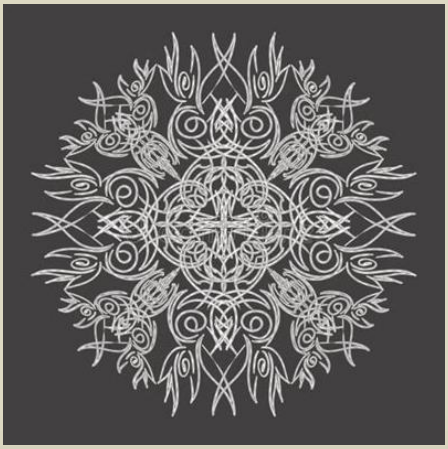


PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER | PRESIDENT AILD

PROFESSIONAL PROFILE

PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER| LIGHTING DESIGNER | PRESIDENT AILD



BIO

born: AUGUST 20TH 1968
citizenship: ITALIAN
current residency: ITALY

CONTACT

+39 393 54 35 284
patrizia@photonika.life
presidenza@aild.it

WEB

www.photonika.life
www.aild.it
www.linkedin.com

ABOUT

PATRIZIA STELLA IS SPECIALISED IN ARCHITECTURE, URBANISTIC AND ARTISTIC PROJECTS WHERE **LIGHTING DESIGN** IS A CRUCIAL FACTOR.

SHE HAS A NATURAL MULTIDISCIPLINARY ATTITUDE, THANKS TO HER VAST KNOWLEDGE IN MOST OF THE FIELDS REGUARDING HUMAN LIFE AND WELL BEING, THEREFORE SHE VISIONS EACH ENVIRONMENT AS A COMPLEX DYNAMIC ORGANISM.

HER BEING PASSIONATE ABOUT LIGHT AND LIGHTING HAS LED HER TO FOUND THE AILD - ITALIAN ASSOCIATION OF LIGHTING DESIGN - TO FOSTER THE VALUES OF A HIGH STANDARD PROFESSIONALISM AND IMPROVE THE CREATIVE, TECHNICAL AND SCIENTIFIC GROWTH OF THE SPECIFIC COMPETENCE.

PHOTONIKA IS HER LIGHTING DESIGN BRAND FOCUSED ON TREATING LIGHT AND LIGHTING FROM THE VERY CORE OF THEIR ESSENCE TO THEIR MOST AESTHETIC POTENTIALITY.

HER MOTTO:

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

EDUCATION

University of Ancona, Italy
MEDICINE AND SURGERY
(three years course, uncompleted)

University of Chieti-Pescara, Italy
MASTER DEGREE IN
ARCHITECTURE AND URBAN PLANNING

University od Waterloo, Ontario Canada
ARCHITECTURE AND URBAN PLANNING
one season course | 1996

Unione Professionisti
ENERGY MANAGER | Esperto in gestione dell'energia
Certification

INTERNATIONAL LEADERSHIP AND ORGANISATIONL BEHAVIOUR
Certification @ 2023, SDA Bocconi Milano

ARTS AND HERITAGE MANAGEMENT
Certification @ 2024, SDA Bocconi Milano

25 years experience in
CREATIVE LIGHT AND LIGHTING DESIGN

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

TITLES & 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

UNI ENTE ITALIANO DI NORMAZIONE
National Committee Member at
GL15 APNR "Lighting Designer"

SKILLS

TECHNICAL

WINDOWS | IOS
ADOBE PHOTOSHOP
MICROSOFT SUITE
VECTORWORKS

PERSONAL

CREATIVITY
EXTACTITUDE
FOCUS
MULTI-DISCIPLINARY APPROACH
COORDINATION
TEAM-PLAY
STRATEGIC COMMUNICATION
LEADERSHIP
PROBLEM SOLVING
HOLISTIC VISION

LANGUAGE

ITALIAN | MOTHER LANGUAGE
ENGLISH | EXCELLENT

PROFESSIONAL AIM

ENHANCE THE QUALITY OF LIFE THROUGH THE ADVANCED USE OF LIGHT AND LIGHTING TOWARDS UNEXPLORED AESTHETIC, SCIENTIFIC AND TECHNOLOGICAL HORIZONS.

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
COSTELLAZIONE OSIMO lighting masterplan
Role: **Conceptor and Lighting Designer**

CONFINDUSTRIA FERMO
LOGO ISTITUZIONALE
Role: **Brand Strategy Consultant**



CALEPIO SCAVI Spa
VILLAGGIO DEL LAVORO, Marche
Role: **Architect | Urban Consultant | Technical Site Manager**

SYNERGHEYA Gruppo Srl
BORGHI AUTENTICI D'ITALIA
Role: **Urban Analyst and Consultant for the touristic development of seven Italian ancient boroughs**

PROFESSIONAL EXPERIENCES



MUNICIPALITY OF MORESCO | ITALY

TEATRO DI SANTA SOFIA

Role: **Lighting Designer | Special lamp designer**



MUNICIPALITY OF SANT'AGATA DE' GOTI | ITALY

LIGHTING MASTERPLAN CONCEPT FOR THE HISTORCIAL BOROUGH

Role: **Lighting Designer | Special lamp designer**

NATIONAL PROFESSIONALISM

AILD | ITALIAN ASSOCIATION OF LIGHTING DESIGN

Role: **Co-founder| current President**

MINISTRY OF JUSTICE

REAL ESTATE EVAUATION AND ESTIMATION

Role: **Technical consultant**



MUNICIPALITY OF CORINALDO | ITALY

LIGHTING MASTERPLAN CONCEPT FOR THE HISTORCIAL BOROUGH

Role: **Lighting Designer | Special lamp designer**

PROFESSIONAL EXPERIENCES



EUROPEAN SCHOOL OF ECONOMICS
THE SCHOOL FOR GODS, philosophical novel
Role: **Literature architect| Editor in chief**



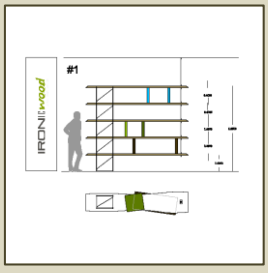
STARK Srl| ITALIA
DIGITAL AND INTERACTIVE IMMERSIVE TECHNOLOGIES
Role: **Professional consultant**



BOROUGH OF ETROUBLES| ITALIA
OPEN AIR ART MUSEUM
Role: **Lighting Designer**



SORGENIA MENOWATT | ITALIA
SUSTAINABLE ENERGY SOLUTIONS
Role: **Energy Manager Consultant**



BMB Srl| INNOVATIVE FURNITURE | ITALIA
INNOVATIVE FURNITURE DESIGN
Role: **Designer | special projects**

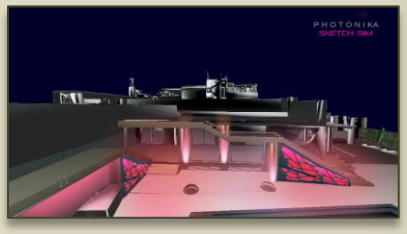


MUNICIPALITY OF VISSO| ITALIA
GIACOMO LEOPARDI MANUSCRIPTS | SPECIAL ARCHIVE PROJECT
Role: **Conceptor, Designer, Lighting Designer**

PROFESSIONAL EXPERIENCES



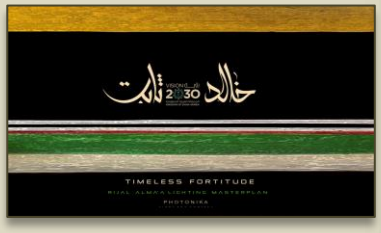
MUNICIPALITY OF TIRANA | ALBANIA
WORLD EARTH DAY LIGHITNG INSTALLATION
Role: **Conceptor, Lighting Designer**



AL CHIAR DI LUNA | EVENT LOCATION |ITALIA
CREATIVE LIGHTING DESIGN
Role: **Lighting Designer**



MUNICIPALITY OF ABHA| SAUDI ARABIA
AL BAST ALIGHTING MASTERPLAN
Role: **Conceptor, Lighting Designer**



MUNICIPALITY OF ABHA| SAUDI ARABIA
RIJAL ALMAA ALIGHTING MASTERPLAN
Role: **Conceptor, Lighting Designer**



MUNICIPAITY OF PALMANOVA | ITALIA
PORTA CIVIDALE RESTORATION
Role: **Lighting Designer**



PRINCIPALITY OF ASEER| SAUDI ARABIA
INTERNATIONAL WORKSHOP "MOUNTAIN PEAKS"
Role: **ExpertLighting Designer, Lecturer**

PROFESSIONAL EXPERIENCES



PRINCIPALITY OF ASEER | SAUDI ARABIA
NEW TERRITORIAL WELCOME SIGNS 2021
Role: **Conceptor, Lighting Designer**



SANTA LUCIA CHURCH| ITALIA
NEW LIGHTING SETUP 2021
Role: **Lighting Designer**



WATERFRONT COSTASMERALDA| ITALIA
SUMMER VIP VILLAGE LIGHTING SETUP
Role: **Conceptor, Lighting Designer**



GIANLUCA GRIGNANI| ITALIA
LIVE TOUR 2022
Role: **Lighting concept and pre-setup**



AGHDAM GOVERNMENT | AZERBAIJAN
NEW NATIONAL MUSEUM 2023
Role: **Technical and technology consultant**



DIRIYAH FOUNDATION RIYADH | SAUDI ARABIA
CONTNEMPORARY ART BIENNALE 2024
Role: **Site Manager | Production Assistant**

PROFESSIONAL EXPERIENCES



AL BALAD, JEDDAH | SAUDI ARABIA
LIGHTING MASTERPLAN CONCEPT
Role: **Conceptor, Lighting Designer**



LORO PIANA | ITALIA
LORO PIANA GLOBAL SUMMIT 2024
Role: **Site Manager | Production Assistant**



WADI AL FANN ART EXPERIENCE DESIGN COMPETITION | AL ULA | SAUDI ARABIA
LIGHTING AND SET DESIGN
Role: **Conceptor, Lighting and Set Designer**

MEET PHOTONIKA

Click and find out more



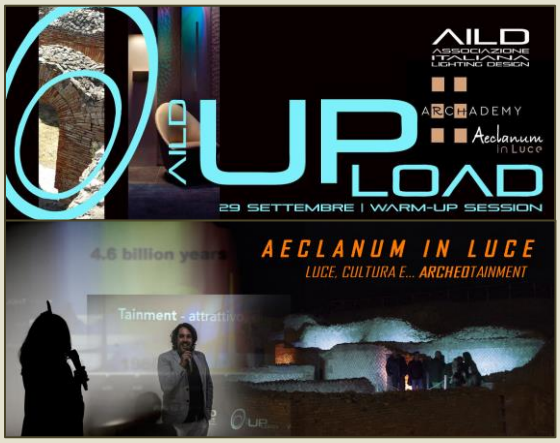
LECTURES, SEMINAR, WORKSHOP



EDUCATIONAL FORMAT

THE BASICS OF LIGHTING DESIGN FOR ARCHITECTURE

In collaboration with AILD



AECLANUM IN LUCE| UPLOAD

WARMING UP SEMINAR ON LIGHTING DESIGN BASICS FOR ARCHITECTS AND ENGINEERS

In collaboration with AILD, ORDINE DEGLI ARCHITETTI DI AVELLINO, DESIGN IN LUCE



HUMAN LIGHTING DAYS

BASICS OF LIGHTING S DESIGN, PROFESSIONAL AWARENESS AND RESPONSIBILITIES

In collaboration with AILD, ORDINE DEGLI ARCHITETTI DI VERONA, ARKILUX, SORAA, SIFB

LECTURES, SEMINAR, WORKSHOP



HUMAN LIGHTING DAYS | TEACHER

BASICS OF LIGHTING S DESIGN, PROFESSIONAL RESPONSIBILITIES
In collaboration with AILD, ORDINE DEGLI ARCHITETTI DI REGGIO EMILIA, DOMOTRICK, SIFB, CAN REGGIO EMILIA



HUMAN LIGHTING DAYS | TEACHER

BASICS OF LIGHTING S DESIGN, PROFESSIONAL RESPONSIBILITIES
In collaboration with AILD, ORDINE DEGLI ARCHITETTI DI VICENZA, LUCE&LIGHT



HUMAN LIGHTING DAYS | EXPERT LECTURER

BASICS OF LIGHTING S DESIGN, PROFESSIONAL AWARENESS AND RESPONSIBILITIES
In collaboration with AILD, ORDINE DEGLI ARCHITETTI DI REGGIO EMILIA, DOMOTRICK, SIFB, CAN REGGIO EMILIA

LECTURES, SEMINAR, WORKSHOP



UNVEILING ABHASCAPE | EXPERT LECTURER

PHOTOGRAPHY AND CINEMATOGRAPHY LIGHTING AS
INSPIRATION FOR LANDSCAPE LIGHTING
MOUNTAIN PEAKS WORKSHOP, PRINCIPALITY OF ASEER, KSA



LIGHTING DESIGN IN WEDDING PLANNING TEACHER

LIGHTING DESIGN BASICS FOR CELEBRATIVE EVENTS
In collaboration with WEDDING PLANNER ITALIA and AILD



IDEA | THE FUTURE OF TECH | EXPERT LECTURER

CORPORATE EVENT ABOUT THE TENDECIES OF FUTURE TECHNOLOGIES
PRASE MEDIA TECHNOLOGIES | ITALIA

LECTURES, SEMINAR, WORKSHOP



XX AIDI NATIONAL CONGRESS | EXPERT GUEST

THE EVOLUTION OF LIGHTING IN THE ERA OF TRANSITIONS

EXPERT GUEST AT THE ROUDTABLE “QUALITY LIGHTING IN LUMINOUS ENVIRONMENTS. CRITERIA AND SCENARIOS”

AIDI ASSOCIAIONE ITALIANA DI ILLUMINAZIONE, MAPOLI

ENDORSEMENTS



Prof. PAOLO BETTINI | Architect, former Professor of Architectural Design, Emeritus @ University of Studies Chieti - Pescara

I followed Patrizia at The Faculty of Architecture in Pescara up to the final degree thesis, where she proposed on original solution for an urban lighting masterplan, entitled "Urban Lightscape".
Even before graduating, Patrizia had developed her own lighting proposal commissioned by the Rotary Club of Osimo, entitled "Costellazione Osimo".
In the following years I appreciated her growing professional activity in the lighting design field, particularly focused on solutions for public urban issues.



Prof. LUCIO ZAZZARA | Architect, Professor of Urbanism @ Department of Urban Planning, University of Chieti – Pescara.

In the course of many experiences and processing of proposals, Patrizia showed the ability not only to work harmoniously in a group, but also to assume coordination roles, as well as to effectively plan strategies in order to obtain a consistent and stable result over time.
Her open and profound personality, her natural inclination to research, her basic culture and communication skills, complete a very interesting figure of designer and communicator.



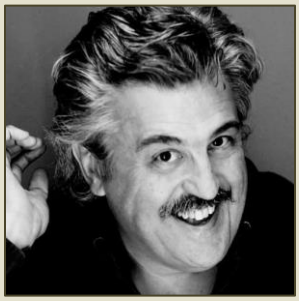
JIM WOODWARD | SR Entertainment Product Specialist @Vectorworks Inc.

Always a source of inspiration when working with the PHOTONIKA Team. From the very first time we met what struck me was that the key factor of their work is in the emotion of illumination. The creative thought that goes into the designs never takes a backseat t the technology that is incorporated. The passion in feeding the soul through visual representation in their work is outstanding.



VALERIO TIBERI | Theatre Lighting Design @ K5600 Design Studio, AILD Associate

Patrizia is an Italian Lighting Design professional with both national and international annual experiences.
I had the pleasure to collaborate more than once with her and to be in relationship with the Italian Association of Lighting Design.
I kindly recommend her for any lighting design experience.



CLAUDIO TROTTA | Artistic Producer, founder and owner of BARLEY ARTS.

Patrizia has worked with me in occasion of the show MANY HEARTS ONE LOVE, which I have created and produced to celebrate the anniversary of the Red Cross and Red Crescent , recorded at the BLUE NOTE in Milano.
In that occasion, Patrizia has proven to be creative and fast-thinker in building up the concept for the show. She is professional, dynamic and resolute, and sure very capable in the team play.



CLAUDIO CERVELLI | Exhibition Lighting Designer, production manager

In Euclidean mathematics, one plus one always give two. On the contrary, in my case, working with Patrizia allows me to get to a higher result. Patrizia and I have been knowing each other since many years. Not only we are colleagues who share an immense love for light and lighting, we are also sincere friends. The same sincerity and honesty we impregnate our projects with.

By connecting our unconventional ideas with pragmatic solutions, we always succeed in getting to the very best solution in every challenge we face together.



WALTER LUTZU | Lighting Designer, Editor, Programmer, Lighting Technician

What I have always appreciated about Patrizia is her method to confront with an idea or a project, in order to have it materialized. She stands out for her excellent creative ability supported by a solid cultural background, circumstance that brings her to prioritize the understanding of the context before anything else.

In the end, I learned form her that choosing the technologies is the very last 2% of a project.



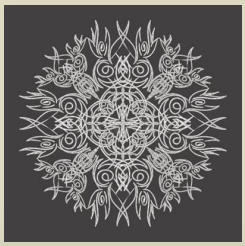
MASSIMO TOMASINO | Show Lighting Designer

Patrizia is a Lighting Designer I've known for many years. Personality, commitment and experience are characteristics that make of her an outstanding professional.
Care and attention towards high level projects have brought her to represent many Italian LDs covering the position of AILD's President. Patrizia is very well known and requested by many production companies and suppliers in Italy.
Her contributions are always precious, thanks to her positive attitude and commitment throughout the entire production process.
Anyone who knows her, doesn't want to lose her.



MARGARET HEYMANN | freelance marketing consultant, writer, translator, administrator

I served in the Executive Board of AILD (the Italian Association of Lighting Design) for many years with Arch. De Masi.
Despite highs and lows in the Association's fortune, the leadership of Arch. De Masi was always, and continues to be, forceful and focused. She is organized, efficient and brings her enthusiasm and passion for lighting to everything she does, including leading the Association.
Above all, she never gives up even in difficult situations.



PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER | PRESIDENT AILD

PROFESSIONAL PROFILE

END OF DOCUMENT