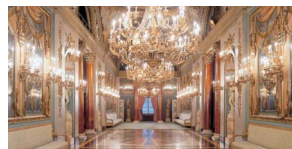




## “Which lighting for historic cities UNESCO”

**Cenacolo of Santa Croce  
Florence april 29, 2017**

**1 Rotary Club Firenze  
Via Ghibellina 110**



**2 Conference venue  
Cenacolo of Santa Croce  
Piazza Santa Croce**



Patronage



Organizzazione  
delle Nazioni Unite  
per l'Education,  
la Scienza e la Cultura



Commissione Nazionale  
Italiana per l'UNESCO



## Presentation of the Conference

The conference in Florence with its theme *Which lighting to the historic cities* Unesco will be an opportunity to promote, with proofs and proposals, a reflection and a comparison for a correct use of artificial light, according to the characteristics of the historical centers and monuments, also as a result of the gradual introduction of LED technology.

The use of light as an element of use of space and quality of perception in urban planning or landscaping area can be analyzed in its specific use and various purposes.

It is the bond of artificial light with the environment as a whole that needs to be studied in depth indeed, for a correct reading and interpretation of what we intend to look and how to intervene to its perception and its protection.

The artificial lighting design of the sites must be specific and targeted to their main function, but above all it must catch the viewer's expectations in respect of the object to be lightened.

Artificial light has to respect the place, integrate with it, giving value to the specific characteristics and to the influence of changes of light and darkness on the same places.

The conference in Florence will try to emphasize these elements declining them in four specific aspects to be explored:

- **The promotion and exaltation through the light of the beauty of the place.**
- **The balance of lighting and its integration with daylighting.**
- **The promotion through the light of the lesser known monumental corners.**
- **The application of new technologies (programming and lighting computerization).**

We thank you for your cooperation

# NERI

## Conference Program

**Saturday, April 29, 2017**

**Cenacolo of the Basilica Santa Croce**

**10:00**

**Registration of participants**

**10:30**

**Honour to the Flags**

**Opening speeches**

**Rotary**

Alessandro Vignani

*Governor of District 2071*

**City of Florence**

Dario Nardella

*Mayor of Florence*

**UNESCO**

Ana Luiza Thompson-Flores

*Director of the UNESCO Regional Bureau for Science and Culture in Europe*

**AIDI Italian Lighting Association**

Alvaro Andorlini

*General Secretary AIDI*

**11:00**

**Start of work with invited speakers**

**Prof.sa Carla Balocco**

(University of Florence)

"Light, Vision, Perception and Culture"

**Dott. Giancarlo Castoldi**

(Targetti Sankey spa)

"The language of light"

**Arch. Claudio Vallario**

(SILFIsa Società Illuminazione Firenze)

"Light in Florence: planning, tradition and innovation"

**Dott. Antonio Neri**

(NERI spa)

"Solutions for the lighting of city centers"

**13:30**

**Buffet Lunch**

**14:30**

Rotary Club representatives will present experiences, projects and proposals for the UNESCO historic towns.

**17:00**

Comparison of ideas for defining the topic and submission of applications for the venue that will host the 2019 Conference.