPARED SHOTS: ACTUAL AND SIMULATED



ATTUALE

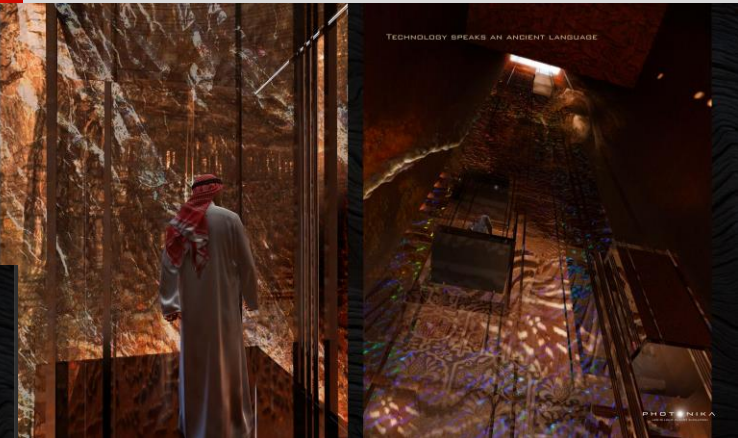
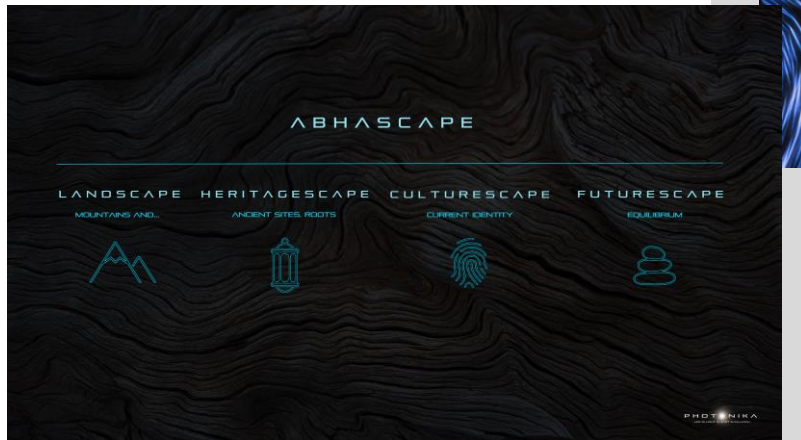
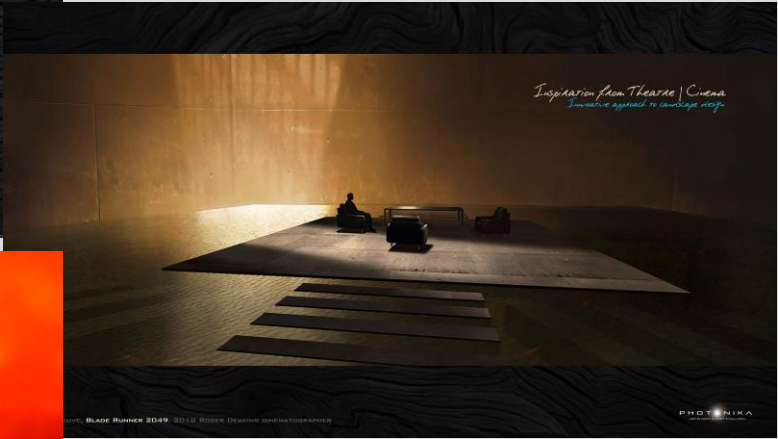


ATTUALE

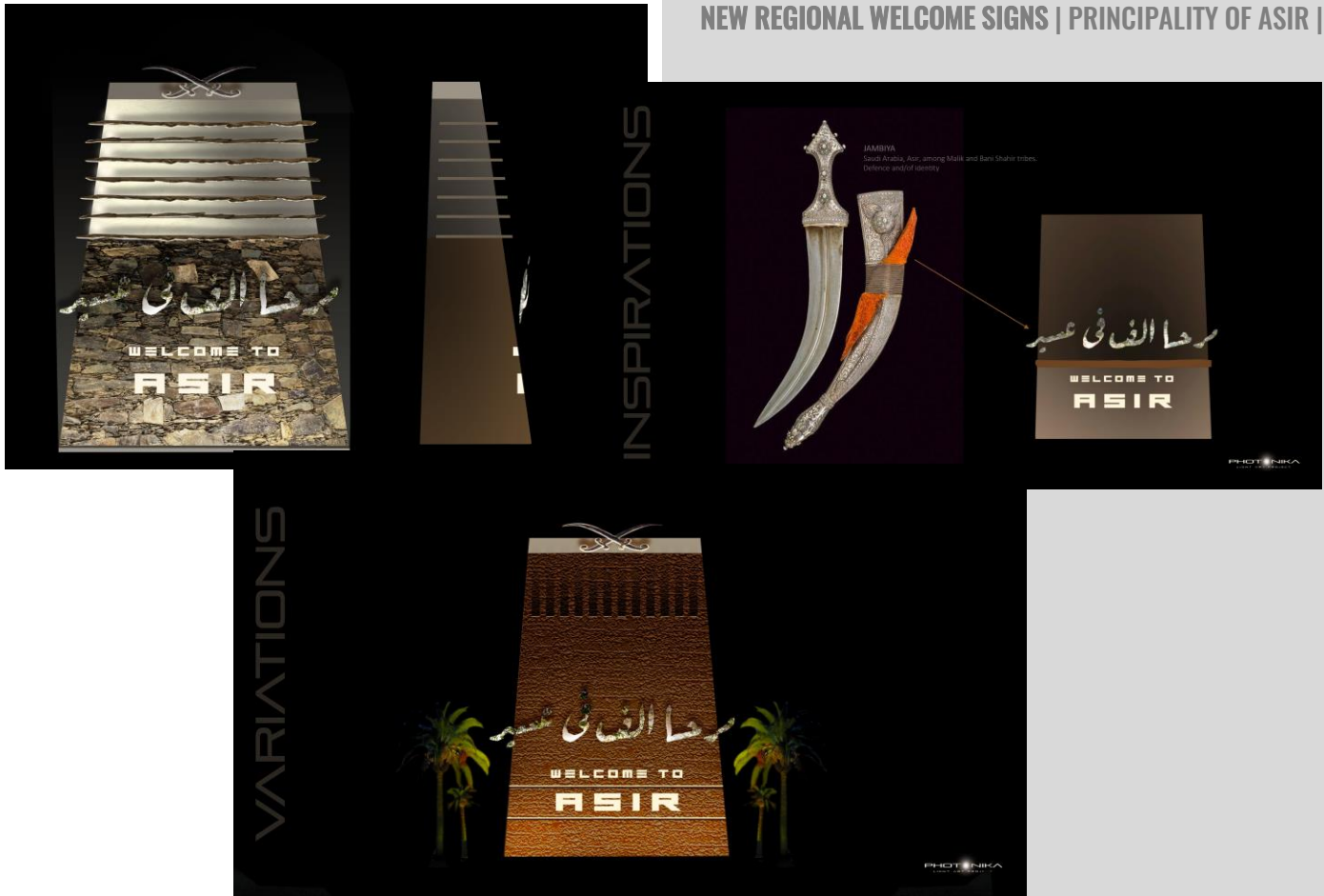


MODIFICATO

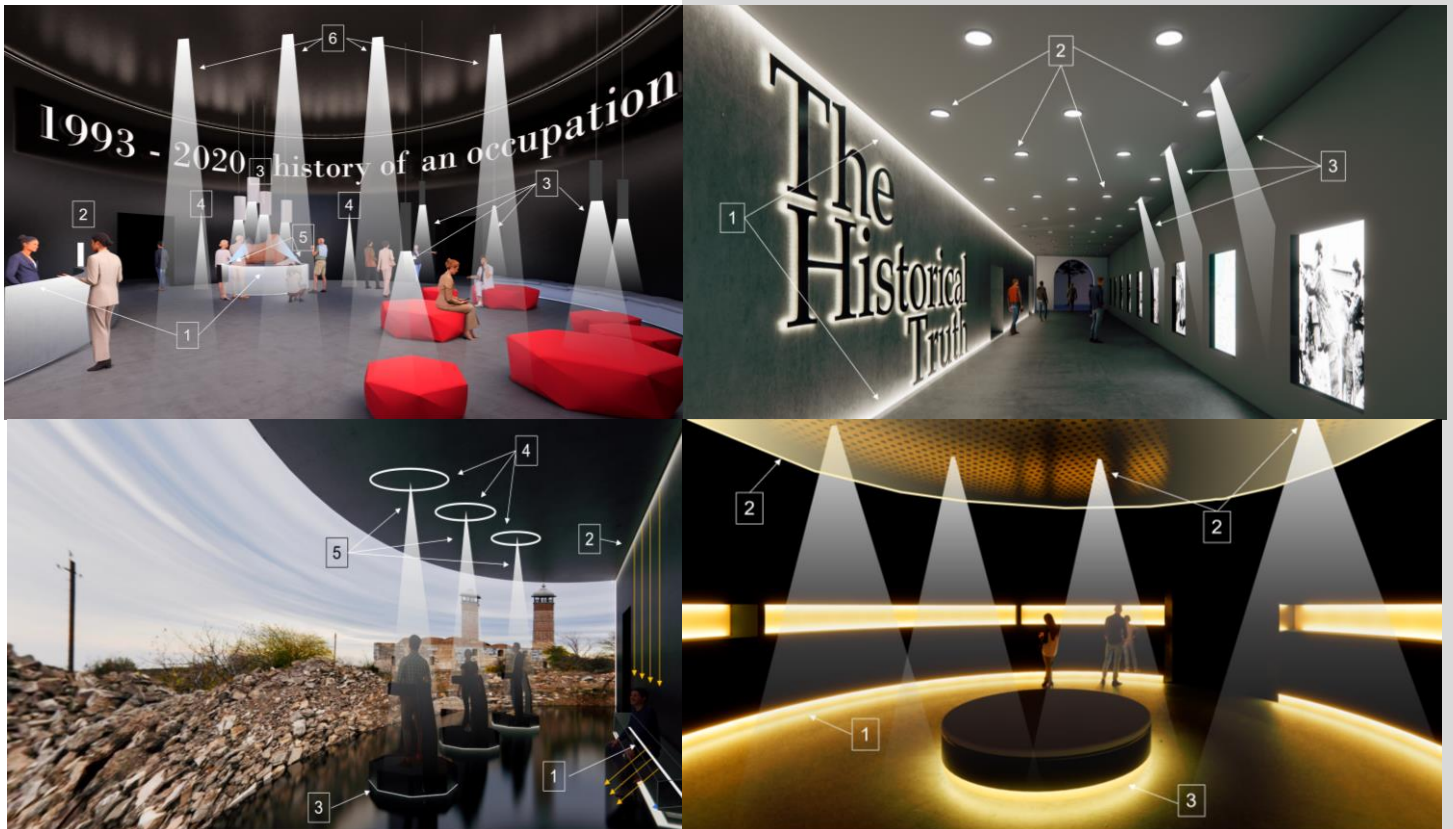


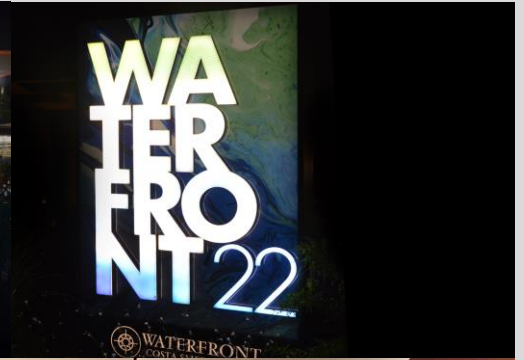


NEW REGIONAL WELCOME SIGNS | PRINCIPALITY OF ASIR | KSA



AGHDAM NATIONAL MUSEUM | AGHDAM | AZERBAIGIAN





GIANLUCA GRIGNANI TOUR 2022 | ITALY



PHOTONIKA FORMATS
www.photonika.life

*Click and
find out more*

SPECIAL PROJECTS

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

BEAUTIFICATION through LIGHT AND MATTER

HUMAN

Taylor-made lighting design for

HARMONIC HUMAN ENVIRONMENTS

JOY

N-JOY

ENTERTAINMENT LIGHTING

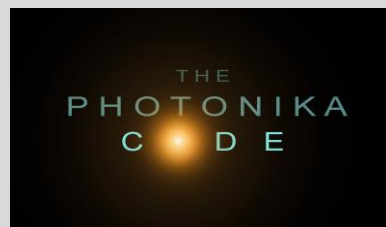
phoenix

Archeo-tainment

FUTURING THE PAST



Educational lectures for **Aware and Responsible Lighting Design**



Experimental Lighting System based on scientific evidences

TECHNICAL SKILLS

WINDOWS | IOS
ADOBE PHOTOSHOP
MICROSOFT SUITE
AUTOCAD | VECTORWORKS

PERSONAL SKILLS

CREATIVITY
INNOVATION
PRECISION
COORDINATION
COOPERATION
STRATEGIC COMMUNICATION
LEADERSHIP
PROBLEM SOLVING
HOLISTIC VISION

LANGUAGES

ITALIAN | MOTHER LANGUAGE
ENGLISH | (EXCELLENT
ARABIC | BEGINNER

PROFESSIONAL AIM

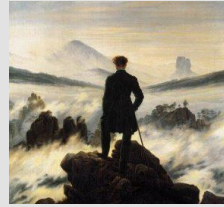
ENHANCE AND RAISE THE QUALITY OF LIFE
AND THE CULTURAL EVOLUTION OF
HUMANITY THROUGH THE ADVANCED USE
OF LIGHT AND LIGHTING

*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(angerys)



HUMAN LIGHT



PATRIZIA DE MASI

PROFESSIONAL PROFILE

ALL RIGHTS RESERVED ON CONTENTS AND IMAGES
More details can be provided on demand