



**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 20<sup>TH</sup> 1968  
citizenship: ITALIAN  
current residency: ITALY

## CONTACT

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

## WEB

[www.photonika.life](http://www.photonika.life)  
[www.aild.it](http://www.aild.it)  
[www.linkedin.com](http://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 REGARDING 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 of 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"

## **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

# **SKILLS**

# **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**

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UNIVERSITÀ DEGLI STUDI DI PESCARA  
FACULTY OF ARCHITECTURE | DEPT. URBAN  
PLANNING  
Role: **Assistant**

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

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

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

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SYNERGHEYA Gruppo Srl  
BORGI 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**

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MUNICIPALITY OF SANT'AGATA DE' GOTI | ITALY  
**LIGHTING MASTERPLAN CONCEPT FOR THE HISTORICAL BOROUGH**  
Role: **Lighting Designer | Special lamp designer**

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NATIONAL PROFESSIONALISM  
**AILD | ITALIAN ASSOCIATION OF LIGHTING DESIGN**  
Role: **Co-founder | current President**

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MINISTRY OF JUSTICE  
**REAL ESTATE EVALUATION AND ESTIMATION**  
Role: **Technical consultant**

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MUNICIPALITY OF CORINALDO | ITALY  
**LIGHTING MASTERPLAN CONCEPT FOR THE HISTORICAL 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

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STARK Srl | ITALIA  
DIGITAL AND INTERACTIVE IMMERSIVE TECHNOLOGIES

Role: Professional consultant

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BOROUGH OF ETROUBLES | ITALIA  
OPEN AIR ART MUSEUM

Role: Lighting Designer

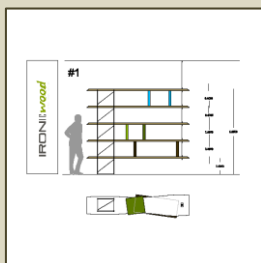
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SORGENIA MENOWATT | ITALIA  
SUSTAINABLE ENERGY SOLUTIONS

Role: Energy Manager Consultant

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BMB Srl | INNOVATIVE FURNITURE | ITALIA  
INNOVATIVE FURNITURE DESIGN

Role: Designer | special projects

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MUNICIPALITY OF VISSO | ITALIA  
GIACOMO LEOPARDI MANUSCRIPTS | SPECIAL ARCHIVE PROJECT

Role: Conceptor, Designer, Lighting Designer



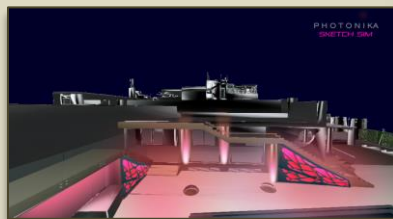
# PROFESSIONAL EXPERIENCES



## MUNICIPALITY OF TIRANA | ALBANIA WORLD EARTH DAY LIGHTING INSTALLATION

Role: **Conceptor, Lighting Designer**

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## AL CHIAR DI LUNA | EVENT LOCATION | ITALIA CREATIVE LIGHTING DESIGN

Role: **Lighting Designer**

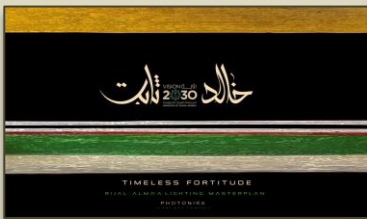
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## MUNICIPALITY OF ABHA | SAUDI ARABIA AL BAST ALIGHTING MASTERPLAN

Role: **Conceptor, Lighting Designer**

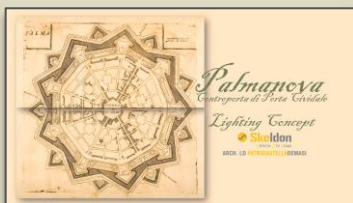
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## MUNICIPALITY OF ABHA | SAUDI ARABIA RIJAL ALMAA ALIGHTING MASTERPLAN

Role: **Conceptor, Lighting Designer**

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## MUNICIPALITY OF PALMANOVA | ITALIA PORTA CIVIDALE RESTORATION

Role: **Lighting Designer**

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## PRINCIPALITY OF ASEER | SAUDI ARABIA INTERNATIONAL WORKSHOP “MOUNTAIN PEAKS”

Role: **Expert Lighting Designer, Lecturer**



# PROFESSIONAL EXPERIENCES



PRINCIPALITY OF ASEER | SAUDI ARABIA  
NEW TERRITORIAL WELCOME SIGNS 2021

Role: **Conceptor, Lighting Designer**

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SANTA LUCIA CHURCH | ITALIA  
NEW LIGHTING SETUP 2021

Role: **Lighting Designer**

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WATERFRONT COSTASMERALDA | ITALIA  
SUMMER VIP VILLAGE LIGHTING SETUP

Role: **Conceptor, Lighting Designer**

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GIANLUCA GRIGNANI | ITALIA  
LIVE TOUR 2022

Role: **Lighting concept and pre-setup**

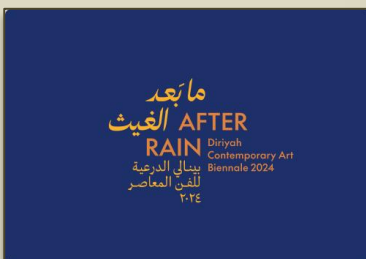
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AGHDAM GOVERNMENT | AZERBAIJAN  
NEW NATIONAL MUSEUM 2023

Role: **Technical and technology consultant**

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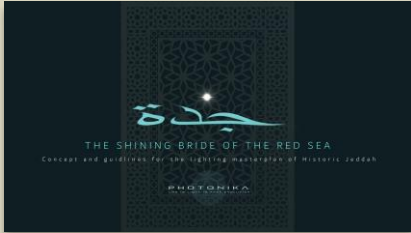


DIRIYAH FOUNDATION RIYADH | SAUDI ARABIA

CONTEMPORARY ART BIENNALE 2024

Role: **Site Manager | Production Assistant**

# PROFESSIONAL EXPERIENCES



AL BALAD, JEDDAH | SAUDI ARABIA  
LIGHTING MASTERPLAN CONCEPT

Role: Conceptor, Lighting Designer

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LORO PIANA | ITALIA

LORO PIANA GLOBAL SUMMIT 2024

Role: Site Manager | Production Assistant

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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 TENDENCIES 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 ASSOCIAZIONE ITALIANA DI ILLUMINAZIONE, NAPOLI



# 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 an 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.*





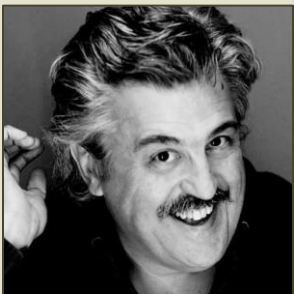
**JIM WOODWARD | SR Entertainment Product Specialist @Vectorworks Inc.**

*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 to the technology that is incorporated. The passion in feeding the soul through visual representation in their work is outstanding.*



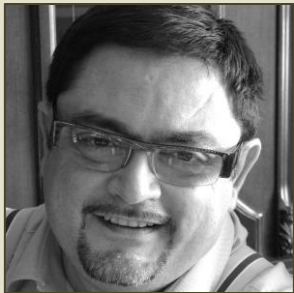
**VALERIO TIBERI | Theatre Lighting Design @ K5600 Design Studio, AILD Associate**

*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.*



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**PROFESSIONAL PROFILE**

**END OF DOCUMENT**