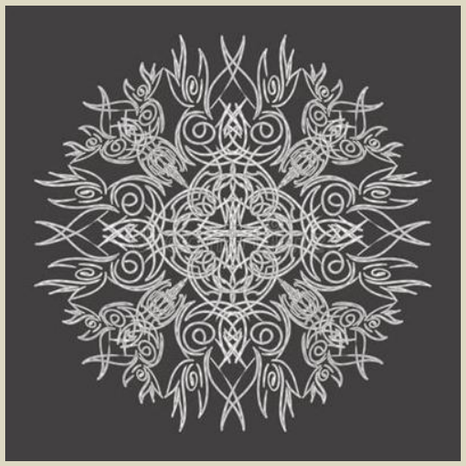


PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER | PRESIDENT AILD

PORTFOLIO

PATRIZIA STELLA HAS CONCEIVED **FIVE BASIC FORMATS**, ONE FOR EVERY LIGHTING APPLICATION FIELD OF HER MAJOR INTEREST.
EACH PROJECT ENLISTED IN THE PRESENT PORTFOLIO, SELECTED WITHIN THE MOST REPRESENTATIVE SHARABLE ONES, IS CATEGORIZED BASING ON THE FORMAT IT WAS CONCEIVED UPON.

PHOTONIKA FORMATS

TEATRI URBANI

CITY STAGING
Scenographic lighting masterplans for the urban beautification

phoenix

ARCHEO-TAINMENT
Iconic lighting for heritage contexts

JOY

SPECTACULAR LIGHTING
Entertainment lighting for show and luxury events

HUMAN

HARMONIC LIGHITING
Coherent lighting design for everyday life

LIGHTENGINE

LIGHT + SCULPTURE
Signature lighting devices

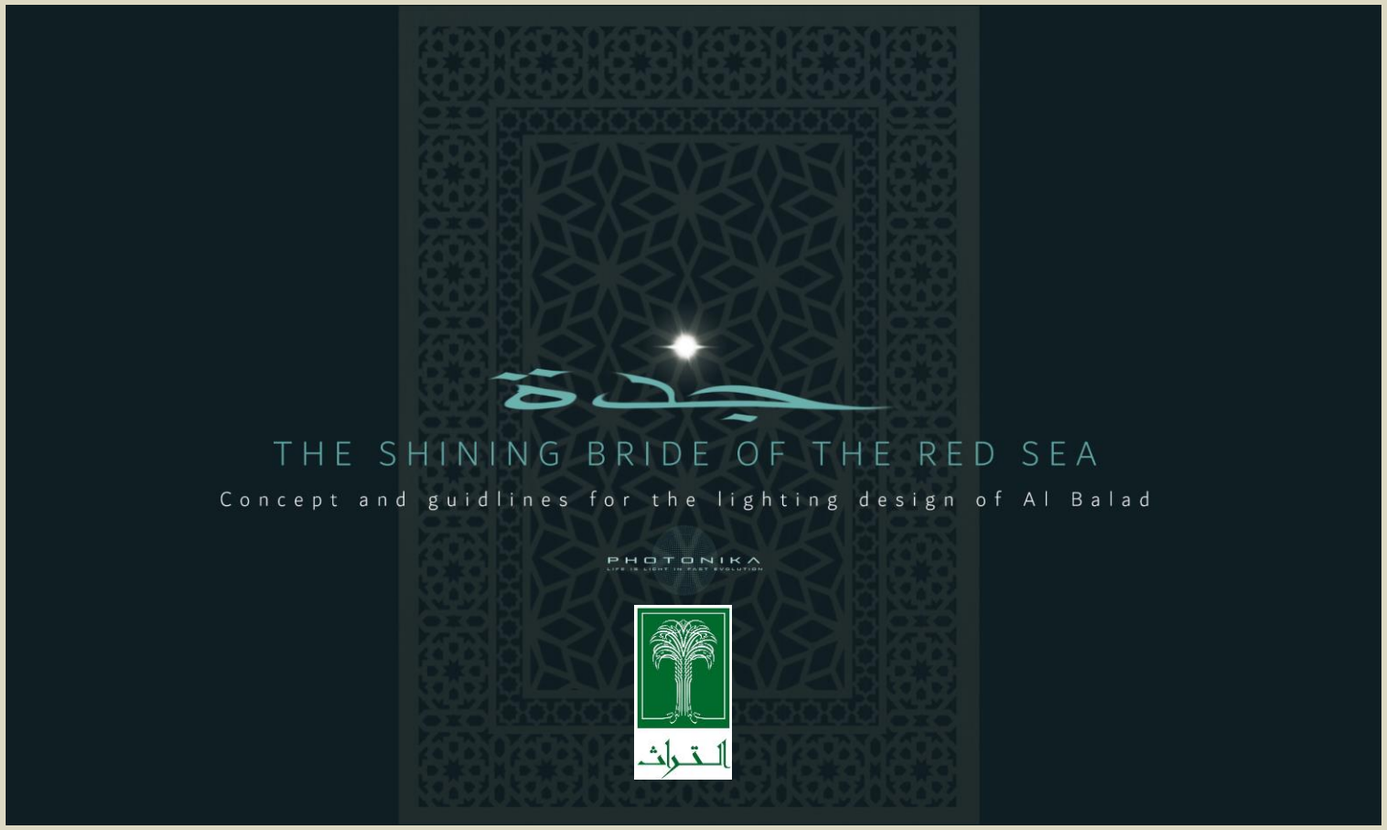
LIGHTENGINE
TEATRI URBANI

THE SHINING BRIDE OF THE RED SEA

AL BALAD LIGHTING CONCEPT AND GUIDELINES | JEDDAH | KSA

CLIENT AL-TURATH FOUNDATION
ROLE CONCEPTOR, LIGHTING DESIGNER, SPECIAL ITEMS DESIGNER
STATUS DELIVERED

UNESCO SITE

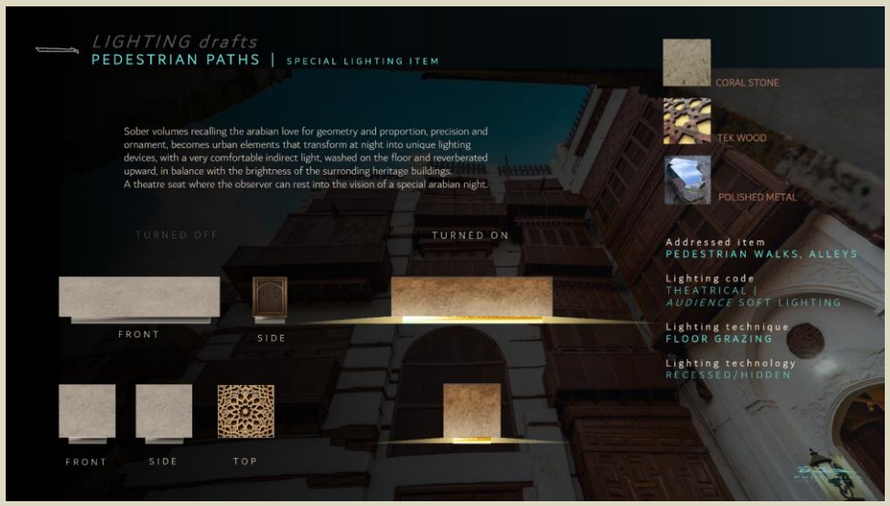


The request to elaborate a lighting proposal for Al Balad represented a great challenge, given the huge cluster of ***time and space dimensions*** *to be considered beyond the mere task of creating a beautiful lighting setup.*

In this sense, the concept was developed as a ***complex narrative****, where light expresses historical values, above all the one of* ***authenticity****, in a way that the place could become a stage where local people and visitors can live more than an entertaining experience and absorb the peculiarities of the genius loci.*

The proposal is meant as an operative base with the potentiality to become a final masterplan, thought as sober and elegant, comfortable to the eye, readable in its contents, technologically advanced, charming and fluid in any circumstance.

A masterplan that reflects the very soul of the Bride of the Red Sea.





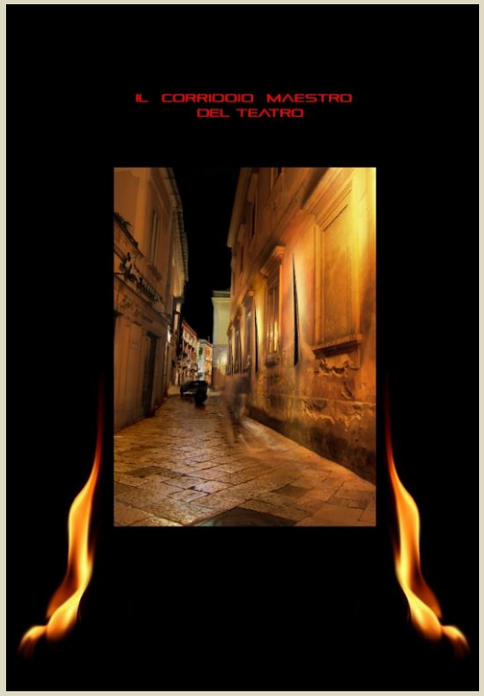
TEATRI
URBANI
LIGHTENGINE

IL TEATRO DELLA LEGGEREZZA

LIGHTING MASTERPLAN | SANT'AGATA DE' GOTI ancient borough | ITALIA

CLIENT MUNICIPALITY OF SANT'AGATA DE' GOTI
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED









Ancient boroughs are infinite-potential stages for experimental lighting, especially if it implies investigating the true and sometimes hidden nature of the place or a specific value to rescue and reactivate – lightness, in this case - and translating it in a spectacular expression of identity in itself, for the benefit of the local community before serving tourism expectations.

In this sense, this project represents the birth of the format TEATRI URBANI, where light becomes the multiple voices of a sophisticated "lyric opera" singing throughout the complexity of the urban structure.



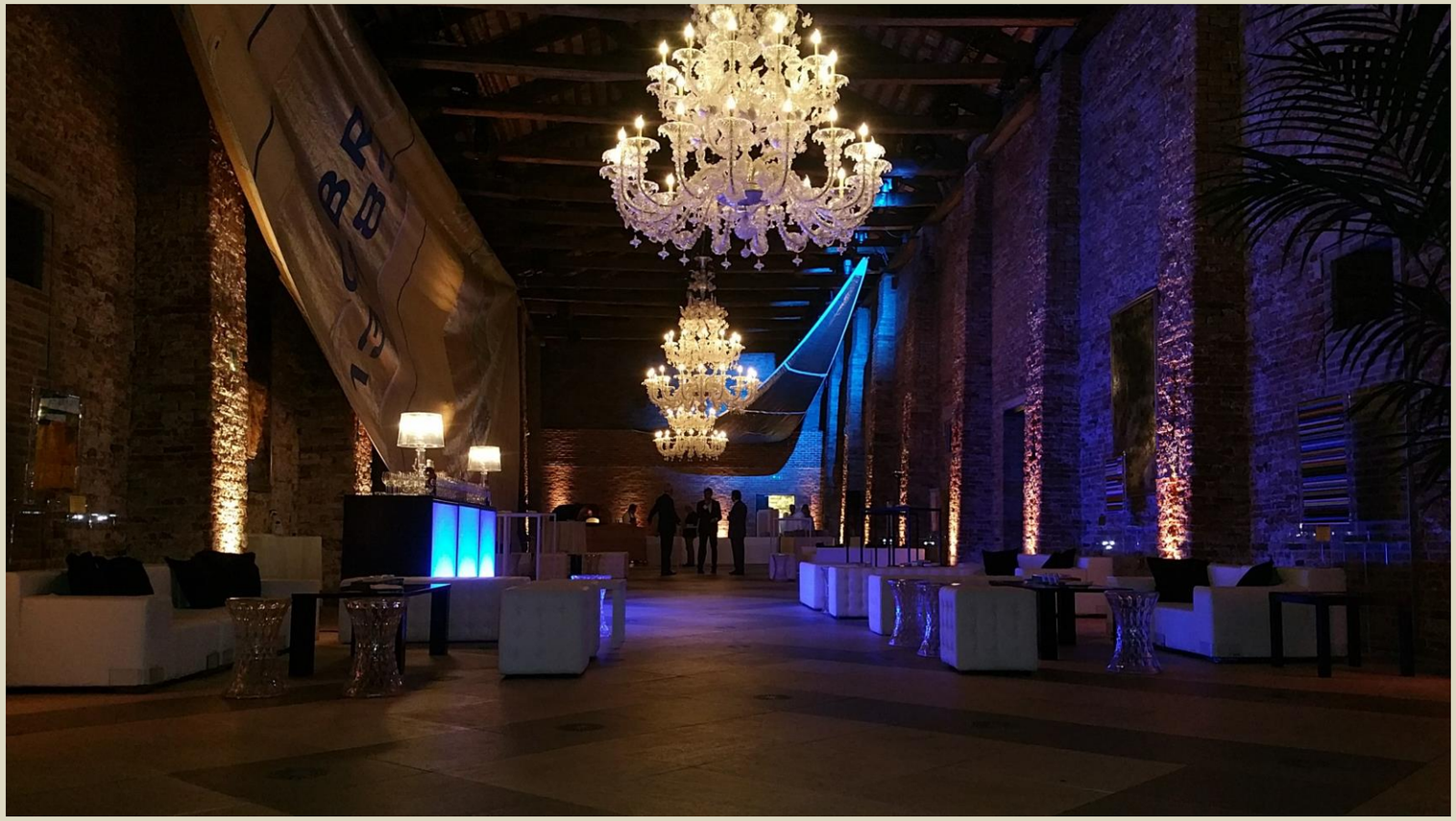




LUXURY EVENTS

LIGHTING INSTALATIONS | CIPRIANI BELMOND HOTEL, JW MARRIOT RESORT | VENEZIA | ITALIA

CLIENT **VARIOUS**
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED











Light and luxury events have one thing in common: ***elegance****. There is nothing like the photonic radiation to express this value, for it manages and transform the* ***perception*** *of every environment, therefore it's crucial to* ***ignite emotions*** *and comfort. Which is all luxury events in luxury locations is all about.*
Venice, in particular, is the magnificent stage where PHOTONIKA plays frequently high standard performances of lighting.

NOOR ALA NOOR

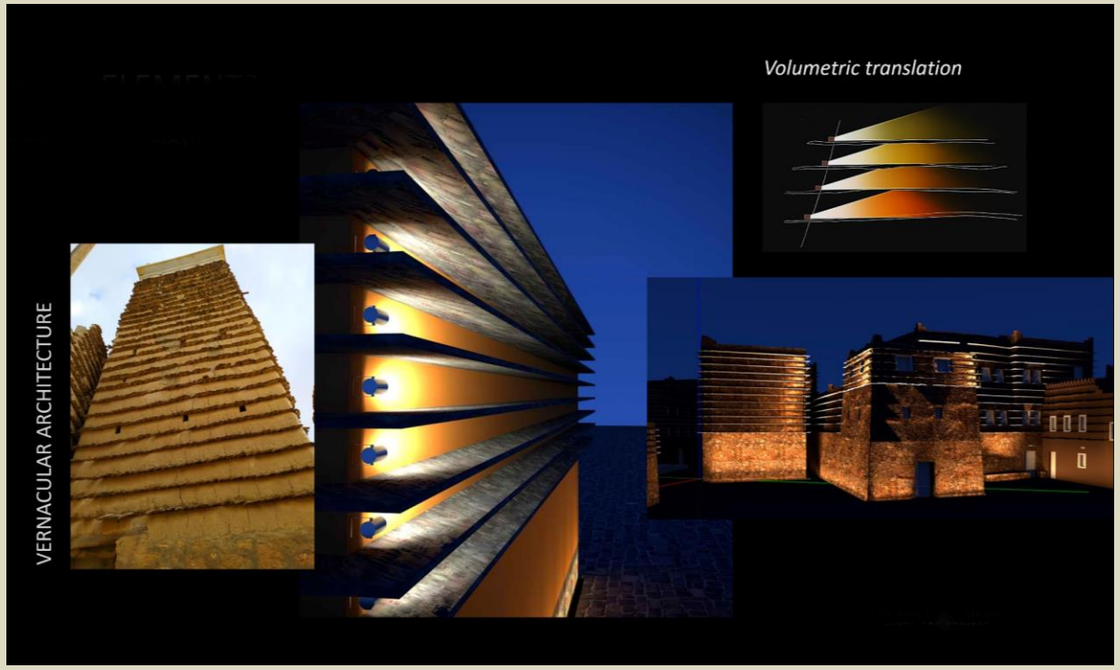
LIGHTING MASTERPLAN | AL BASTA HERITAGE VILLAGE | ASIR | KSA

CLIENT MUNICIPALITY OF ABHA, ASIR, KSA
ROLE CONCEPTOR, LIGHTING DESIGNER, SPECIAL ITEMS DESIGNER
STATUS DELIVERED EXECUTIVE PROJECT







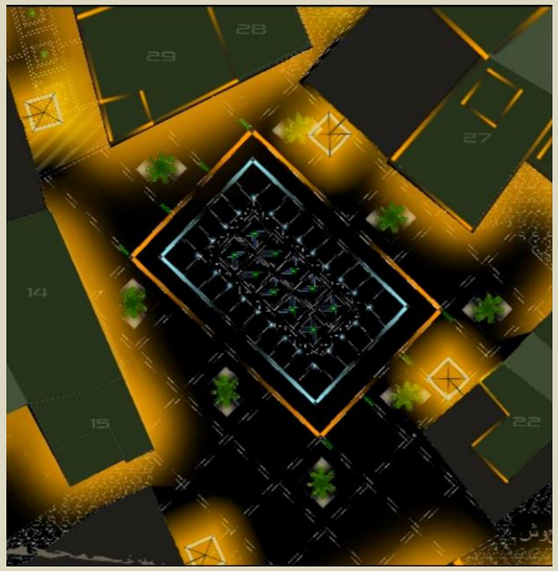


NOOR ALA NOOR

LIGHTING MASTERPLAN | AL BASTA HERITAGE VILLAGE | ASIR | KSA

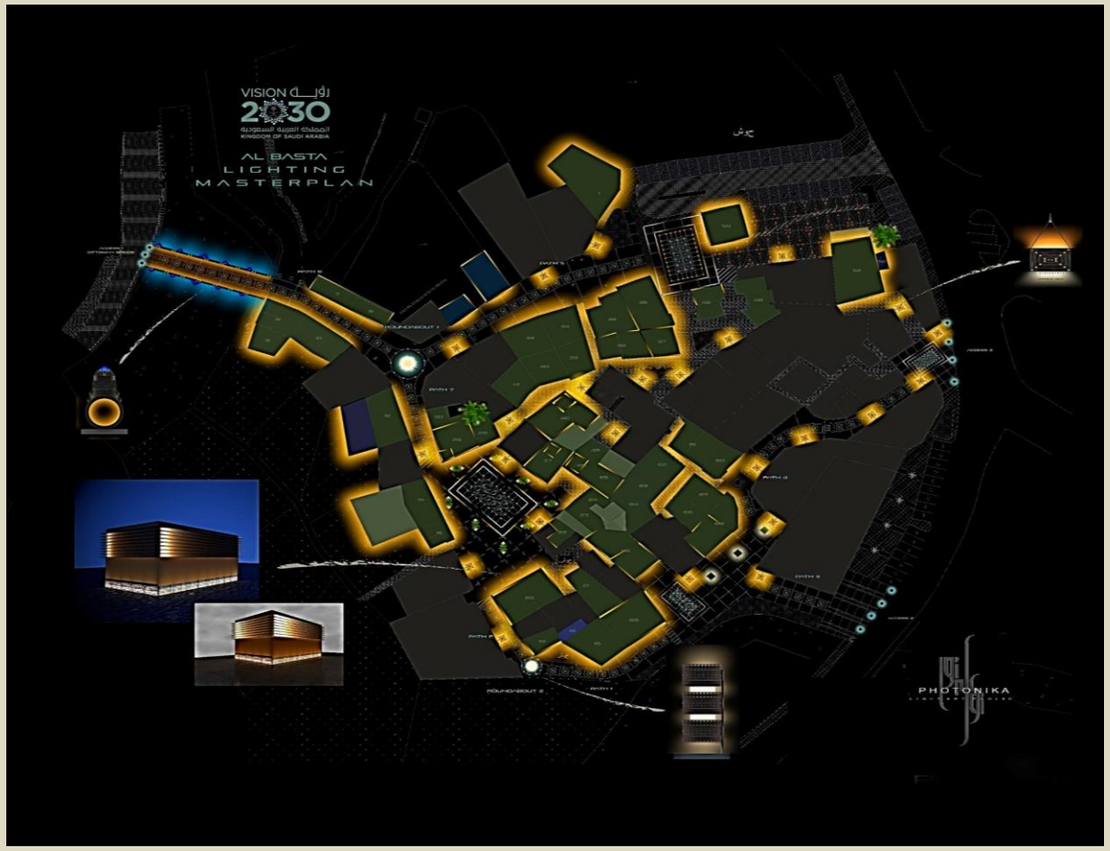
CLIENT MUNICIPALITY OF ABHA, ASIR, KSA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED EXECUTIVE PROJECT

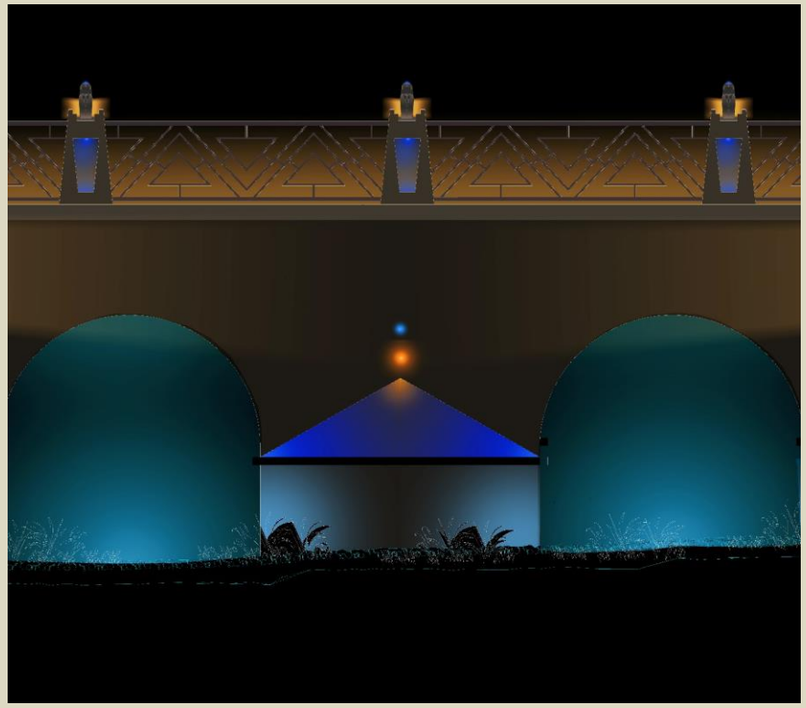
Al Basta is a very small heritage village in the core of Abha, the capital of Asir. Within a general plan of urban and architectural restoration acted by the local Municipality, the lighting ended up to be the fastest and less invasive intervention to give it a new life.
*The inspiration was offered in the first by the peculiar **vernacular architecture**, and second by the **uncovered history** of the place. Elements that triggered the challenge to custom an original lighting masterplan with some exclusive coup de théâtre, such as the **Lighting Carpet**, the **Urban Jewels** and a **dynamism** of light coherently based on the arabic religious tradition.*











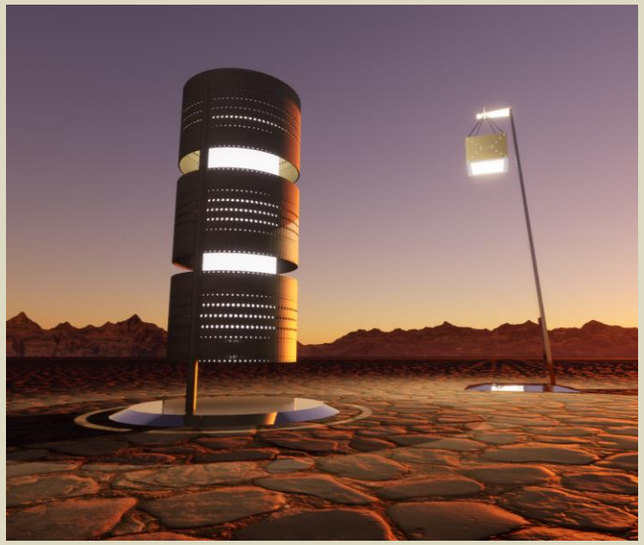
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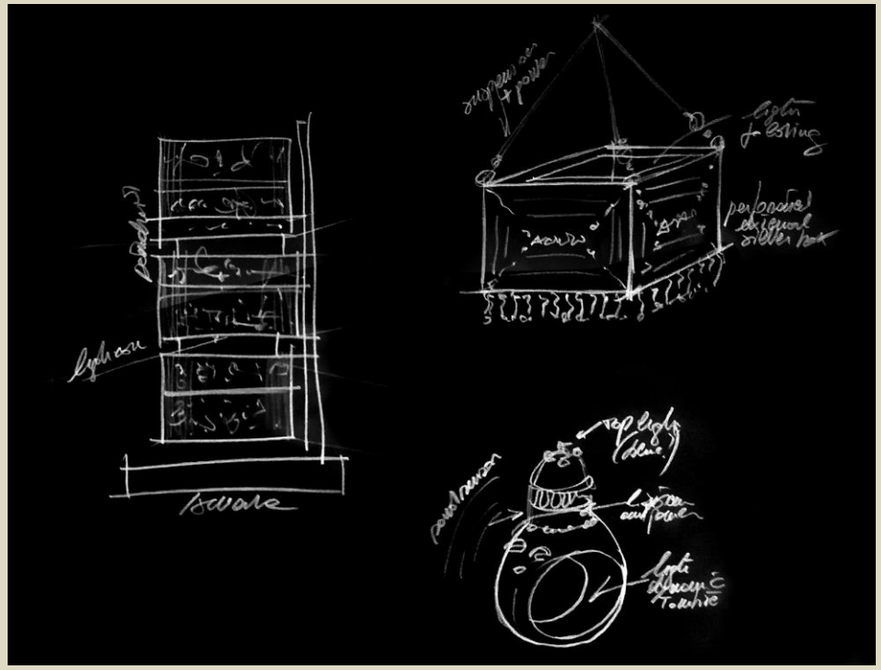
LIGHTING MASTERPLAN | AL BASTA HERITAGE VILLAGE | ASIR | KSA

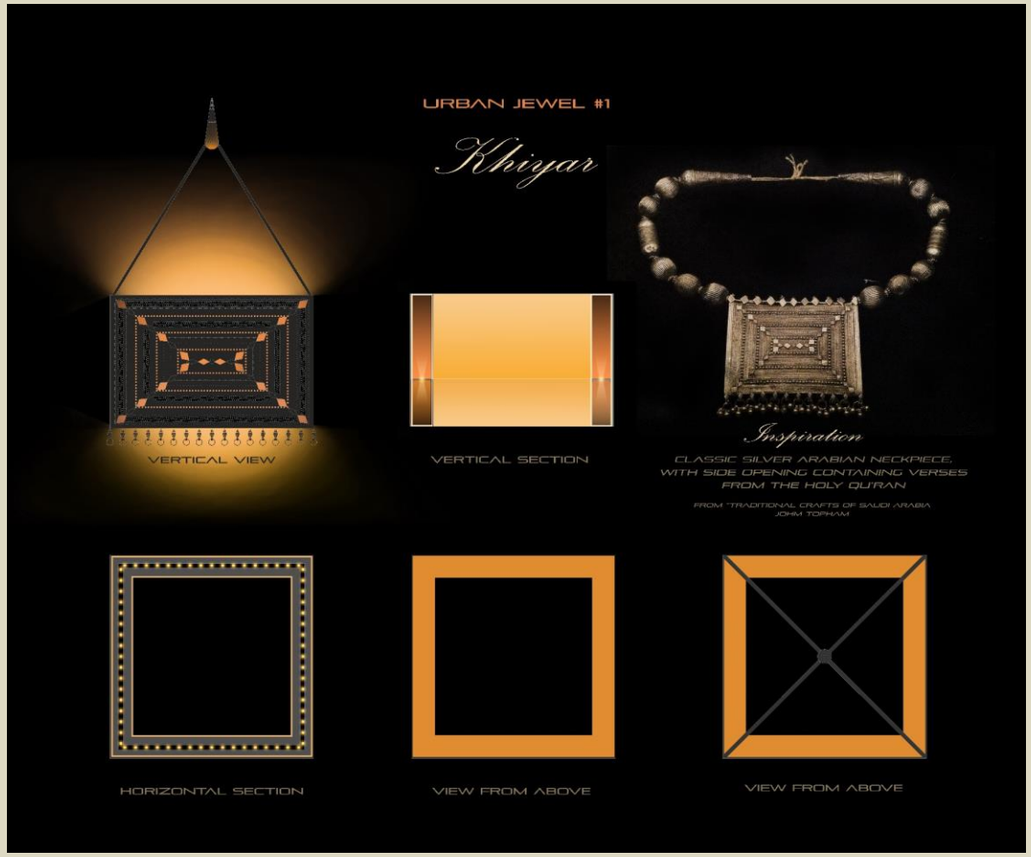
CLIENT MUNICIPALITY OF ABHA, ASIR, KSA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED EXECUTIVE PROJECT

*Most appreciated aboutf this lighting masterplan were the **Urban Jewels**.*
*Inspired by the tradition of the ancient Yemenite jewellery craftmanship, these three **lighting engines** combine the function of providing an accurate lighting for the specific context and the representativeness as **historical reminders** of what used to be the everyday life in the streets and squares of the village, crosspoint of merchants and pilgrims along the route to the Makkah.*

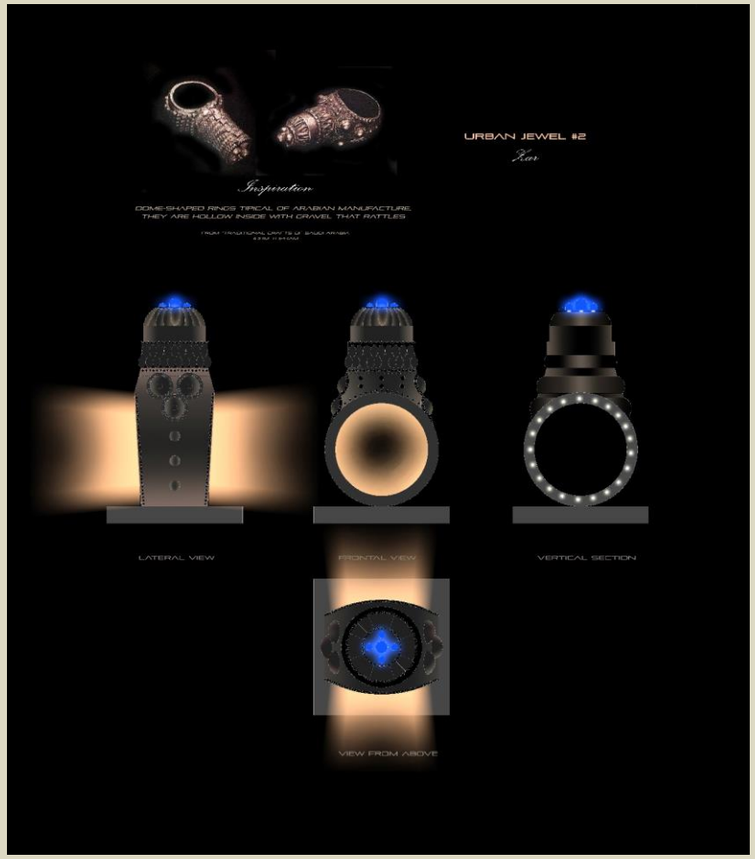
*Advanced technolgy and history are perfectly fused in the concept of **futuring the past**.*







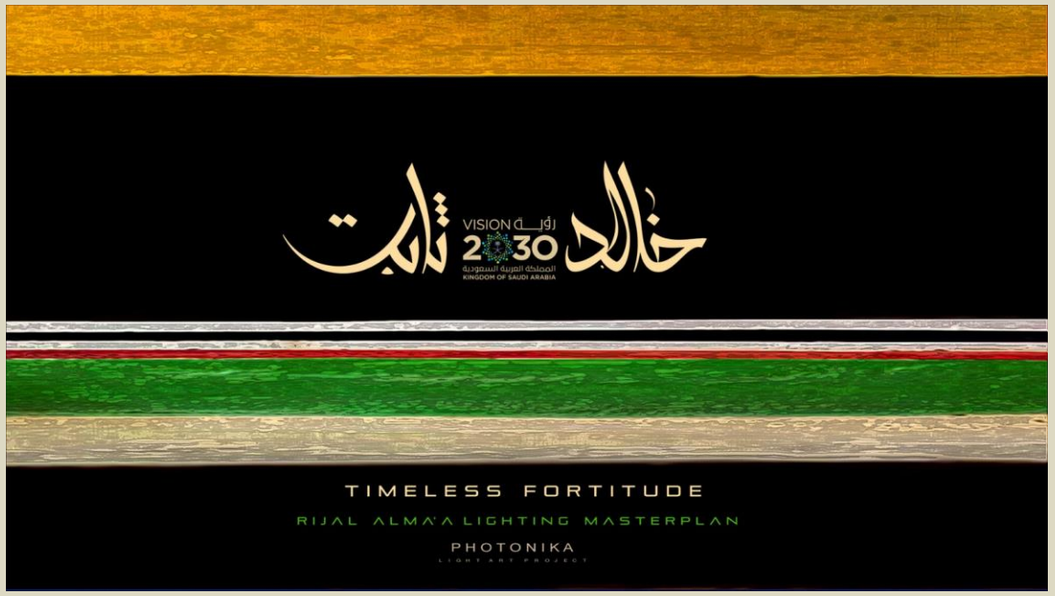




TIMELESS FORTITUDE

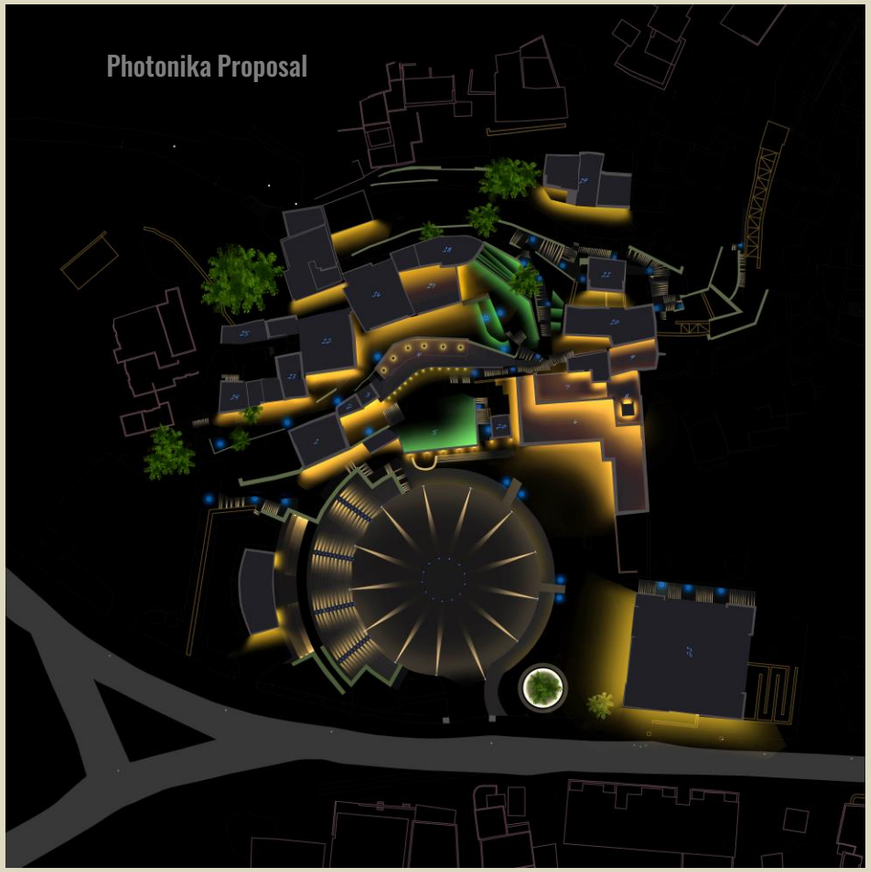
LIGHTING MASTERPLAN | RIJAL ALMAA HERITAGE VILLAGE | ASIR | KSA

CLIENT MUNICIPALITY OF RIJAL ALMAA, ASIR, KSA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED PRELIMINARY PROJECT









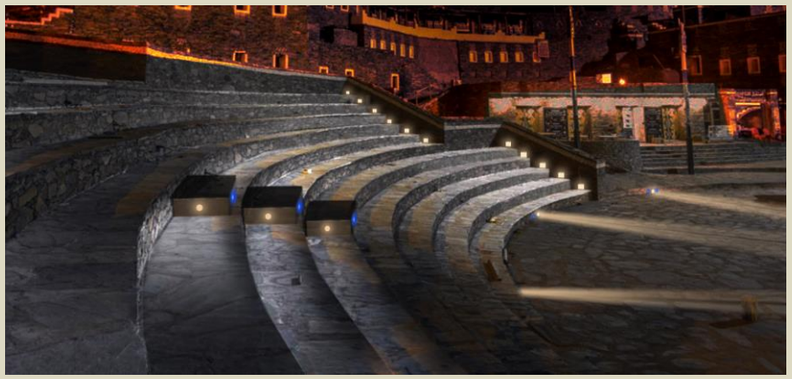
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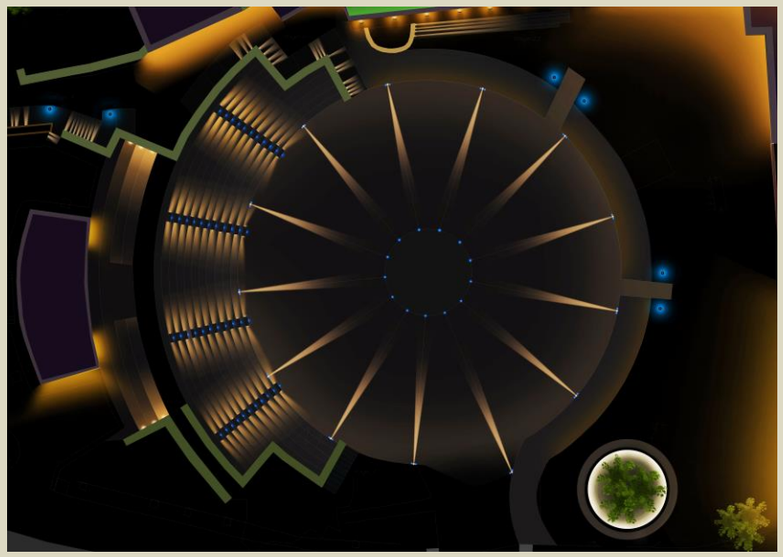
LIGHTING MASTERPLAN | RIJAL ALMAA HERITAGE VILLAGE | ASIR | KSA

CLIENT MUNICIPALITY OF RIJAL ALMAA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED PRELIMINARY PROJECT

VISION رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

UNESCO World Heritage Centre - Tentative Lists











Rijal Almaa is one-of-a-kind example of Yemenite-Arabian heritage urban settlement.

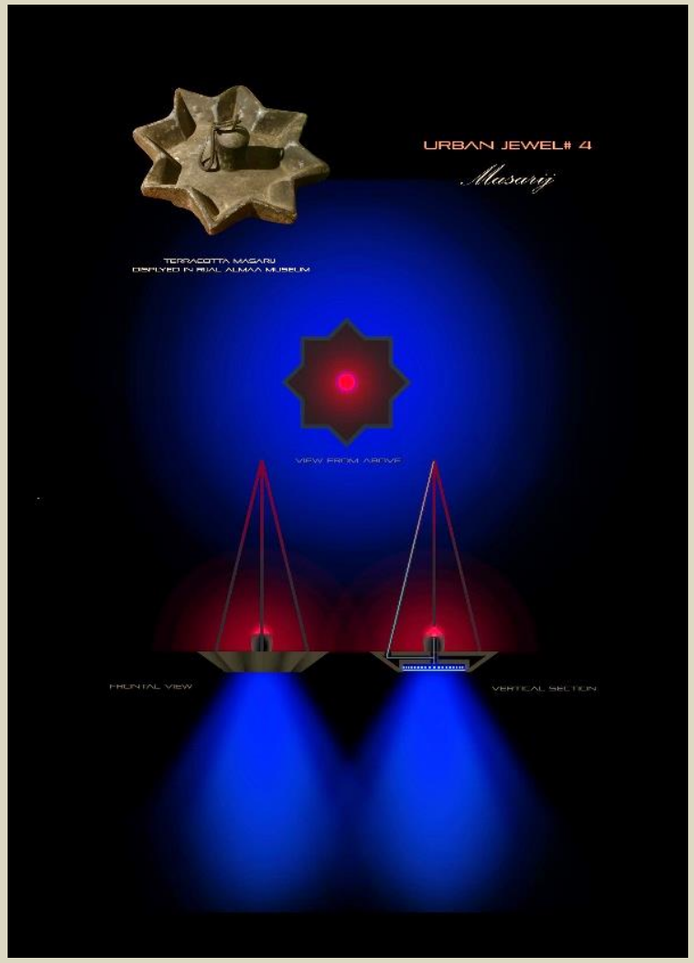
*The challenge was to replace the existing lighting system with a more **expressive** and **appealing** one, able to realise the **harmonic perception** of the whole and the detail, to **exhibit** the majestic architectural backdrop overing the arena, and to **stage** the glorious past of a proud community.*



TIMELESS FORTITUDE

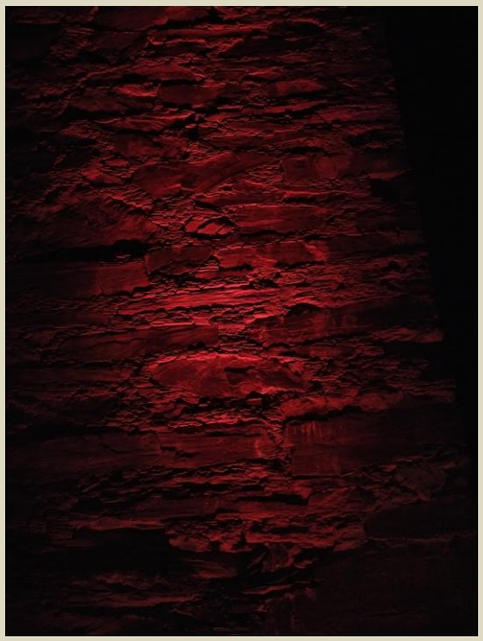
LIGHTING MASTERPLAN | RIJAL ALMAA HERITAGE VILLAGE | ASIR | KSA

CLIENT MUNICIPALITY OF RIJAL ALMAA, ASIR, KSA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED PRELIMINARY PROJECT

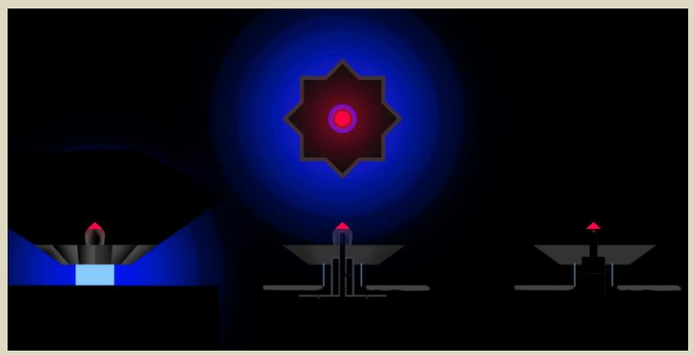




*An interesting part of the preparation was the analisys of the particular **cristalline structure** of the stones that domains the architecture in the village, and its deep **reflectiveness** reacting with different sources of light.*







*The **Lightengine** dedicated to Rijal Almaa was inspired by one of the **ancient oil lamps** exhibited in the local museum.*
*A particular one, the **Masarij**, shaped on a meaningful religious symbol, was redesigned and engineered to become both a **recessed device** and a **hanging lamp**, theatralised with some dynamisms ispired anectodes of the **local oral tradition.***

WATERFRONT COSTASMERALDA

LIGHTING PROJECT | COSTASMERALDA VIP VILLAGE | PORTO CERVO | ITALIA

CLIENT FILMMASTER GROUP by appointment to SMERALDA HOLDING GROUP
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED





This VIP lounge comes alive each year just for summertime.
*The client aimed to upgrade the general atmosphere of the **movida nights** with a new charming lighting setup.*
*The choice was inspired by the **boat lighting**, the **fluidity** of the Sardinian water and the wind, the **warmth** of the fire colors, elements that were played with a smart focus and a slow dynamism.*



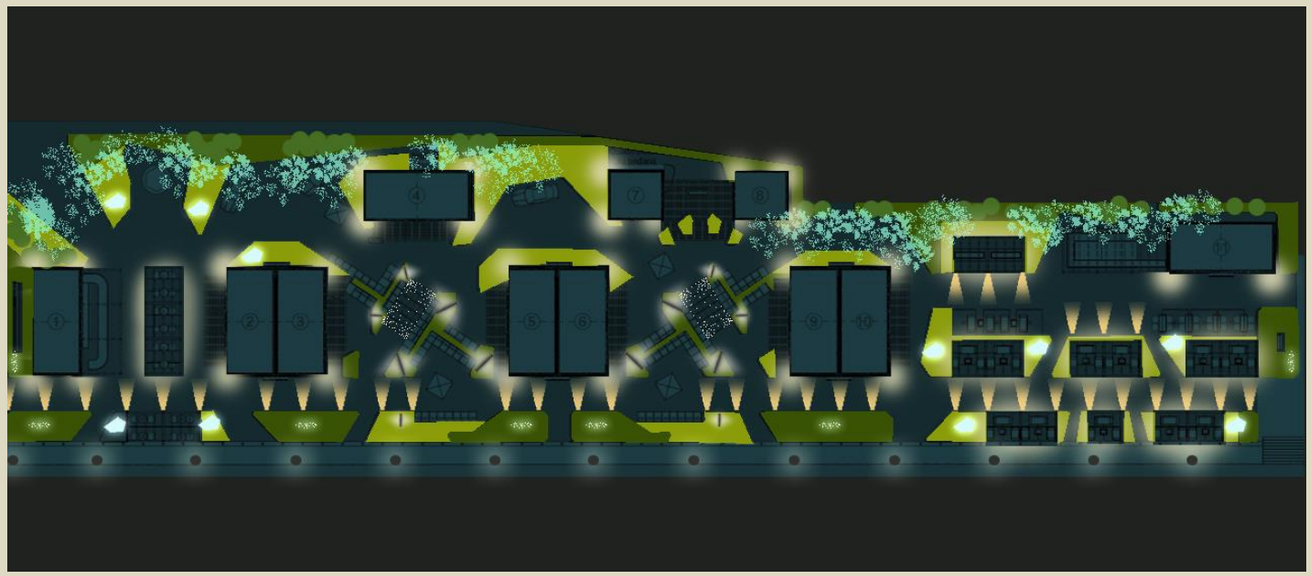


WATERFRONT COSTASMERALDA

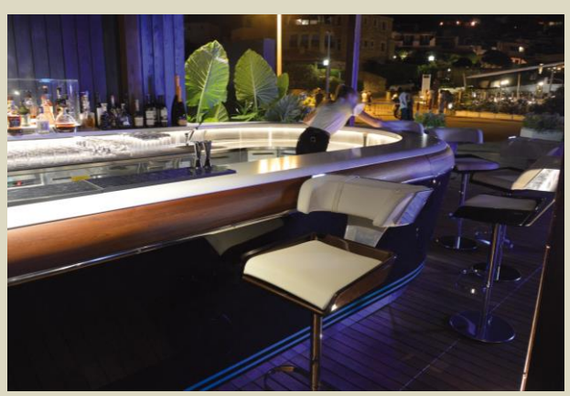
LIGHTING PROJECT | COSTASMERALDA VIP VILLAGE | PORTO CERVO | ITALIA

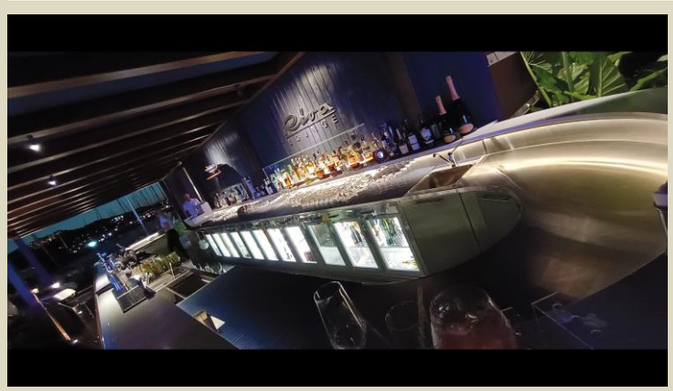
CLIENT FILMMASTER GROUP by appointment to SMERALDA HOLDING GROUP
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED

















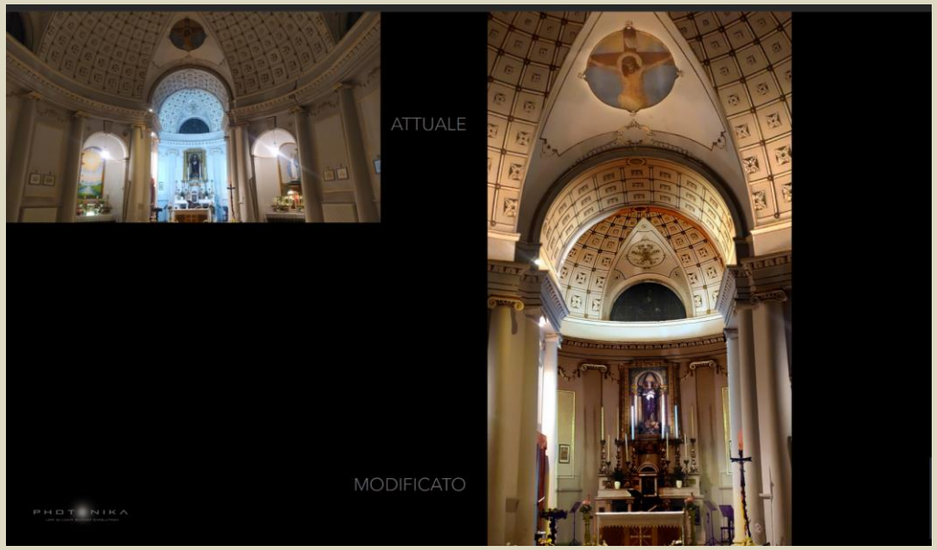


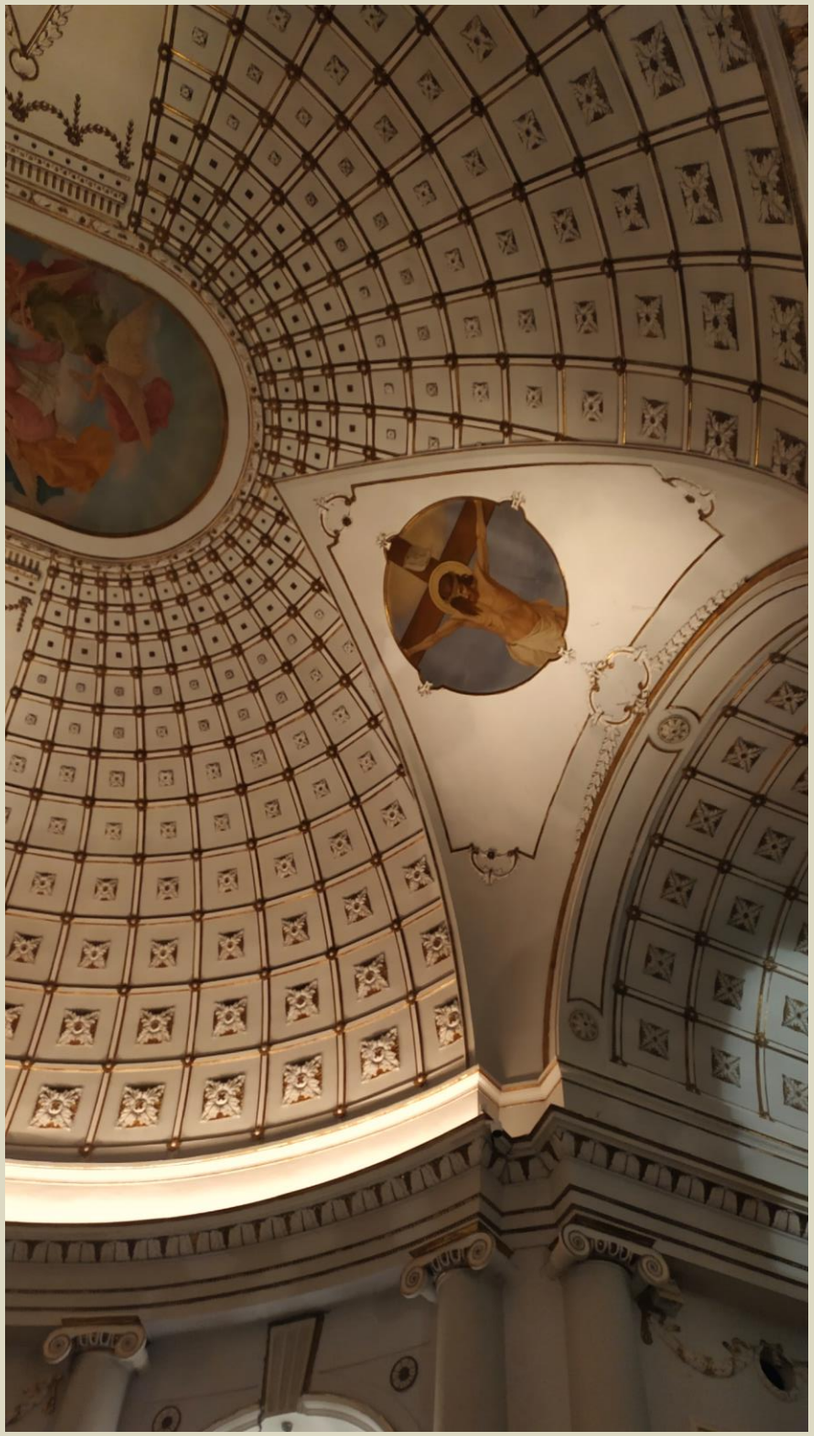
HUMAN

CHURCH OF SANTA LUCIA

LIGHTING PROJET | FERMO | ITALIA

CLIENT SANTA LUCIA'S PARISH ADMINISTRATION
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED PRELIMINARY PROJECT



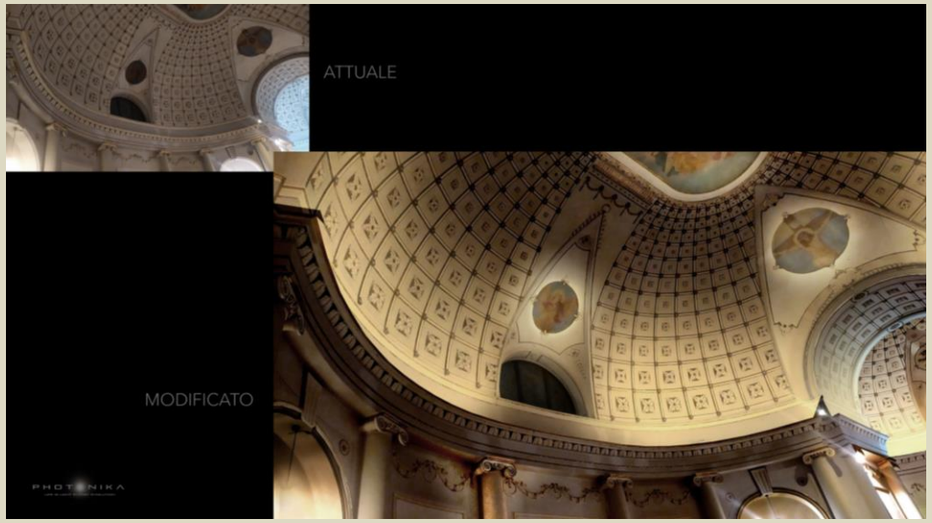




*The basic issue with the church was the **total lack of perceptive balance**, because of a random scheme of scarse lighting that caused the ambient to appear even darker than it really was.*

*Going through a keen analysis of the history of the building, the volumes, the frescos, the skin texture, the sacred scheme of icons and statues, combined with the knowledge about how light enhances **the attitude to prayer and meditation**, the result was an environment where "**you feel like levitating**", as said directly by the people who regularly attend the church of Santa Lucia.*

The inspiration was amplified by the fact that Santa Lucia in the catholic tradition is the protector of the eyes and the vision.





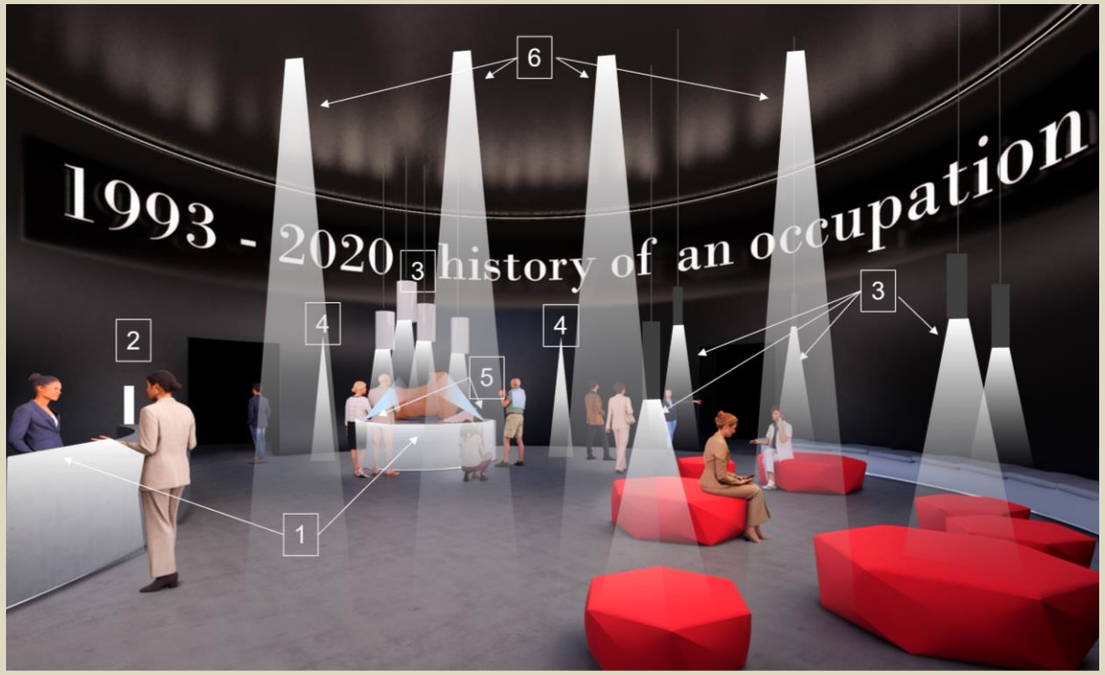
AZERBAIJAN MEMORIAL COMPLEX | AGHDAM

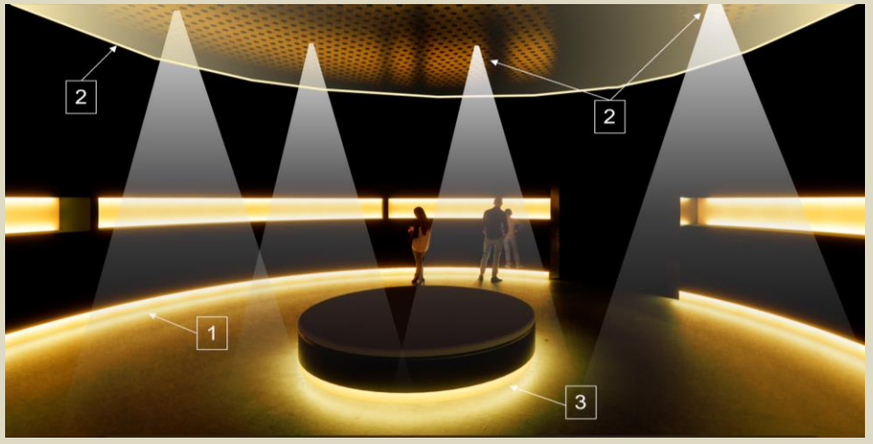
LIGHTING DESIGN, TECHNICAL AND TECHNOLGICAL COLSULTANCY | AGHDAM | AZERBAIJAN

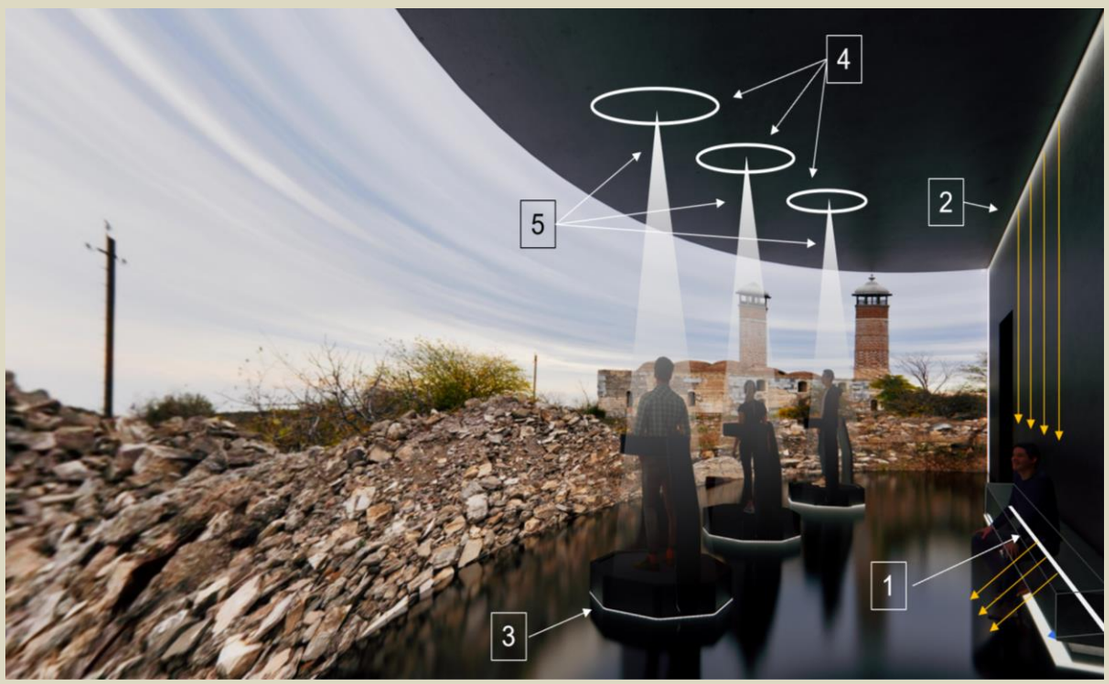
CLIENT EXACT AND ACN ITALIA by appointment to THE GOVERNMENT OF AZERBAIJAN
ROLE LIGHTING DESIGNER. TECHNICAL AND TECHNOLOGICAL CONSULTANT
STATUS DELIVERED

The memorial complex is a huge museum network dislocated throughout the national territory, within a wider governmental program of celebrations in Azerbaijan.

The one in Aghdam was meant as the pilot project, where all the major conceptual and technical settings of the memorial complex were set up. The task became hybrid, from just technical and technological consultancy to also lighting design, as the architectural and destination schemes developed towards a final project .









HUMAN LIGHTENGINE

PICCOLO TEATRO DI SANTA SOFIA

LIGHITNG DESIGN, SPECIAL ITEMS DESIGNER | MORESCO | ITALIA

CLIENT MUNICIPALITY OF MORESCO
ROLE LIGHTING AND LIGHT DESIGNER
STATUS DELIVERED



The location was originally a medieval church and only in modern times has been turned into a little precious theatre.
The idea of creating a ***sober but unconventional lighting*** *system had to challenge the criticality of the fragile composition of the walls and above all of the ceiling.*
The solution was to design a new ***elegant chandelier*** *as the main dominant element of lighting, exploiting a geometric stability for the shape so that the mechanical solicitation was reduce to the minimum. With the support of the Italian lighting company* ***LUCIFERO****, the chandelier and some wall appliques in the same style were* ***realized and customized for the purpose on the original design of Patrizia Stella****, and she also* ***performed the physical shaping and installation*** *on site.*
The choice then of thin cupper tubes, flame-shaped bulbs and visible technological components, combined with a dimmerable deep warm lighting, helped in achieving an appealing visual result.







WOLD EARTH DAY CELEBRATION 2018

LIGHTING INSTALLATION | MUNICIPALY HEADQUARTER of TIRANA | ALBANIA

CLIENT MUNICIPALITY OF TIRANA
ROLE CONCEPTOR, LIGHTING, PROJECT MANAGER
STATUS DELIVERED







*Within the program of celebrations for the **World Earth Day**, the Municipality of Tirana requested an installation of high impact both on the local public and for the streaming broadcasting.*

*The proposal focused on **transforming the Municipality itself in the message it wanted to deliver**, becoming a **huge multimedia spatial screen** where the major elements of nature and basics of life – **air, water, fire** – were played in a spectacular urban show synchronized with a dedicated selection of sounds.*
*The word **"LIFE" translated in all the languages**, represented the **pulsing rhythm** on the façade, with a fading dynamism.*
***Fluidity and transformation** were the common factors of colors and effects representing each element.*



TEATRI URBANI

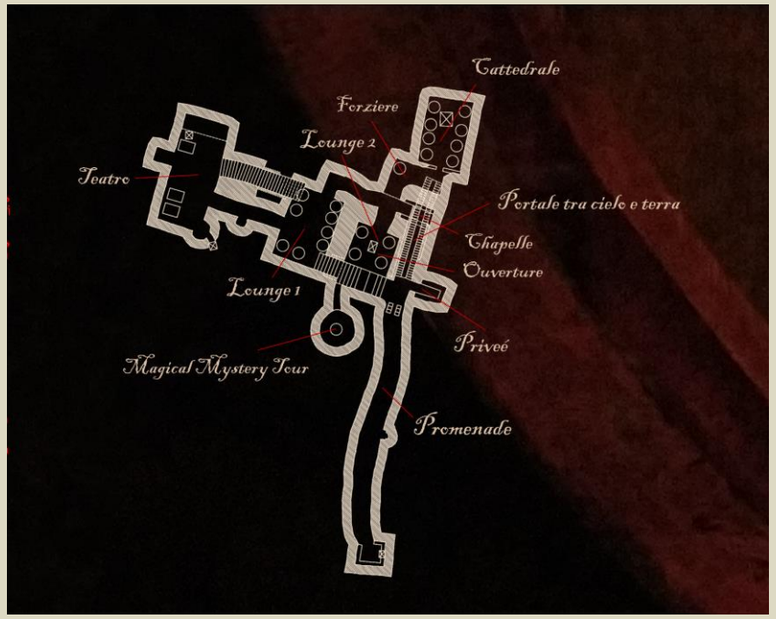
LIGHTENGINE

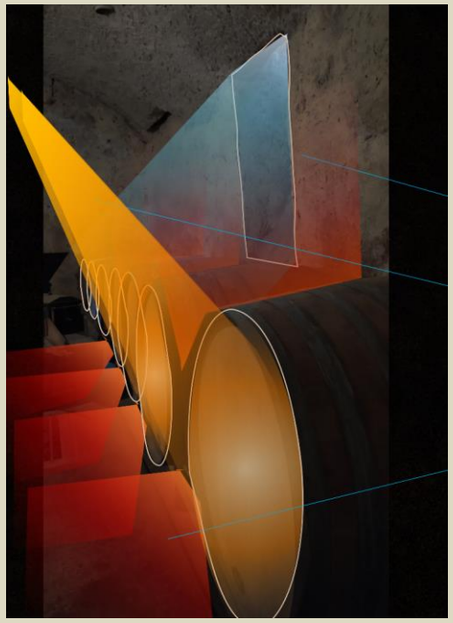
ANIMO DI_VINO

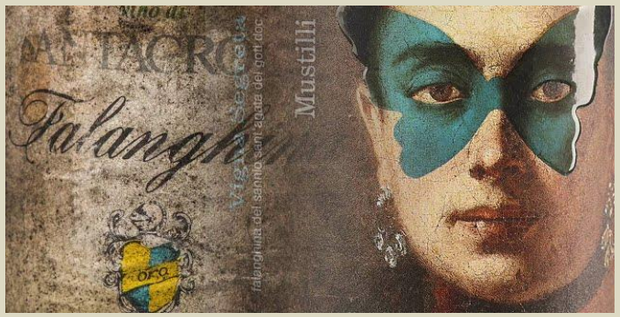
LIGHTING MASTERPLAN | CANTINE MUSTILLI | SANT'AGATA DE' GOTI | ITALIA

CLIENT AZIENDA VINICOLA MUSTILLI
ROLE CONCEPTEUR, LIGHTING, PROJECT MANAGER, SPECIAL ITEMS DESIGNER
STATUS DELIVERED











*The concept was developed starting from the consideration that the whole place appeared as an **underground city**.*
Within a depth of 16 mt from the road level, the cantina developes as an intricate structure of cellars, paths, caves and light wells.
*The first step was to **rewrite all the ambients with a specific personality** and assign to each one a lighting perfomance with a **theatrical and mystical like** imprint.*

*From the long steep stairway connecting the ground level to the first underground, the «Portal between Sky and Earth», down to the final « Cathedral» the visitor can enjoy an **experiential walk** where light acts like an **alchemic navigator**, an **emotional salt** to enhance the **visual taste** throughout this inebriating hidden city.*



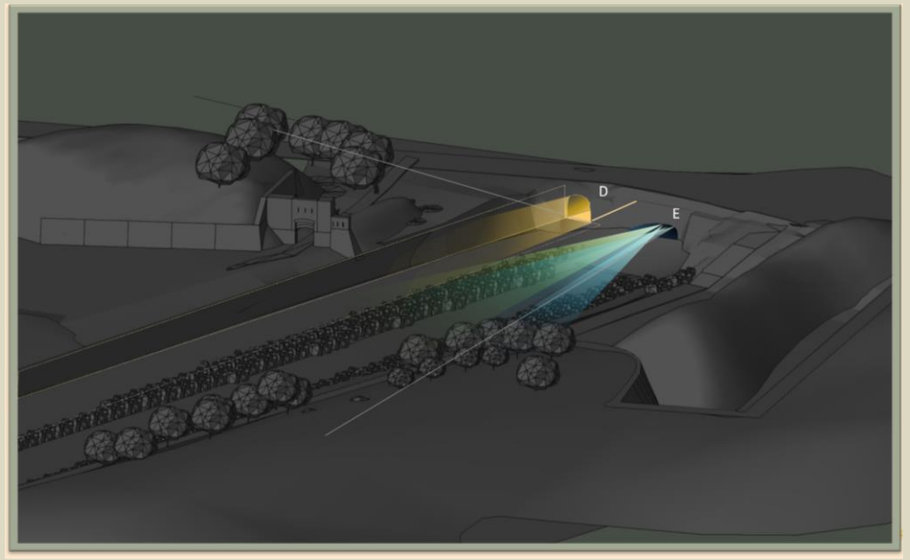
CONTROPORTA di PORTA CIVIDALE

LIGHTING PROJECT | PALMANOVA | ITALIA

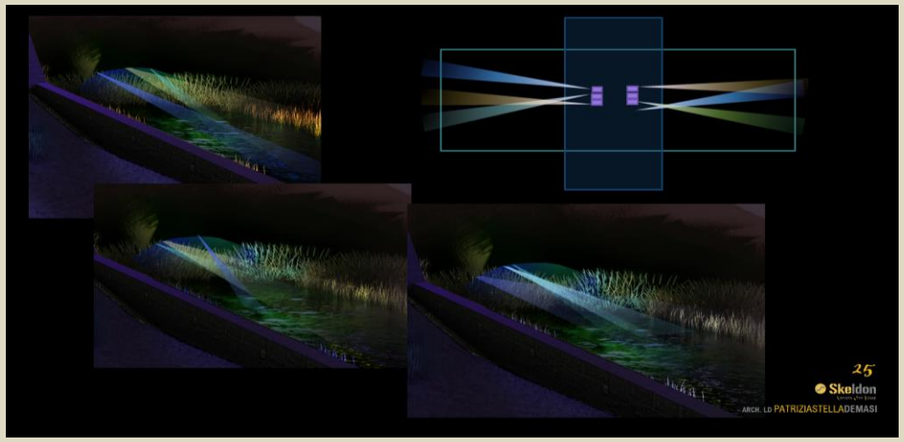
CLIENT MUNICIPALITY OF PALMANOVA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED PRELIMINARY







The lighting design was part of a winning competition for the restoration of the Controporta of Porta Cividale, one of the main historic urban portals of Palmanova, renown fortress citiy with a nine-star geometry, built in the Renaissance period.
The context in which the controporta is located has many **interconnected elements**, such as a moat, a bridge, the defensive walls and a scheme of strategic paths linking them all. So the **ispiration from the old military procedures** was the leading theme of the lighting concept, where **interactivity** plays with dark and sudden lights, quick change of colors, and a **chromatic code** warm-extreme cold to identify the different spaces.







MANY HEARTS ONE LOVE

LIGHTING PROJECT | BLUE NOTE MILANO | ITALIA

CLIENT BARLEY ART for CASTA DIVA PRODUCTION
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED

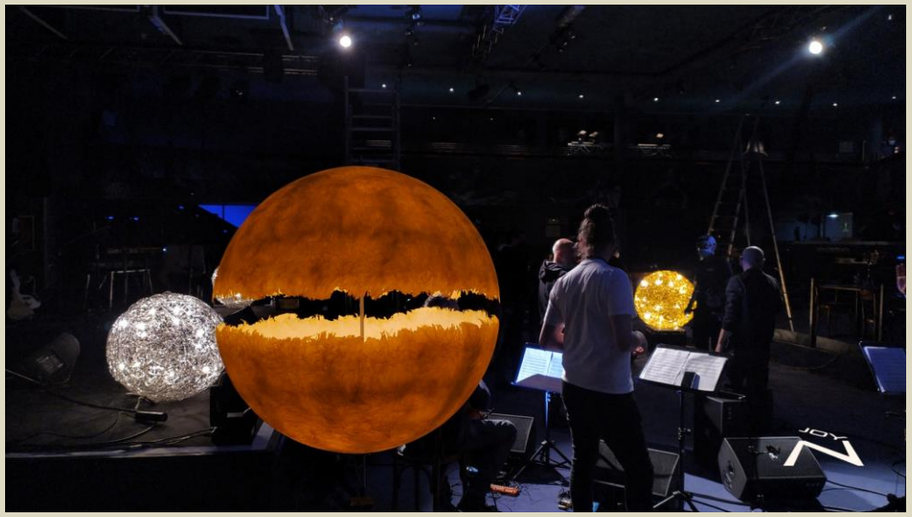




MANY HEARTS, ONE LOVE was the slogan coined to celebrate the international day of the **Red Cross** and the **Red Cescent**, at the famous club Blue Note in Milano.
The ispiration came out particualrly incisive, being the event performed during the covid pandemia.

The concept proposed was the **HUMAN GALAXY**, to honour the work of these international organisations, especially in a time when humanity was an enhanced topic. The performance of notorius starsc took place within a **fluent «cosmo»** of lights and colors, specially set up for the **live streaming modality**.

The experience with all the crew was one of the most exciting ever.











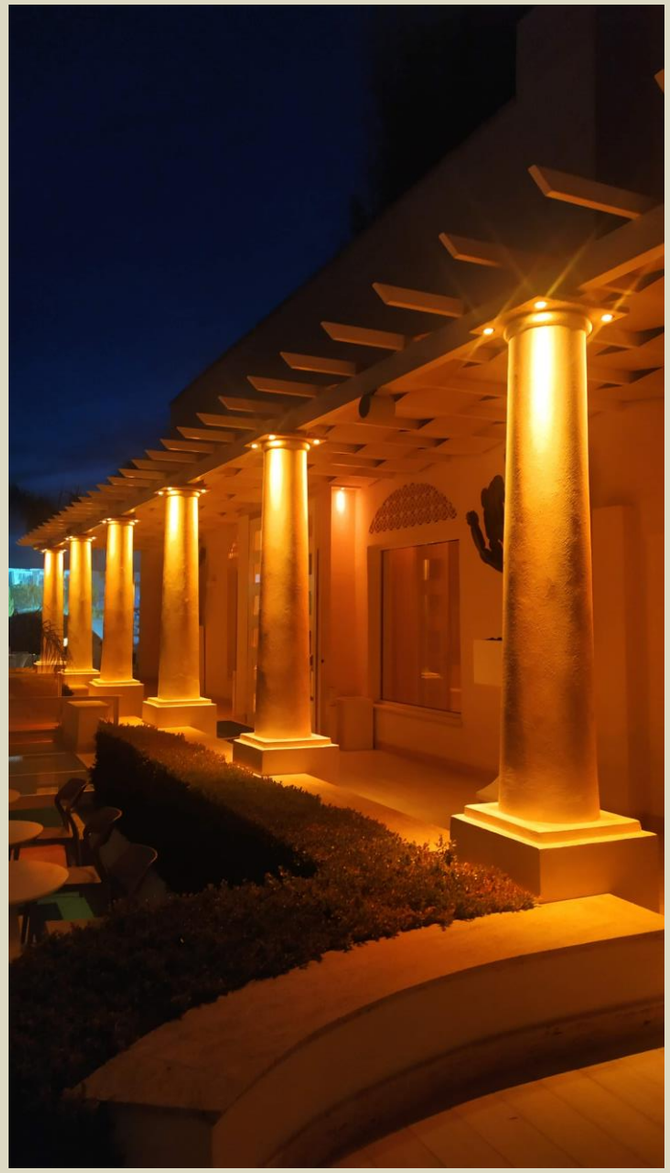
AL CHIAR DI LUNA

LIGHTING SETUPS | MONTE DI PROCIDA | ITALIA

CLIENT DOMENICO MAZZELLA, OWNER AL CHIAR DI LUNA
ROLE CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED

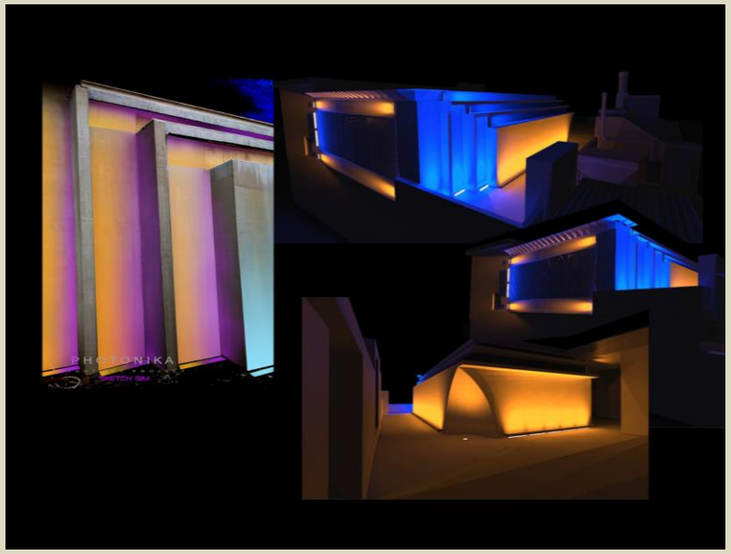


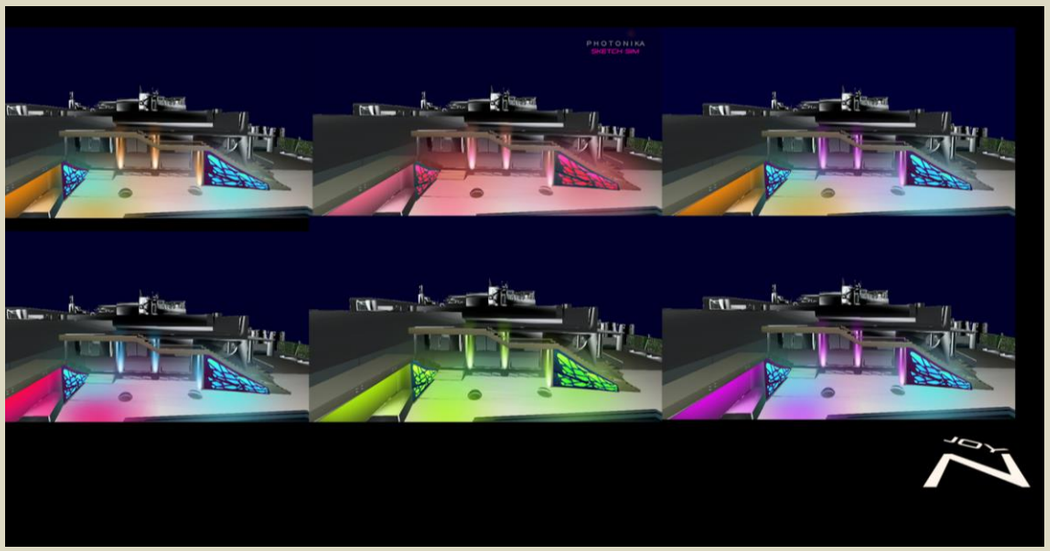




This is a location, in one of the most magical spots of the Tirrenian coast facing the isles of Ischia and Procida, is exclusively dedicated to celebrations.
The owner requested a wide range of **extreme archi-tainment** options to build an **archive of lighting scenarios**, **dynamic and synchronised** with some musical playlists and the general domotic system, and finally **directly actionable** by the personelle thanks to an application esclusively built for the location. The whole system is also controlled in remote mode for quick intervention on contents and technical issues.
Like a **cinematographic set**, this location has become a **cameleon container** for dreamy events.







ASIR REGIONAL WELCOME SIGNS

ARCHITECTURAL AND LIGHTING DESIGN | ASIR | KSA

CLIENT ASDA, PRINCIPALITY OF ASIR
ROLE ARCHITECT, CONCEPTOR, LIGHTING DESIGNER
STATUS DELIVERED

هيئة تطوير منطقة عسير
Aseer Development Authority



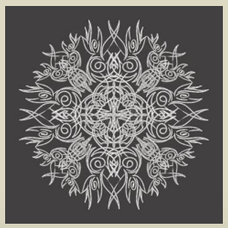




The proposal was developed upon the personal request of **Prince Turki bin Talal**, president of ASDA, about creating an **attractive welcome signs** for the visitors accessing the various territorial districts of Asir.

This A to Z design was inspired in the first by the **peculiar architectural blueprint** of the heritage villages, the very landmark of each district. The integration with decorative elements recalling the Saudi tradition, such as the **curved daggers upon which the «welcome» was designed**, a keen grazing technique of lighting, and the all factors combined in a contemporary style., allowed to get to a coherent beautiful result.





PATRIZIA STELLA DE MASI

ARCHITECT | URBAN PLANNER | LIGHTING DESIGNER | PRESIDENT AILD

PORTFOLIO

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