

Francesco Iannone

Mind and Brain Work Together for our Vision

Speakers Profile

Francesco Iannone has been working with lighting design and industrial design applied to lighting for more than 30 years. Since graduating in Architecture at Milan Polytechnic in 1975, he has devoted all his efforts exclusively to lighting. In 1986, he founded the Consuline studio in Milan together with Serena Tellini. He focuses on designing the lighting for workspace interiors, offices, artistic locations such as museums and exhibitions, places of worship, locations of architectural heritage, shopping areas, special events and public open spaces. In addition he also designs luminaries, both for serial production and specific requests. A founder member of ELDA+ (European Lighting Designers' Association), he is now Fellow Member of PLDA after a period of four years as its President, and two years as its Vice-President. He terminated his third mandate as President of PLDA and is actually Past President.

Francesco Iannone is involved in ADI (Association of Italian Designer's) Committee in the organization of Compasso D'oro Award. He has held numerous seminars and courses at university level all over the world, in Frankfurt, Sao Paulo, Rome, Milan, London, Paris, Edinburgh, Amsterdam, Mexico City, Lugano, Beijing, Shanghai, Bangkok. Among the numerous works that Francesco Iannone and his studio Consuline dealt with, we remember the lighting project of Shanghai Formula 1 International Circuit and the lighting project of Shenzhen Cultural Center with architect Arata Isozaki in 2004, the lighting project of an office building in Soho district in Beijing with architect Seung H. Sang in 2005, the general lighting concept of the Olympic Games of Beijing in 2008, the lighting of the Gala Dinner at Palazzo Marino in Milan for the Teatro alla Scala season opening with the commissars for Expo 2015 as special guests in 2008, the lighting project of the Museum of Contemporary Art of Lugano (LAC) with architect Ivano Gianola in



2009, the lighting project of the lake front promenade for the town of Ascona in Switzerland, the lighting project of the Tony Cragg exhibition in Lucca in 2011 and the lighting project of the Lorenzo Lotto exhibition at the Scuderie del Quirinale in Rome, under the high patronage of the President of Italian Republic.

Abstract

The man at the center of thought. The new findings in the neurosciences and in particular, the theory of „mirror neurons“ have taught us that the neurons in our brains react to stimuli aesthetic, hence the birth of neuro-aesthetics. This means that the proportions that we reconstruct with light in our cities, museums, places of work, have a different and new value than before, and again and consequently the responsibility of the Lighting Designer. Until recently it was planning a space, today, the man becomes the subject of any projects for Lighting Design.

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