



In collaboration with:

SOVRAINTENDENZA AI BENI CULTURALI DEL COMUNE DI ROMA
SSML SCUOLA SUPERIORE MEDIATORI LINGUISTICI GREGORIO VII

Patronages:

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Sponsor:

A.A.G. STUCCHI - CLAY PAKY – EXENIA – LINEA LIGHT

Technical sponsor:

ILM LIGHTING

WORKSHOP

LIGHT FOR RETAIL SECTOR

October 9-14 2023:

Theory and practical exercises (time-table 9:30 am -12:30 pm / 2:00 pm – 5:00 pm)

Retail design has changed its style in recent years, becoming a more complex project, which integrates not only the quality of architecture and interior design but also corporate philosophy and brand identity.

Within the chaotic scenario of commercial communication, the watchword is to stand out in an unmistakable way and to convey the company culture and its product as a unified image, controlled in every detail, capable of also offering an emotional message.

The shop thus increasingly becomes a container of perceptive experiences, capable of arousing curiosity, entertainment, suggestions.

The focus shifts to aspects of immateriality and dramatisation, and light, no longer just a technical element of information, thus it is the main instrument of this new direction of architectural space

Program

In-person and online classes

Monday to Friday at Facoltà di Architettura - Via Emanuele Gianturco n. 2 - Room G54

Saturday online

Monday 9 9.00 am – 12.00 pm / 1.00 pm – 4.00 pm

STUDIO METIS LIGHTING online class

Marinella PATETTA Architect and Lighting Designer. Founder and Partner Metis Lighting

“Tailor made lighting design – design topics and approaches for retail lighting”

Tuesday 10 9.30 am – 12.30 pm

AAG STUCCHI Industry company

Roberta D’ONOFRIO Product Manager

“The binary system: flexibility in the retail world”

Tuesday 10 2.00 pm – 6.30 pm

Marco FRASCAROLO Engineer. Researcher and Chair of the department of Lighting Engineering

Department of Architecture University Roma Tre. Lighting Designer

“Brand display and communication needs”

Wednesday 11 9.00 am – 10.30 am

Marco FRASCAROLO e Marinella PATETTA Introduction to the project workshop

“The exhibition design of a jewellery store. Final project”

Wednesday 11 11.00 am – 1.00 pm

Guided tour of the Apple Store - Via del Corso 181

Marco FRASCAROLO Engineer. Researcher and Chair of the department of Lighting Engineering –

Department of Architecture University Roma Tre. Lighting Designer

Wednesday 11 3.00 pm – 5.30 pm

INFORMA SISTEMI Industry company

Andrea CARACCIOLO Technical manager

“Art and technology for in-store communication “

Thursday 12 9.00 am – 1.00 pm

Marco FRASCAROLO Engineer. Researcher and Chair of the department of Lighting Engineering –
Department of Architecture University Roma Tre. Lighting Designer

Design workshop

“The exhibition design of a jewellery store. Final project”

Thursday 12 2.00 pm - 5.00 pm

Andrea TAMAGNINI Engineer. Control System Designer

An in-depth study design on electrical systems

Friday 13 9.00 am – 1.00 pm /2.00 pm – 6.30 pm

Marco FRASCAROLO Engineer. Researcher and Chair of the department of Lighting Engineering –
Department of Architecture University Roma Tre. Lighting Designer

Project Workshop

“The exhibition design of a jewellery store. Final project”

Saturday 14 10.00 am – 1.00 pm (online)

Marco FRASCAROLO Engineer. Researcher and Chair of the department of Lighting Engineering –
Department of Architecture University Roma Tre. Lighting Designer

Project Workshop

“The exhibition design of a jewellery store. Final project”

Saturday 14 11.30 am – 1.00 pm (online)

Marinella PATETTA Architect and Lighting Designer

Project Workshop

“The exhibition design of a jewellery store. Final project”

In-presence and online

course modality: 6 days

dates: October 9 - 14 2023

Timetable: 9.30 am – 12.30 pm / 2.00 pm – 5.00 pm – 6.30 pm

Enrolment fee 1 workshop:	€. 500
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Reductions are available for those who wish to attend more than one workshop, as outlined in the following table:

n° workshop	
2 workshop	€ 900
3 workshop	€ 1200
4 workshop	€ 1700
5 workshop	€ 2100
6 workshop	€ 2500
7 workshop	€ 3000
8 workshop	€ 3500
9 workshop (+3 months free)*	€ 4200

***All those who will purchase the 9-unit package will be able to complete the training courses free of charge. Customised solutions (both economic and training content-wise) are available for companies wishing to enrol more people in the workshops. There is a discount for AIDI members equal to the annual registration fee of € 70 (individual member). Registration must take place by 7th October 2023. Please let us know by e-mail if you would also be interested in the optional day.**

A participation certificate will be issued at the end of the Workshop to participants who have attended at least 85% of the lectures and tutorials.

Contacts:

e-mail: mastermld@uniroma1.it

Ph. +39.339.2007187

Principal

Prof. Stefano Catucci

Associate Professor of Aesthetics

"Sapienza" University of Rome

Educational Coordination and Tutorship

Prof. Marco Frascarolo

Organisational Coordination

Prof.ssa Floriana Cannatelli

Business Office

DEPARTMENT OF ARCHITECTURE AND DESIGN - "Sapienza" University of Rome
Piazza Borghese 9, 00186



WORKSHOP

LIGHT FOR RETAIL SECTOR AND EXHIBITION SPACES

October 9 - 14 2023

Theory and workshops

Workshop application form

(to be sent by email to mastermld@uniroma1.it)

- NAME
- SURNAME
- CITIZENSHIP
- DATE OF BIRTH
- PLACE OF BIRTH
- TAX CODE
- MAILING ADDRESS
- CITY
- POSTAL CODE
- STATE
- PHONE OFFICE
- CELL PHONE
- FAX
- E-MAIL
- MOTHER TONGUE
- KNOWN LOANGUAGE
- ACADEMIC DEGREE:
- STUDENT ID:

- **Bank transfer details**
- **UNICREDIT SPA - La Sapienza University Treasury - Agency 153**
- **account holder: University of Rome "La Sapienza" Department of Architecture and Design (1331)**
- **IBAN: IT42K0200805227000401386491**

The Department, owner of the data processing, informs you that the data collected hereby will be subject to computer processing for the purpose of sending information regarding the courses or public initiatives organized by us for which such data are essential, of course you are entitled to the rights under art. 13 of law 675/96

The undersigned confirms the truthfulness of the data provided in accordance with law 675/96 and consents to the processing of his/her data for purposes related to the workshop as well as for advertising purposes of "Sapienza" University of Rome.

DATE

SIGNATURE