

COURSE AND WORKSHOP IN

Lighting Design in interiors for retail: LED & new technologies

VI EDITION



AWARDING BODY

Laboratorio LUCE

Department of Design
Politecnico di Milano
Direction: prof. Maurizio Rossi
tel +39 02 2399 5696
mob +39 340 4005606
lab.luce@polimi.it
www.luce.polimi.it

MANAGEMENT

Poli.Design consortium
formazione@polidesign.net

DURATION

Course: 8 hours
Workshop: 40 hours

PERIOD

Course: 1st December 2014
Workshop: 2-19 December 2014

COURSE TEACHERS

Danilo Paleari

(Studio Quantis)

Patrick van der Meulen

(Xicato) - In English

Andrea Cacaci

(Studio Arch. Cacaci)

Giacomo Rossi

(Studio Rossilighting)

WORKSHOP TEACHERS

Marinella Patetta

(Studio Metis)

Nicoletta Rossi

(Rossi Bianchi lighting design)

CREDITS - C.F.P.

Credits will be issued at the
Professional Association of
Architects of Milan
info: formazione@polidesign.net

REGISTRATION FEE

Cost of the course (8 hours) is
180€ + IVA. Cost of the
workshop (40 hours) is 480€ +
IVA. Course and Workshop can
be purchased individually. For
registration details and more
information about the content,
please contact the Secretariat.
Discount of 10% for the members
of AIDI, APIL, ASSODEL and
ASSOLUCE.

LANGUAGE

Course and Workshop will be
held in Italian language with a
direct translation service and the
support of a bilingual tutor.

TARGET

The course is intended for
technical graduated and
non-graduated professionals who
wish to deepen the knowledge of
lighting design for the retail
spaces.

PRE-REQUIREMENTS

For a successful participation, it is
suggested the knowledge of basics
of photometry and lighting, but
also the knowledge of a
photometric calculating software
(Dialux or similar).

COURSE CONTENT

The moment of purchase is tied to
an emotion: buy a product or
cosmetic accessory implies a
desire for beauty, those who
purchase a dress of a particular
brand is identified with a
particular life style; each and
every brand can project on the

buyer a particular image. The
customer is not a consumer but an
individual who has dreams,
emotions and desires. For this
reason the exposed product
needs to be put in evidence.
Therefore, it is essential the role of
light that combines the luminous
needs and to create an
atmosphere.

The course will describe the LED
technologies and their use in
retail: color temperature, color
rendering and lighting fixtures
with LED technology.

Manufactures interventions are
planned to describe the company
and the products for retail.

WORKSHOP CONTENT

The communication of the product
and the brand are central to the
design of the exhibition and sales
spaces. The displayed product is
just one of a multitude of other
items that require a careful and
precise relationship with light.

While the new technical
possibilities, such as
miniaturization and the
development of electronics
applied to lighting, improvements
on "classic" technology, the LED
light sources based on completely
new technologies and new and
sophisticated lighting fixtures
allow now an unprecedented
creative freedom; on the other
hand, the new requirements of
space upload the project, in
particular way the lighting
design, which has high

expectations and responsibility,
especially in relation to the issue
of energy savings. You will learn
the specifics of the lighting project
for the retail spaces through case
studies in different fields. The
workshop will aim, through the
elaboration of a project
contextualized in a real situation,
to provide methodological and
practical approach to the design
in this context. The project will
simulate the real methodological
path from the concept to
executive stage.

WITH THE CONTRIBUTION OF

formalighting

XICATO

WITH THE PATRONAGE OF



APIL
Associazione Professionisti dell'Illuminazione

