

1 TEAM-COMPANY RESEARCH

2 PERSONAL RESEARCH

3 CREATION

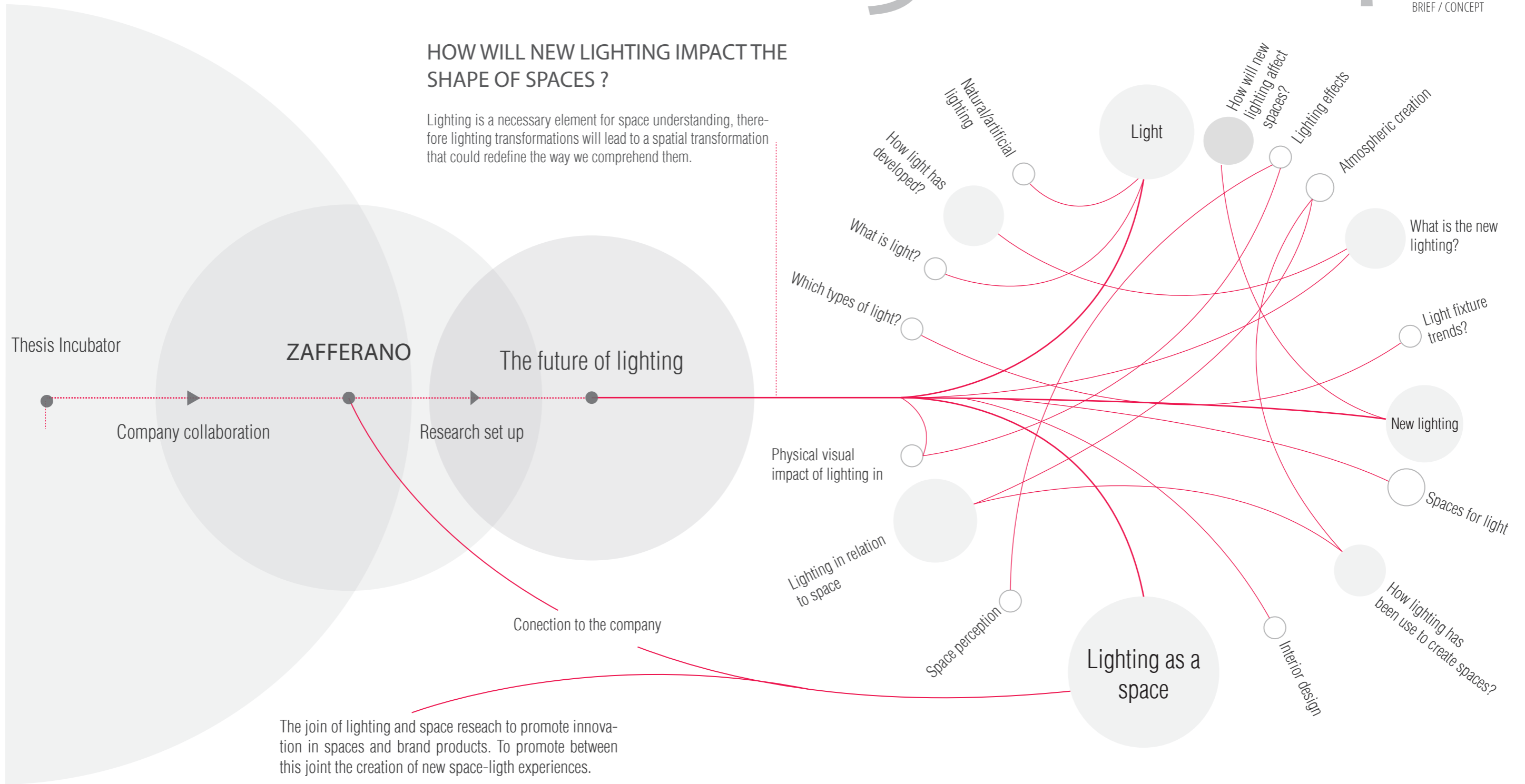
RESEARCH SYNTHESIS

4 REFLECTION BRIEF / CONCEPT

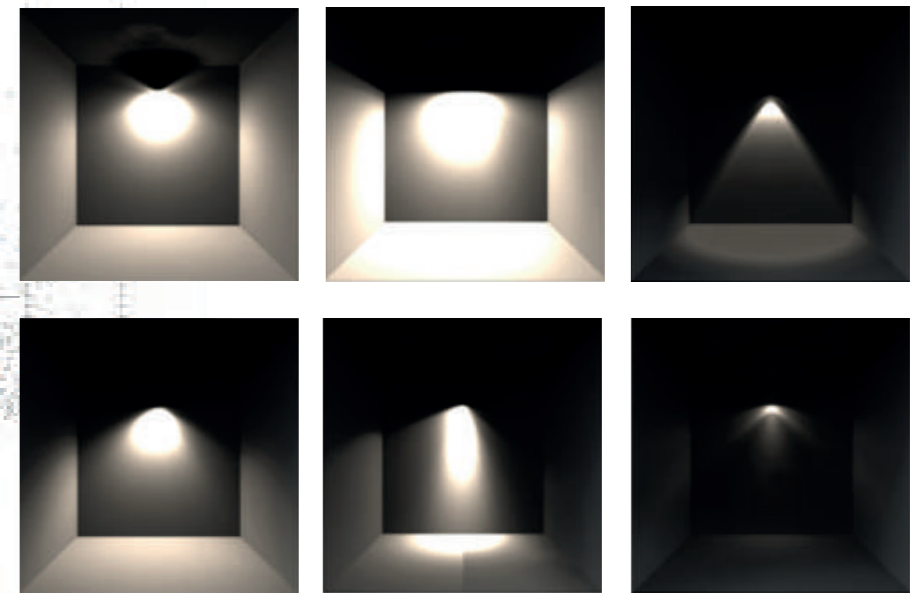
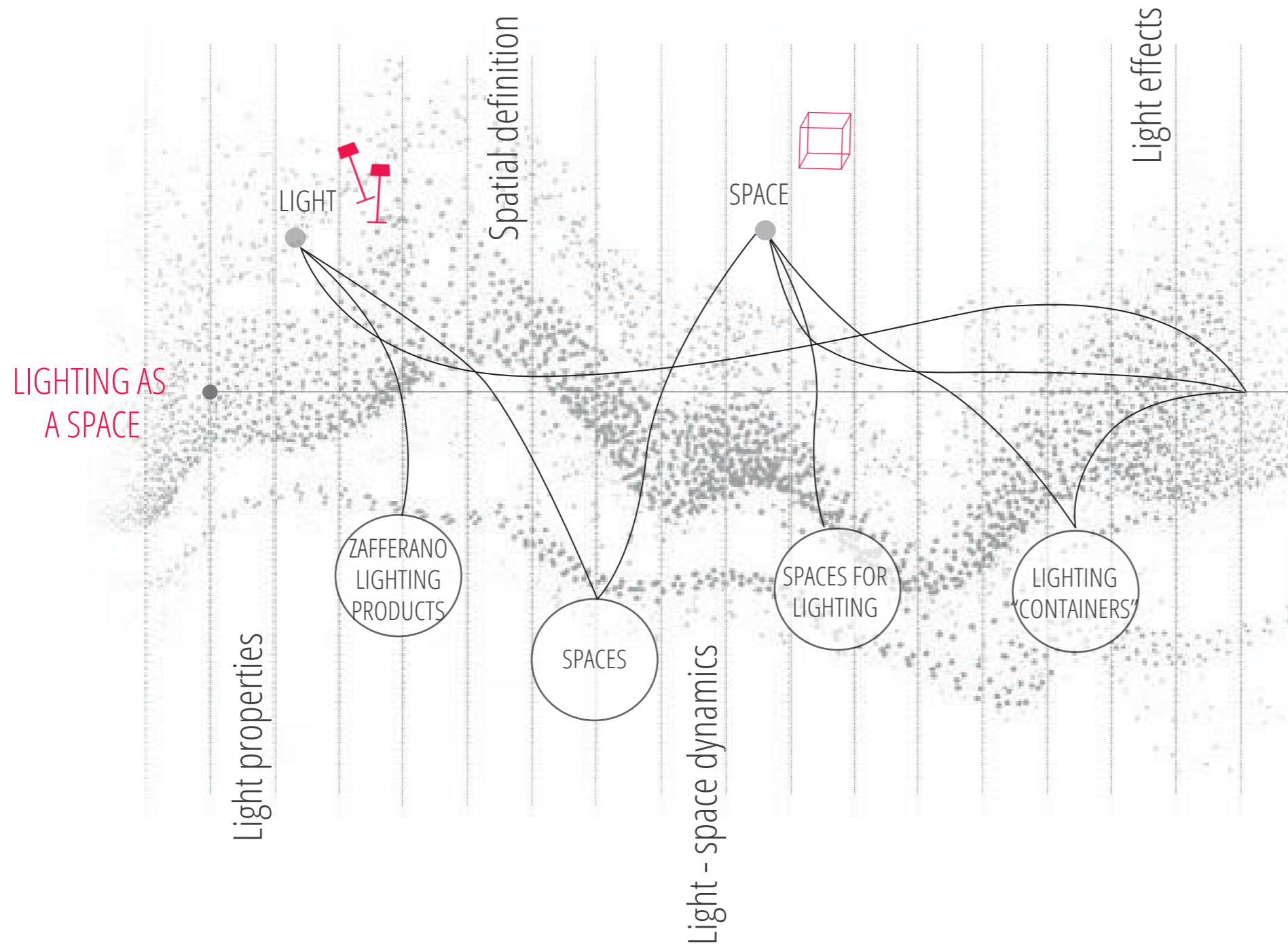
EXPLORATION

HOW WILL NEW LIGHTING IMPACT THE SHAPE OF SPACES ?

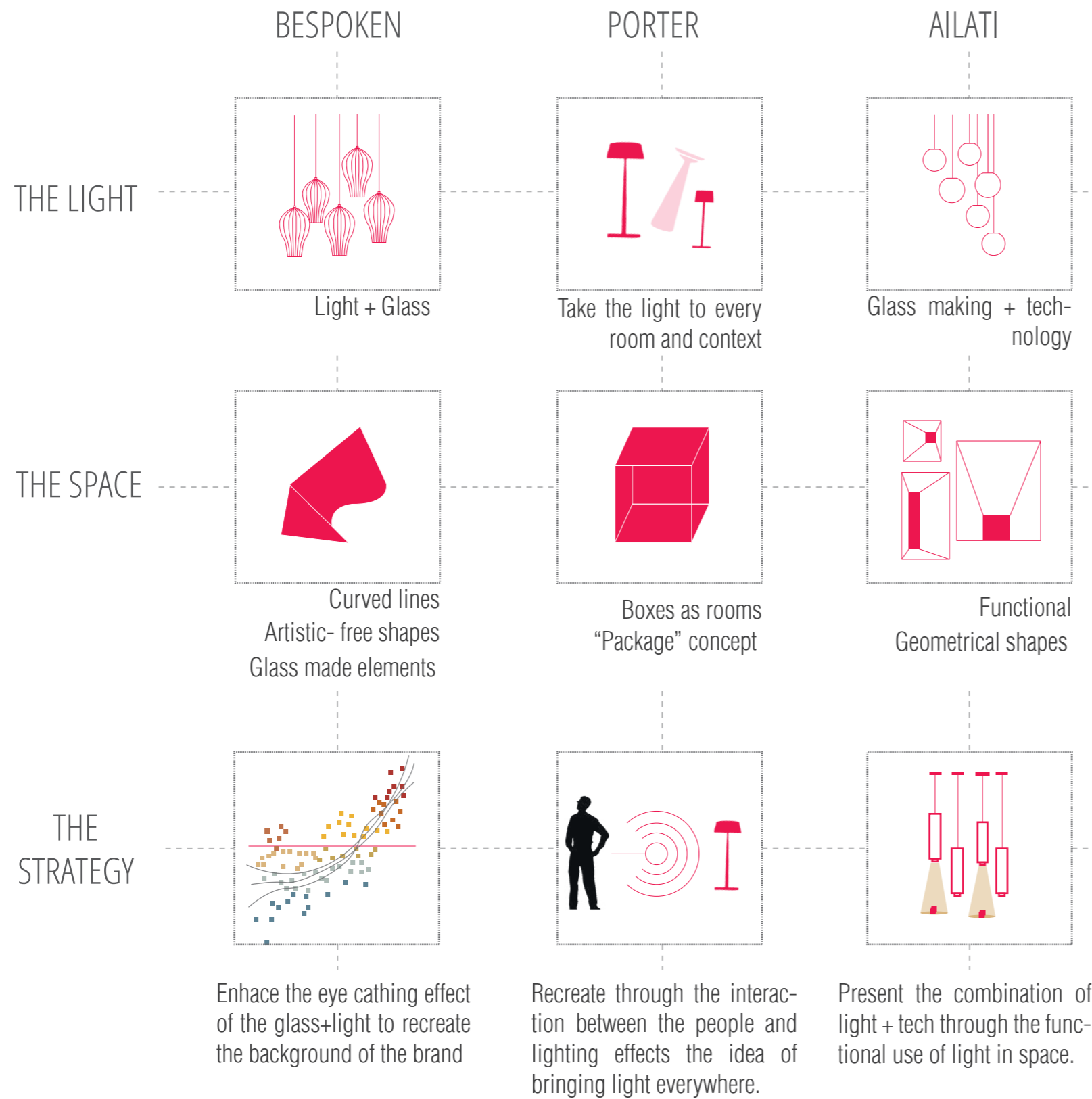
Lighting is a necessary element for space understanding, therefore lighting transformations will lead to a spatial transformation that could redefine the way we comprehend them.



The join of lighting and space reseach to promote innova- tion in spaces and brand products. To promote between this joint the creation of new space-ligth experiences.



As lighting is able to affect completely a space becoming a tool for its transformation and a tool able to shape spaces. Therefore it can be inferred that lighting could also become space itself.



ABSTRACT

The collaboration between Politecnico and Zafferano leaves as a result a research that makes lighting and space the protagonist for the project development.

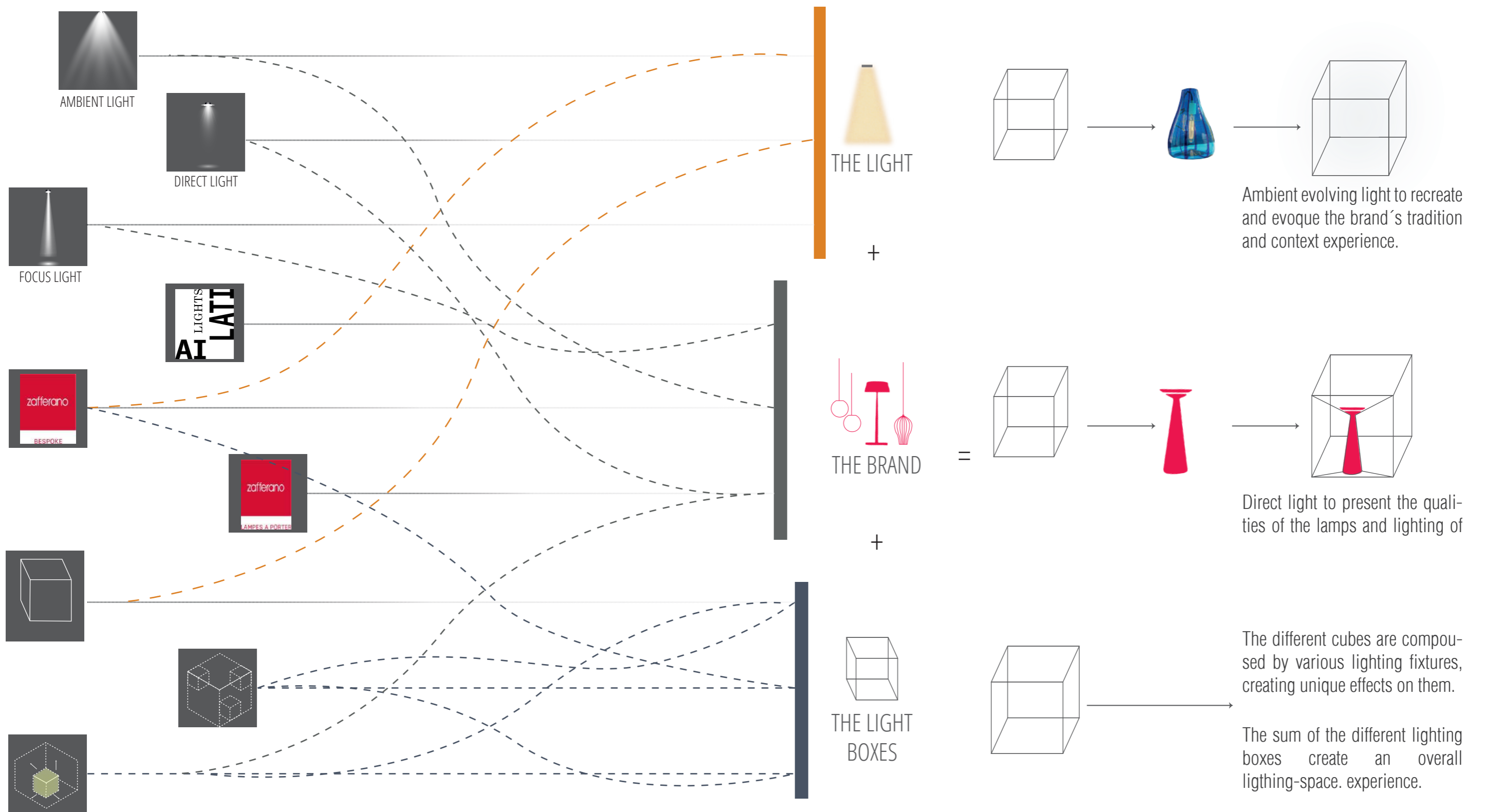
Lighting has an undeniable relationship with the space, is our tool for understanding and living the space.

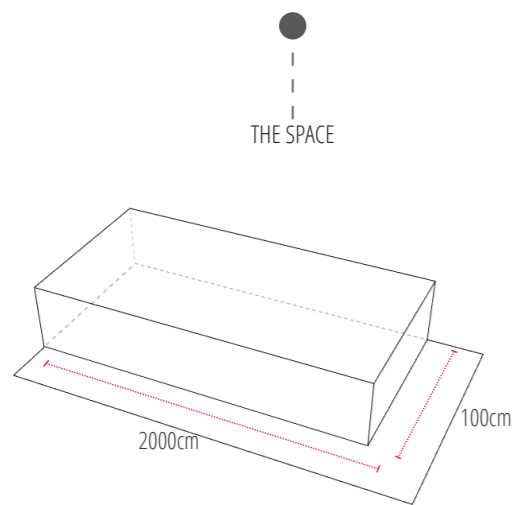
Taking into consideration that premise the concept of Lighting as a space is born; the possibility of light shaping so much the spaces to the point in which it can turn into the spaces that is giving shape to.

The project intends to create an scenario where Zafferano products can be exhibit but that can as well create a complete new experience for spaces, becoming this a path towards more innovations. The project consist on a lighting stand compoused by a series of spaces conceived through the different illumination products of the brand.

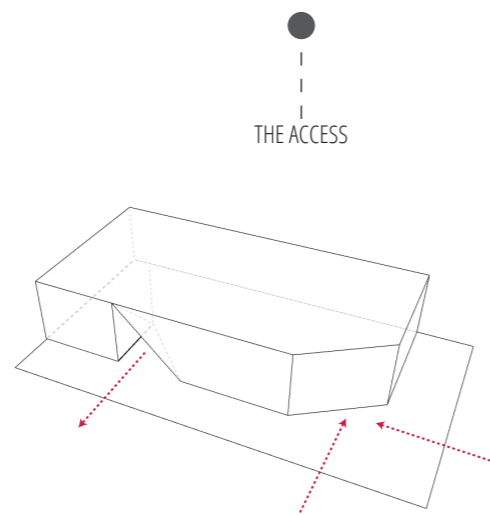
The different spaces will not only present the light, but will try to become the scenario where the lighting story can be told.

DESIGN ELEMENTS

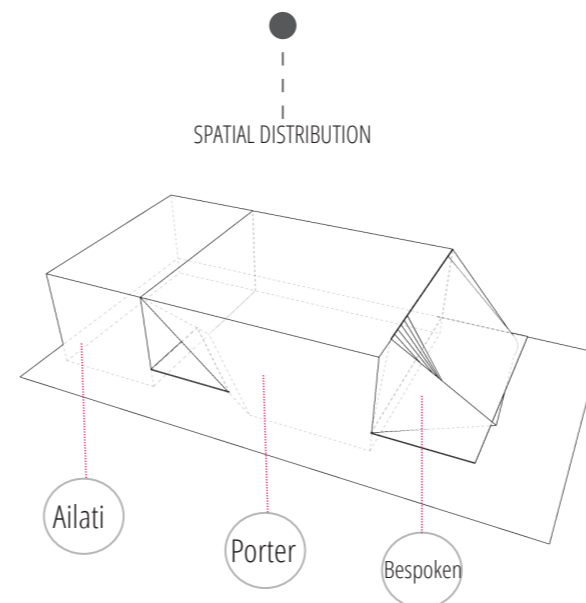




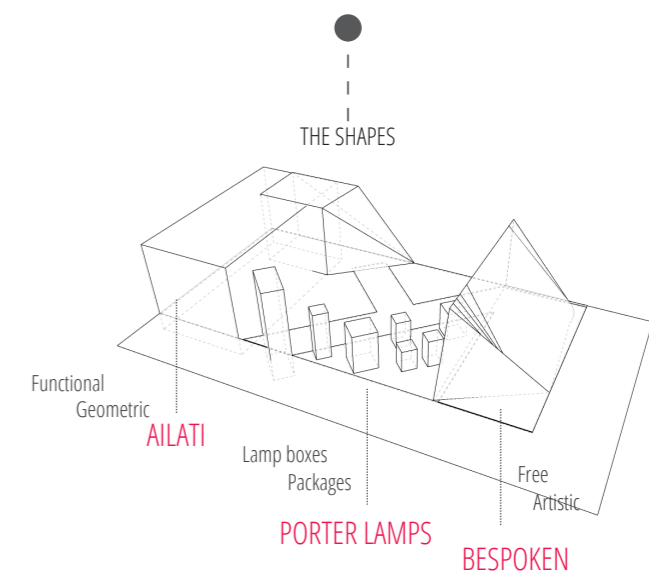
The space is defined by the exhibition stands in which Zafferano exhibits its lighting products.



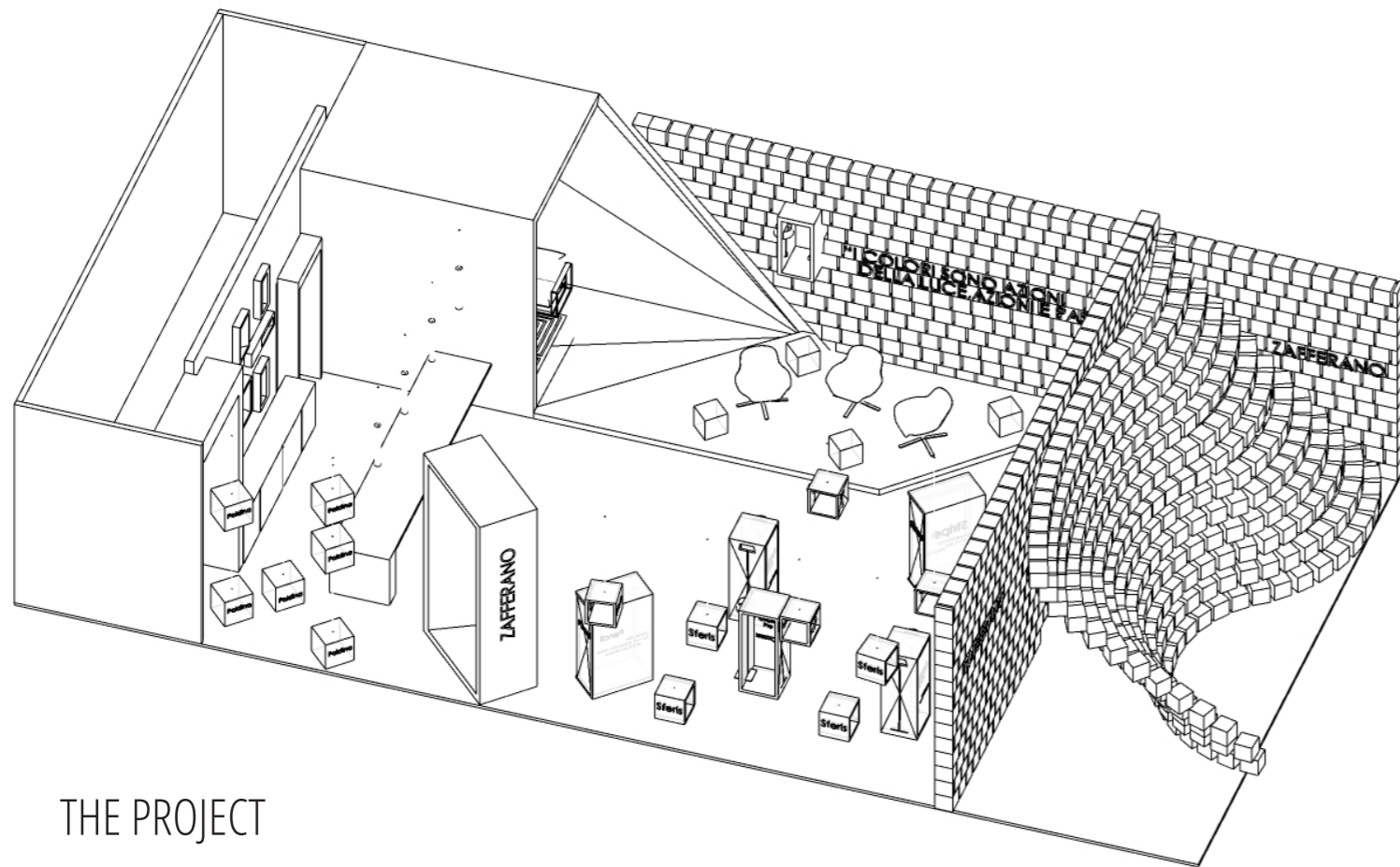
Taking into consideration the stand characteristics, the entrance and exit are defined to take advantage of the open facades of the stand.



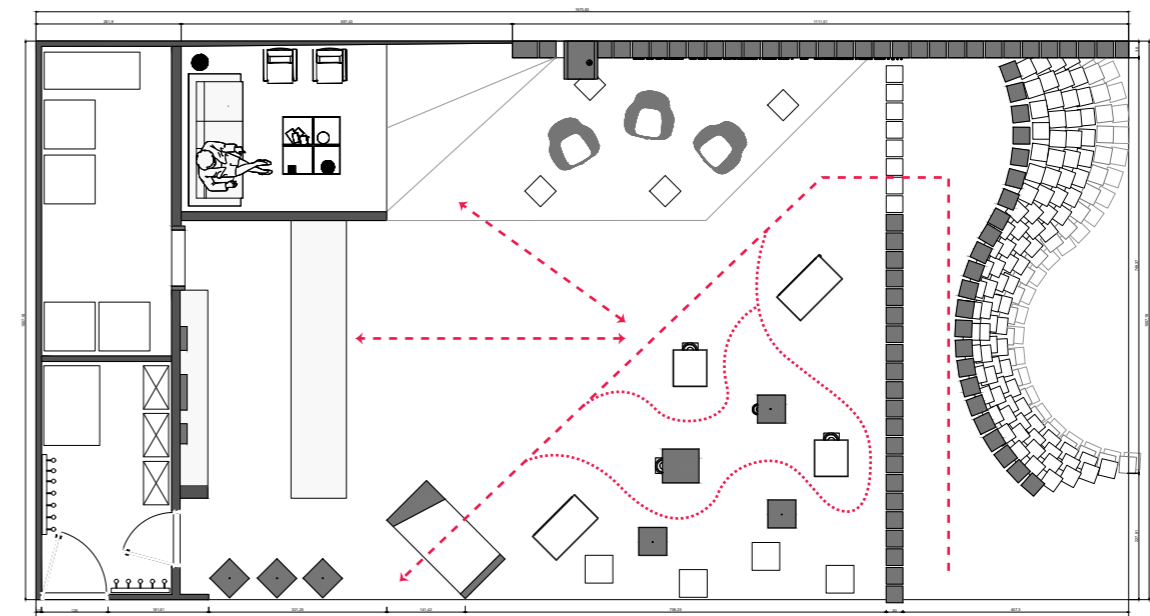
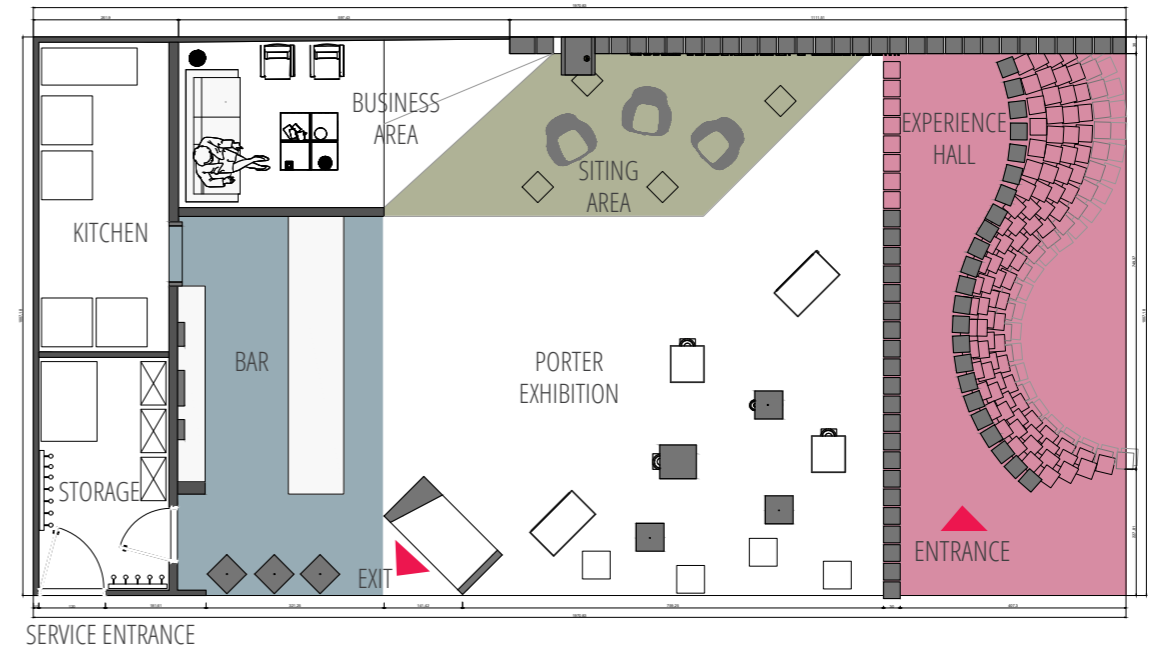
As the stand design answers to the lighting fixtures that are within it. The space is divided according to the brands of lighting that Zafferano has. Each space will recall the main aspects of the lamps that are being exhibited.



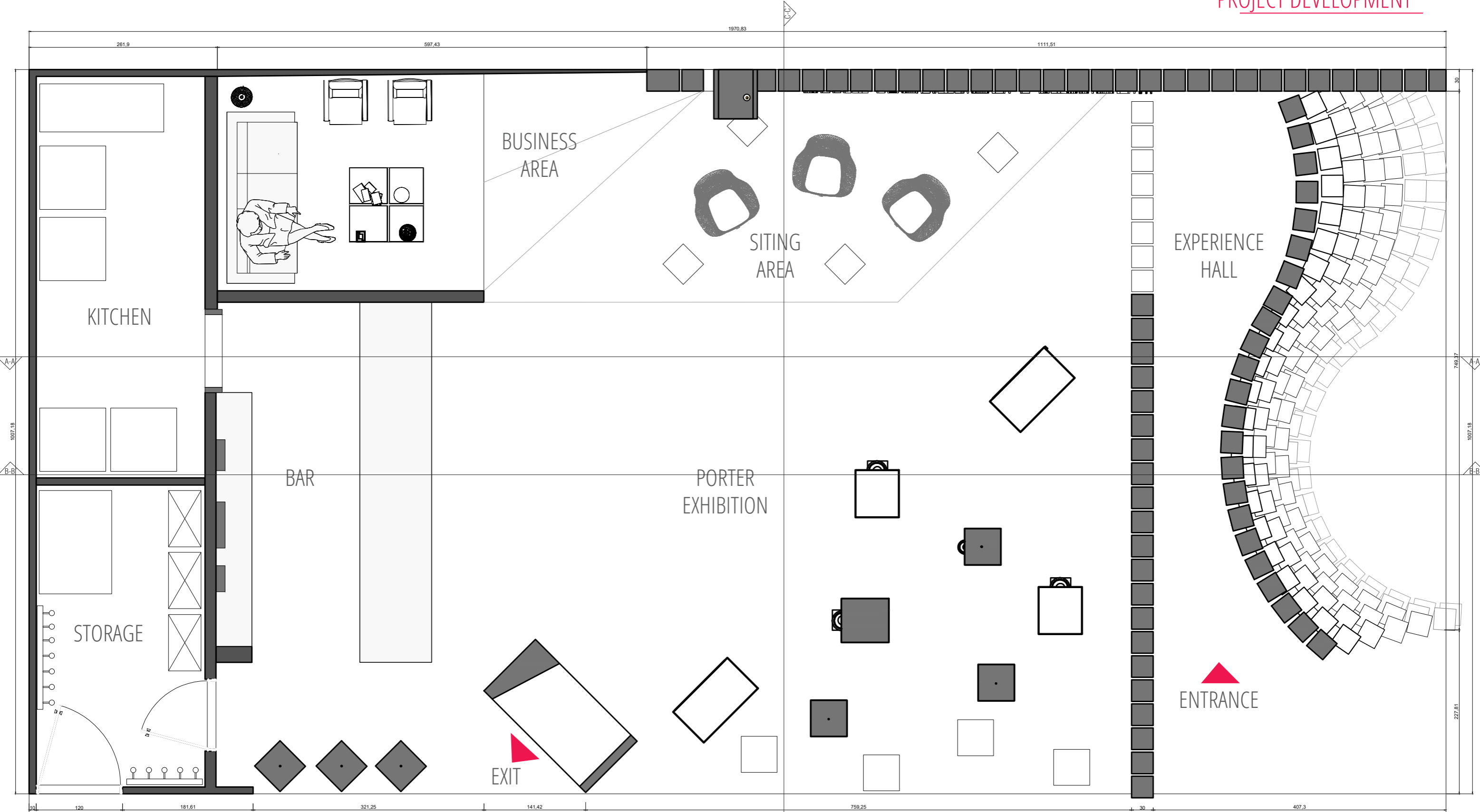
The stand shapes answer to the lamps that are holding, as well to the character of each of them. In addition the spaces try to create a connection with the brand, for which sutil elements and shapes of its background are placed in the space.



THE PROJECT



--- FAST PATH
... EXHIBITION PATH



SERVICE ENTRANCE

ENTRANCE

EXIT

BUSINESS AREA

SITING AREA

PORTER EXHIBITION

EXPERIENCE HALL

KITCHEN

BAR

STORAGE

Esc 1:50

SECTION A-A
ESC 1:50



●
ACCESS
LIGHT-GLASS EXPERIENCE

●
PORTER EXHIBITION
TAKE THE LIGHT WITH YOU

●
EXIT

●
BAR

●
KITCHEN

SECTION B-B'
ESC 1:50



●
STORAGE

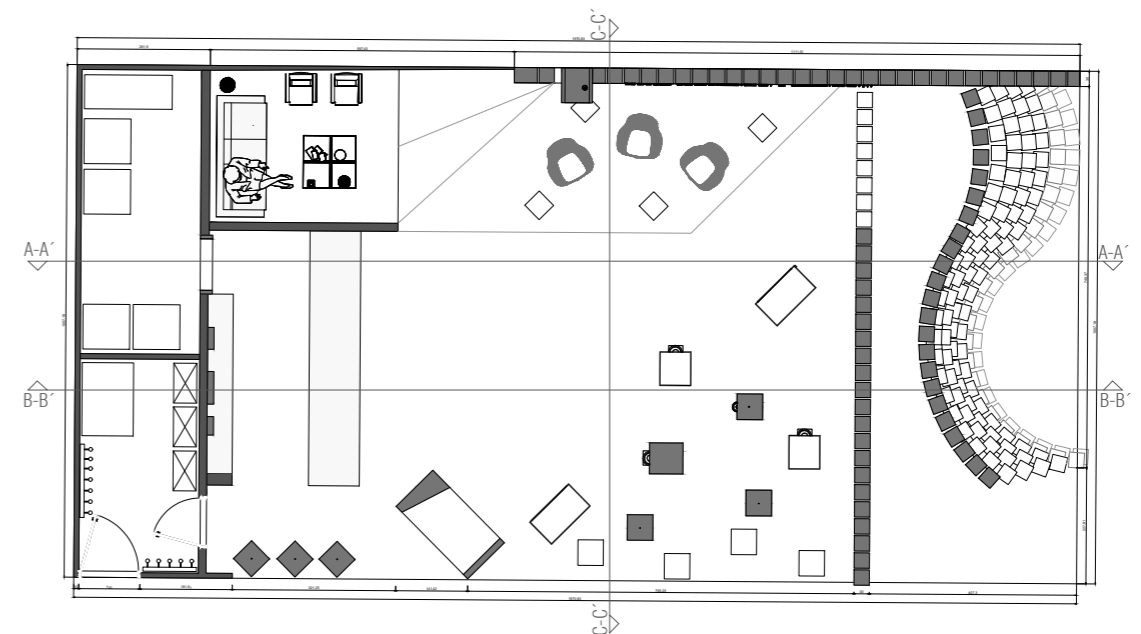
●
BAR

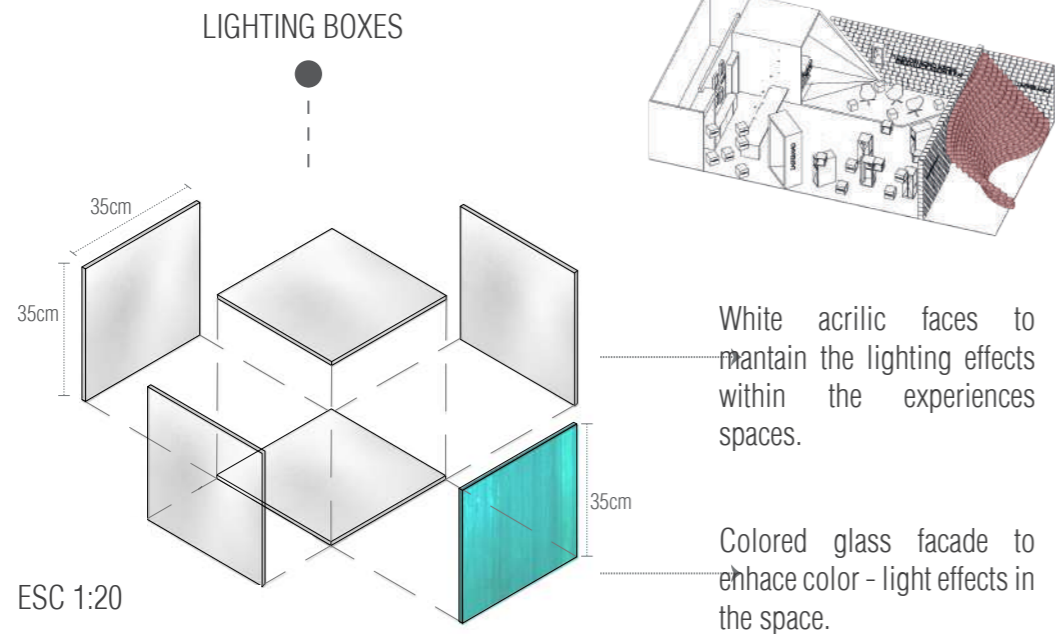
●
BUSINESS AREA

●
SITTING AREA

●
LIGHT-GLASS EXPERIENCE

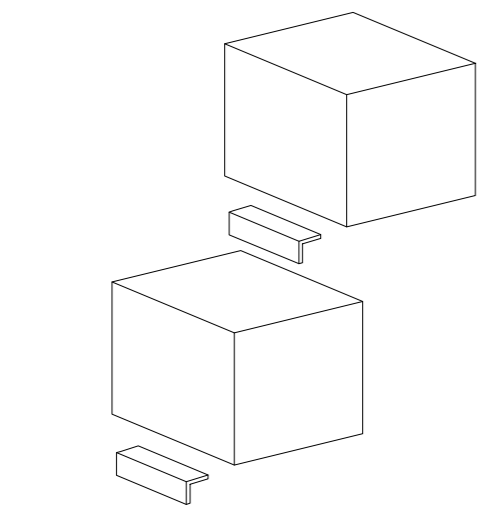
SECTION C-C'
ESC 1:50



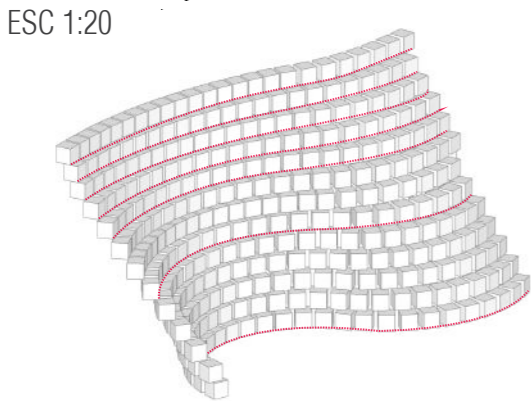


White acrylic faces to maintain the lighting effects within the experiences spaces.

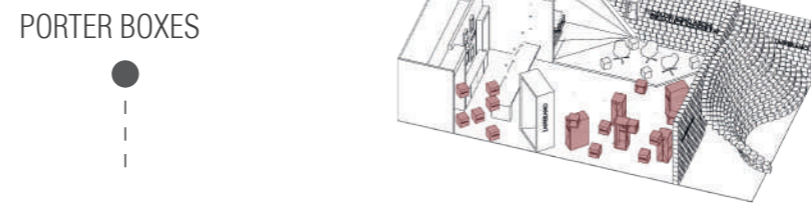
Colored glass facade to enhance color - light effects in the space.



The boxes are built as a single element and all of them are attached through metallic elements in L shape.

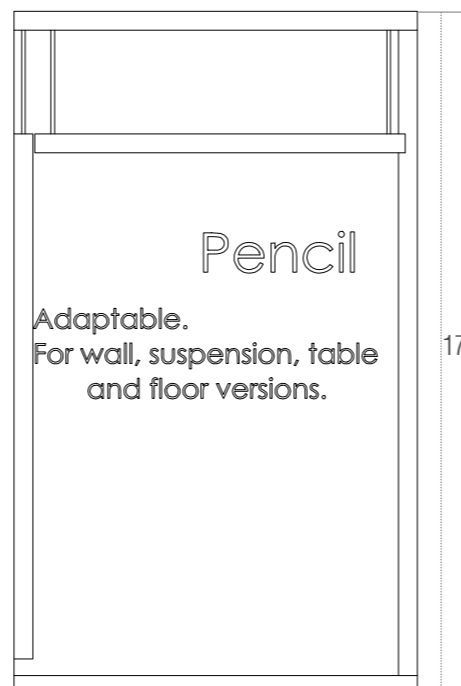


With the purpose to create a movement to evoke the organic shapes related with the experience and the lighting, the boxes are display following curved lines in each level.



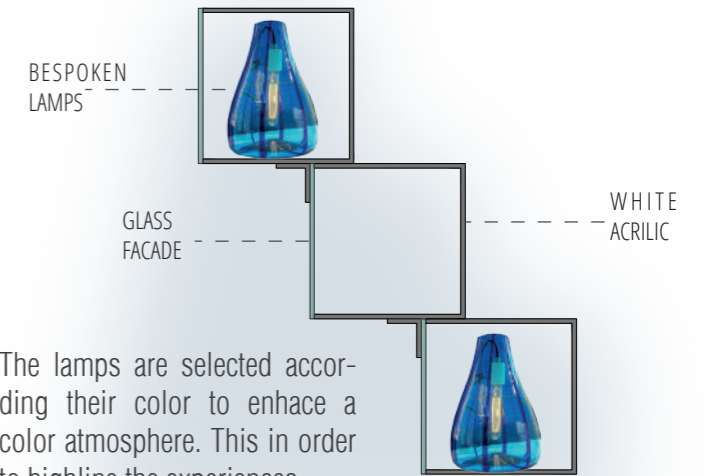
Frozen acrylic box that could enhance the lighting effect, enlighting the box and the space.

The porter boxes besides the acrylic material, contain forms that allow to see different perspectives of the lamp and the light itself.

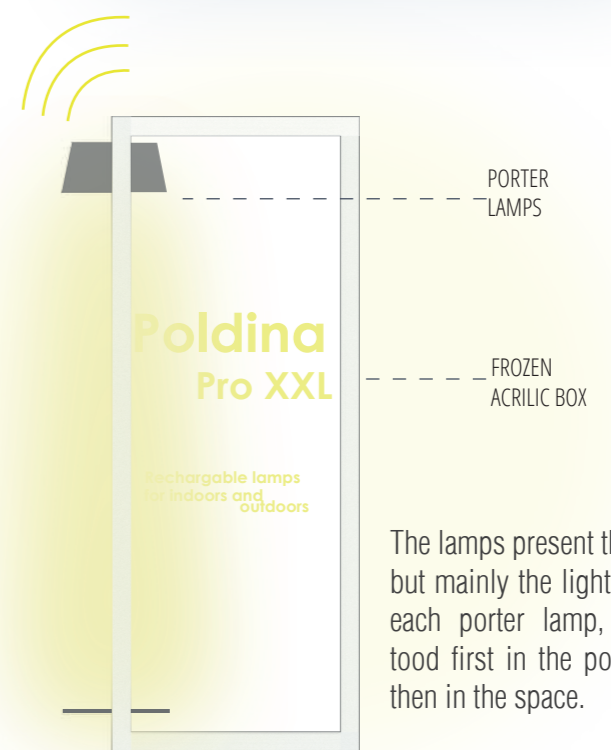


ESC 1:20

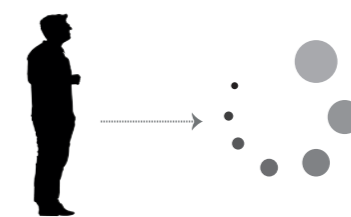
The porter boxes are made specifically for each lamp, its size is adapted according to the lamp and it presents the main information of the lamp characteristics.



The lamps are selected according to their color to enhance a color atmosphere. This in order to highlight the experiences.



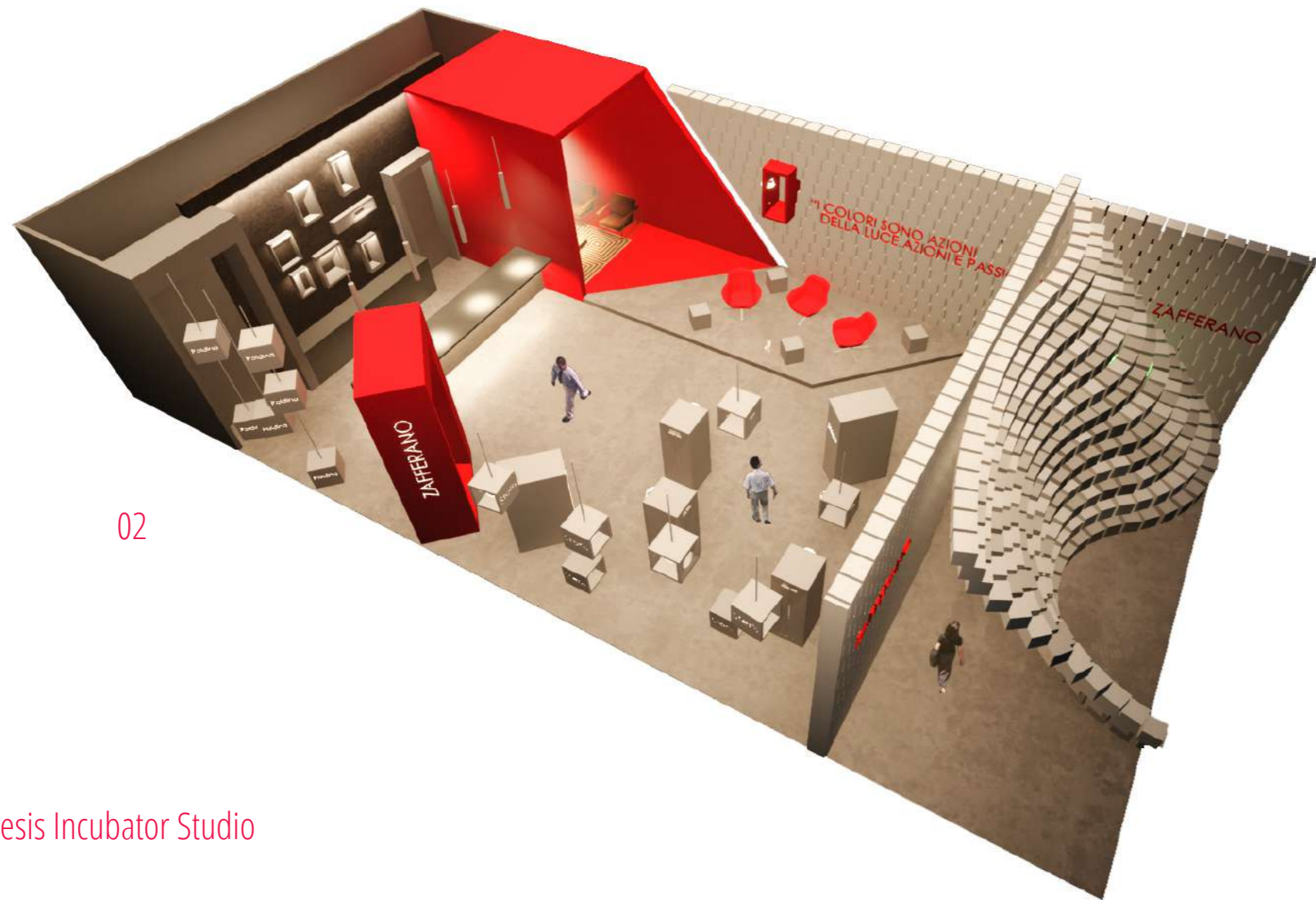
The lamps present the lamps but mainly the light effect of each porter lamp, understood first in the porter box, then in the space.



The boxes contain a movement sensor that in a progressive way turn on according to the proximity of the people towards the box.

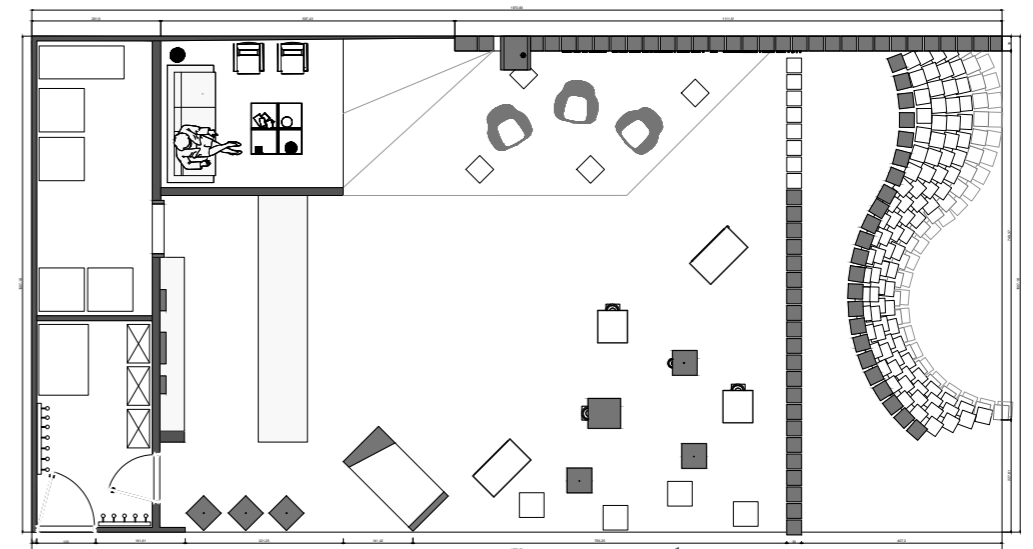


01



02

VIEWS LOCATION



01



03

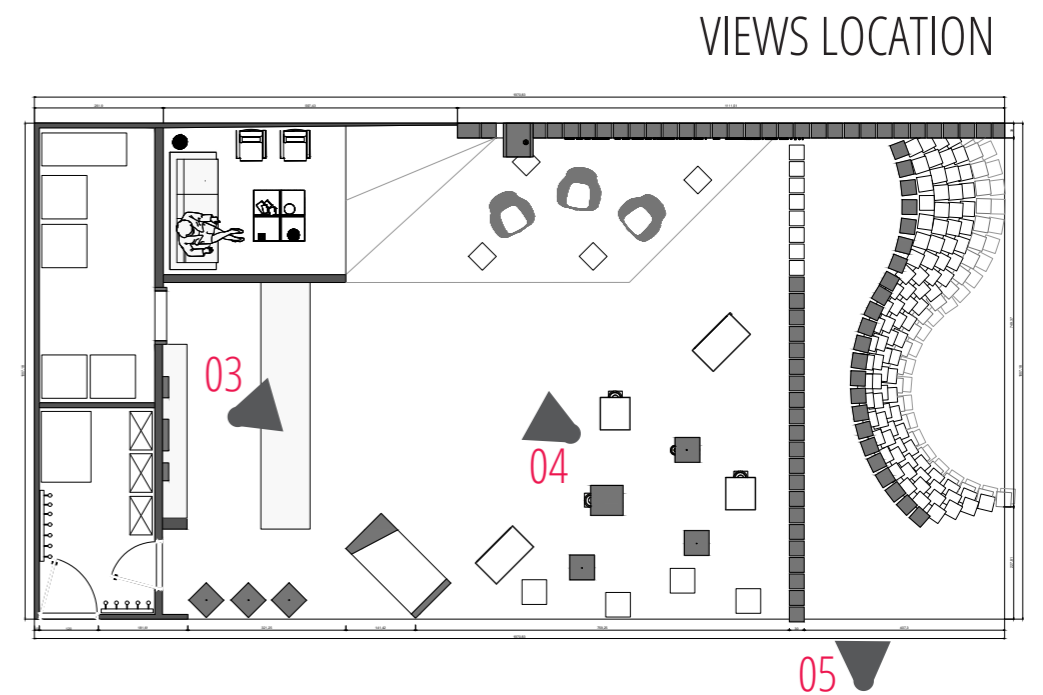


04



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Thesis Incubator Studio

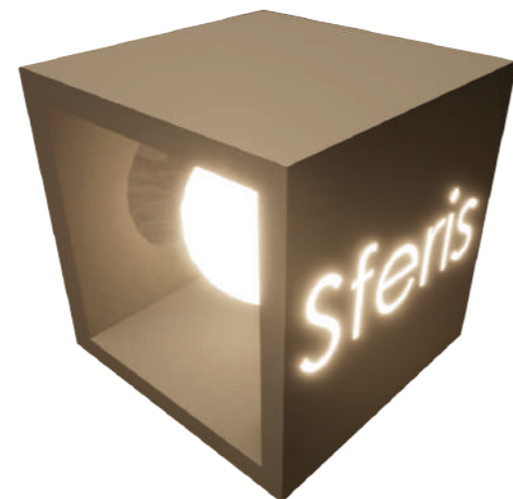




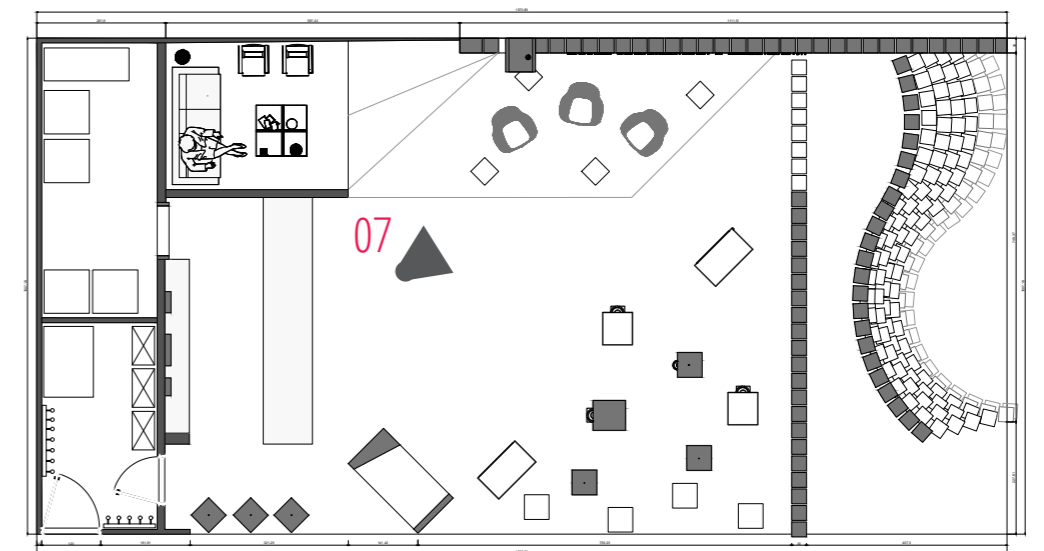
06



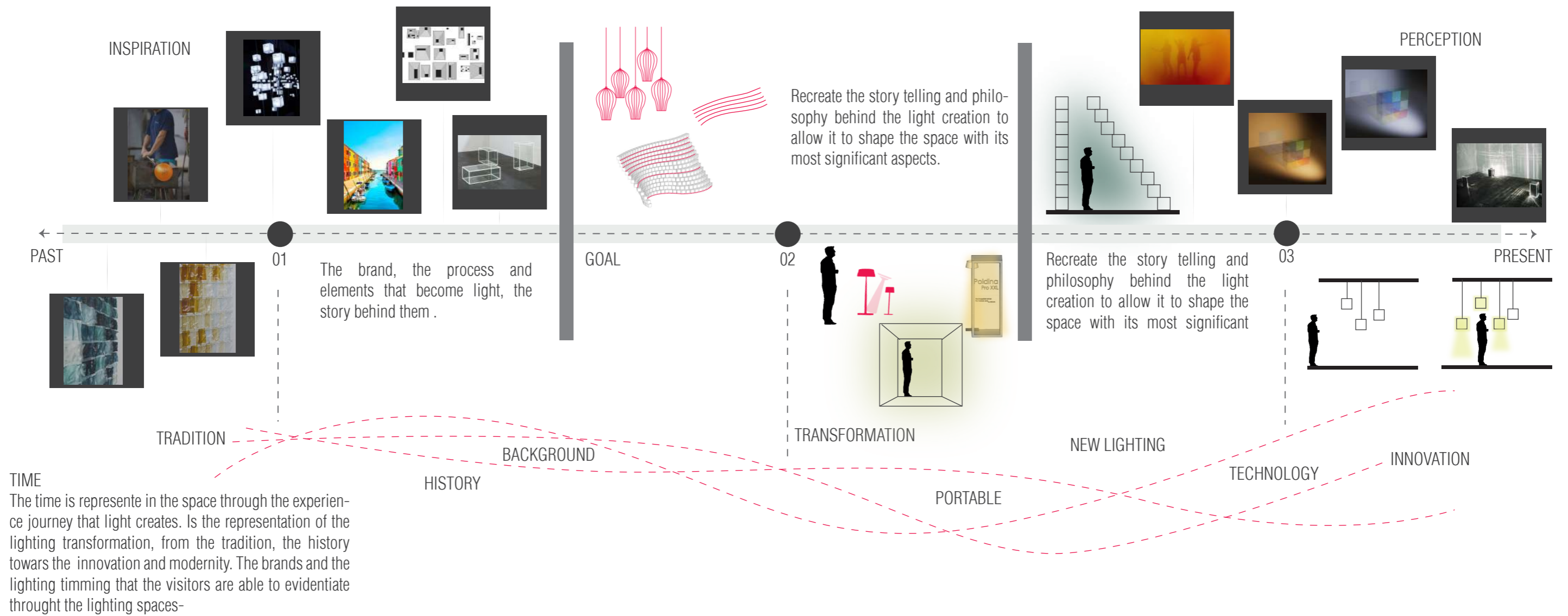
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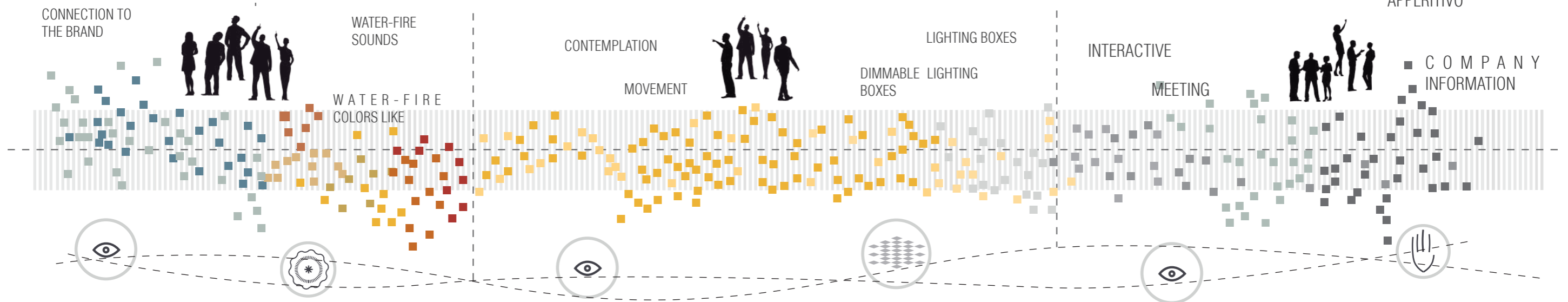
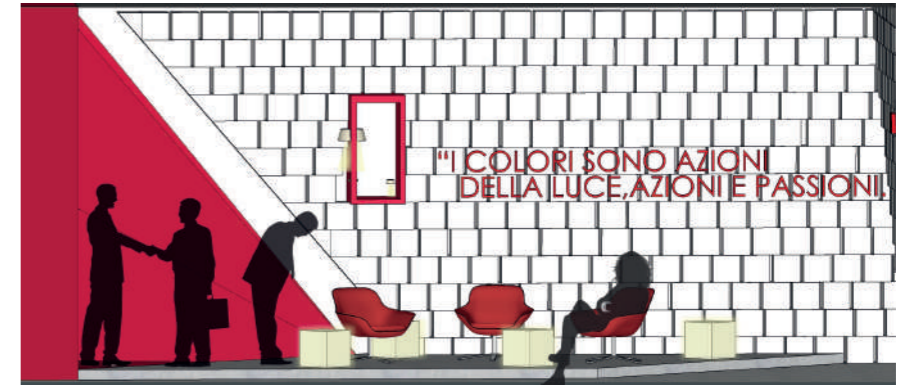
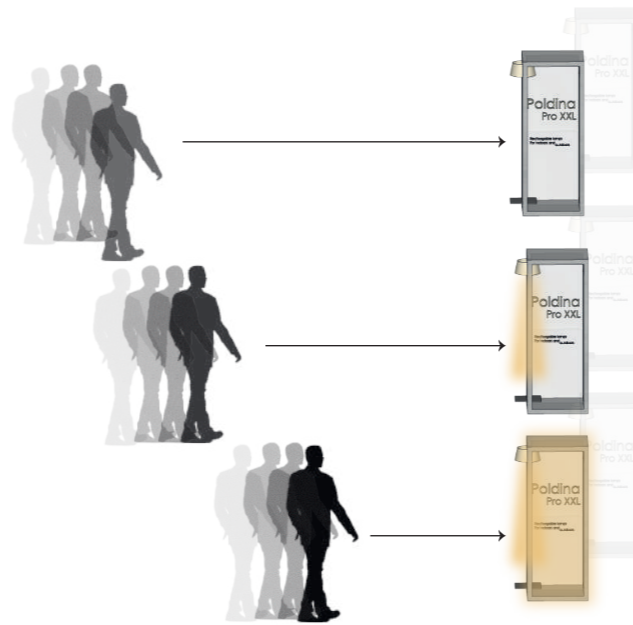
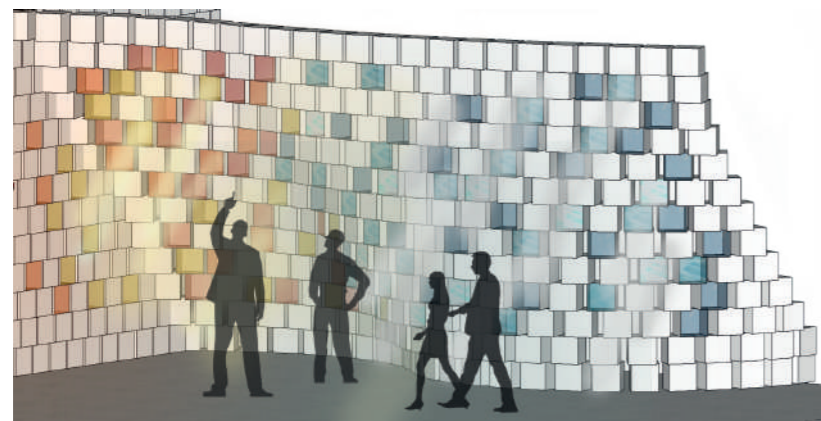


VIEWS LOCATION



06





1. BESPOKEN
Light and glass experience

The blue light and glass elements produce an atmosphere that creates memory towards the brand's context; Murano, the lagoon.

2.

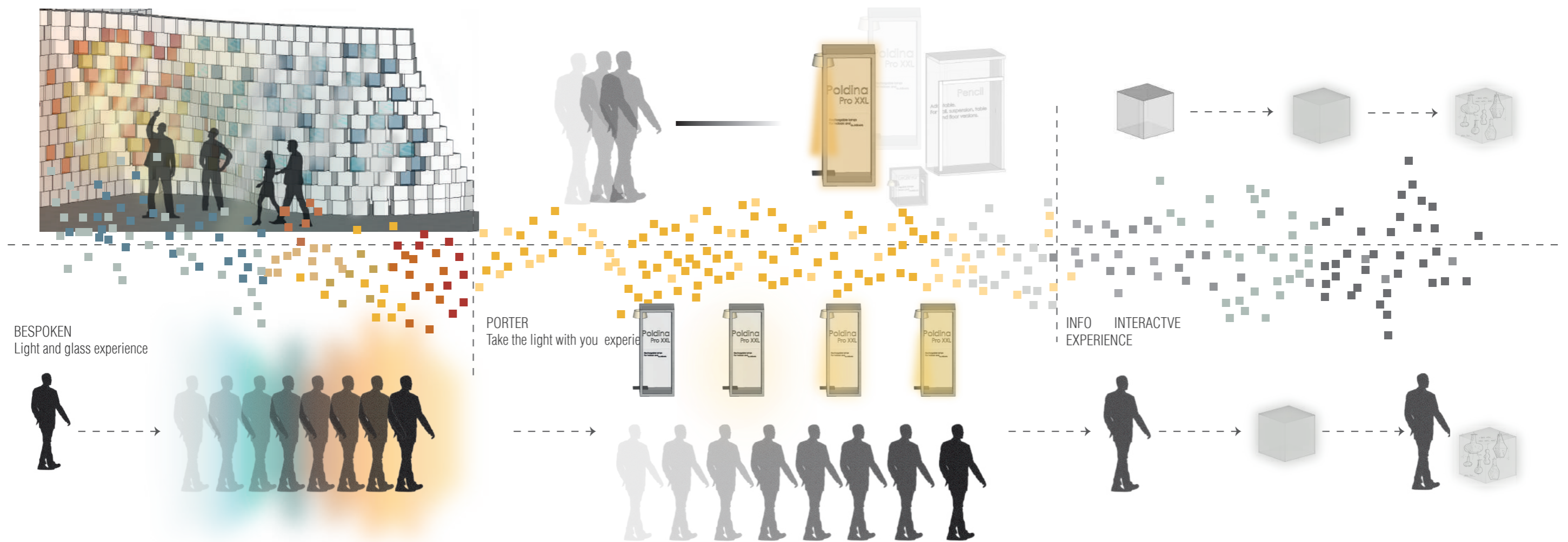
The blue atmosphere transforms into a yellow-red atmosphere to recreate the furnace color, and the glassblowing process for the bespoke lamps and the brand's handmade tradition.

3. PORTER
Take the light with you experience

"Take the light with you" the users arrive to a space lighted by their proximity to the boxes. The movement sensors create a dimmable effect in the boxes, that present the lamps and the lighting effects in each of the boxes.

4. INFO EXPERIENCE

The journey through the stand ends with the business and meeting area, where aperitivo is offered in the bar area, as well the sitting area where people can find information about the brand in some interactive boxes that turn on by touch.



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THESIS INCUBATOR STUDIO | A.Y. 2019-20
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