

RIPRENDITI LA CITTÀ



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PRESS RELEASE

“Riprendi-ti la città, Riprendi la luce”

After the last year's success the second edition of the video contest, where the protagonists are the youth, the light and the city, goes international

Today at the Triennale, we present **the second edition of the International Video Competition, “Riprenditi la città, Riprendi la luce”**, a short film festival organized and promoted by **AIDI** (Associazione Italiana di Illuminazione) a non-profit cultural association in cooperation with the **Fondazione Triennale**.

After last year's success this second edition goes international. **2015 was proclaimed International Year of Light by the United Nations** and the video contest is part of the many activities that will be carried out to **celebrate it, since it has been recognized** as an important initiative to raise global awareness on how light-based technologies can improve the quality of life, by providing innovative solutions that can reduce energy consumption and environmental impact.

Yet again this year **the light, young people under 30 and the cities will be the main characters, and the video will still be the means with which to tell the light**. A 60-second short video made with any tool (mobile phones, video cameras, iPhones, iPads). Young people **will be able to choose three different ways to tell about the light and the cities, sending their movies by 28 February 2015, picking a category of the**

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three provided: LIGHT AND PLACES, LIGHT AND CINEMA, LIGHT AND MUSIC.

Among the keynote speakers at the press conference are **Cristina Tajani**, Councillor for Employment, Economic Development, University and Research of the City of Milan, **Gianni Drisaldi**, President of AIDI, **Margherita Suss**, Lighting Designer and Competition Manager, **Nicoletta Gozo**, ENEA Lumière Project Manager, **Gaetano Capizzi**, Turin CinemaAmbiente Festival Director and the **rapper Ghemon** who, with his music, well represents the underground culture and young people's relationship with the city.

“The competition now in its second edition proves to be also this year an important container for the many young people under 30 who want to work with the audiovisual language, telling through the light and its expressions their own way to experience the city and territory” declares **Cristina Tajani, Councillor for Employment, Economic Development, University and Research**, who goes on to say: “The very light becomes protagonist combining culture and art with the search for new means of expression, giving space to creativity and creative people, but above all to Milan, ahead of a key event for the city as the Expo 2015.”

The initiative has as main theme the **urban space of the night featuring the light** and seeks to bring out the relationship of young people with “their” city, where they live, study or work, making them more aware **of the importance of lighting in everyday life**. The competition invites the more and more young filmmakers, fans of these means, to represent the light in its daily life of space/time, through their watchful eyes and their sensitivity.

Thus, the cities become the stage of their video footage, their illuminated backgrounds, the colourful scenery through which young

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people can tell their stories, their streets, their points of leisure, recreation, meeting and working. A young glance, which through a lot of other 60-second glances, can give us back not only the value of light in our daily lives, but also build a new and more up-to-date “palimpsest” of their dreams and hopes, of the image of our city and especially, of what their eyes are looking at and telling us.

Because of the importance of this message and the issues involved in the contest, this year we had the patronage and support of many institutions such as the **Italian Ministry of Economic Development, of Enea, of the National Council of Architects, of Assil, of the Museo del Cinema in Turin, of the City of Milan and of Turin, of the Politecnico di Milano, of the Politecnico di Torino, of SIF (Italian Physics Society), of the Royal College of Art in London and of APDI (Spanish Lighting Association)**. In addition, many **Universities and Schools of education, both Italian and foreign**, cooperate in the communication and dissemination of the competition.

The competition was organized with the financial contribution of the leading companies operating in the field of lighting (**Cariboni Group, Enel Sole, Gewiss, iGuzzini and Iren Servizi e Innovazione as gold sponsor; Clay Paky and Osram as award supporter; and Performance in Lighting, Reverberi Enetec, Sforzin Illuminazione and Umpi as silver sponsor**) all aware of how their strategy should be building means that create and disseminate the **culture of light** especially starting with youth.

“For three years the **Cariboni Group** – explains **Dante Cariboni**, Ceo of the Group – was the sole sponsor of the annual competitions organized by AIDI for young graduates and undergraduates, whose objective was the design of lighting systems with innovative sources, and last year we were the “main sponsor” of the first edition of the video contest “Riprendi-ti la

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città, riprendi la luce”, which ended with an extraordinary success. So – Cariboni continues - to be side by side to AIDI as “gold sponsor” in this second edition, was a choice in line with an awareness campaign aimed in particular at young people that the Cariboni group has since long undertaken to disseminate and to raise awareness about light.

“Artificial light is not only the result of a technology but an element that can substantially improve the way in which you can experience urban spaces- says **Barbara Serafini**, **Enel Sole** Marketing Manager. We are therefore supporting the second edition of the competition “Riprenditi la città, Riprendi la luce” promoted by AIDI. Like the young video-makers put the spotlight on their city so does Enel Sole promote the “culture of lighting” in its highest expression through its contribution to the public, artistic and design lighting both in Italy and abroad”.

For **Aldo Bigatti**, Sales and Marketing Director of **Gewiss** “Light is awareness of ourselves and of our surroundings. For this reason and in this extraordinary competition, we have found a unique opportunity to help pass on those values that lighting has in every day life. The youth are the present and the future of a culture built on innovation and ability to use it to the fullest. We therefore believe that they can be a key factor to promote the proper as well as creative use of light in any application domain”.

“This initiative of AIDI – says **Adolfo Guzzini**, **iGuzzini** President– fits very well within the company’s desire to emphasize the social role of lighting. The light exerts a high influence on the way people perceive the city and thus indirectly affects our lives. Social innovation through lighting is the message that iGuzzini is launching in its communication, meaning that the lighting creates new spaces and places and sustains a different way of understanding human relationships in urban and not urban landscapes, lit by artificial lighting”.

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“**Iren** decided to be partner of the competition because it is aimed at the younger generation – explains **Riccardo Angelini**, Managing Director of **Iren Servizi e Innovazione** - and it is a great opportunity to raise awareness on the conscious use of resources and energy saving. Iren Servizi e Innovazione, the Group’s company that is active in the field of integrated technology services, has developed a significant expertise in the field of public and monumental lighting and of lighting events, is always paying attention to the testing of technological solutions with high efficiency as recently the use of LED technology”.

“I thank the sponsors and partners of the competition– declares **Gianni Drisaldi**, **President of AIDI**, a **non-profit cultural association founded in 1958** – which allowed us to continue to pursue this initiative, which is one of our most important goals, including that of significantly contributing to the spread of the “**culture of light**”, in order to improve the quality of our lives without neglecting the issue, which is nowadays felt by everyone, of energy savings. This is why we wanted to establish through the competition a **means of instant communication, able to reach young people in an empathic way, being also very attentive to the value of the contents** that will be disseminated mainly by the Universities and Training Centres who agreed with enthusiasm to collaborate on the project and to promote it within their educational Seats”.

Entry to the competition is free and the entrants must send their videos to the website www.riprenditilacitta.it until the **deadline 28 February, 2015**.

The videos, which will be judged by a jury made up of **representatives of the world of entertainment and culture**, will be awarded on **March 27 in Turin in the famous Aula del Tempio of the Mole Antonelliana**.

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The jury, in this new edition, represents in its composition the different categories of the competition, not only with the presence of lighting experts but also of representatives of the music and film world. The jury members are: **Arturo Dell'Acqua Bellavitis**, Dean of the School of Design at the Politecnico di Milano and President of the Foundation of the Triennale Design Museum; **Margherita Suss**, lighting designer and competition manager for AIDI; **Nicoletta Gozo**, ENEA Lumière Project Manager; **Ghemon**, rapper; **Gaetano Capizzi**, Turin CinemaAmbiente Festival Director; **Maurizio Melis**, journalist of Radio 24; **Gisella Gellini**, Professor of Light Art and Design of Light at the School of Design at the Politecnico di Milano; **Paolo Castagna**, set designer and theatre director; **Aldo Solbiati**, director of photography for La7. In the jury also lighting designers, and foreign designers representing three countries (**Spain, England and France**) who have a great attention to the themes of light and in particular of public lighting: **Josep Mias** professor at the Faculty of Architecture of the University of Barcelona, **Savina Torrisi**, professor at the Royal College of Art in London and **Marc Aurel**, urban designer who lives and works in Marseille, Paris and Geneva.

The awards will be divided into **three categories (LIGHT AND PLACES, LIGHT AND CINEMA, LIGHT AND MUSIC)**: for each there will be two winners (1st and 2nd place) who will receive € **1,200 and 1,500** respectively. In addition, there are four special awards of € **1,000** each (**Lighting designer, International Year of Light, Energy Saving and Special Jury Prize**).

For more information, please contact:

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