

A night-time photograph of the Burj Khalifa in Dubai, United Arab Emirates. The skyscraper is illuminated with bright white lights, and several powerful blue laser beams project from its facade into the dark sky. The surrounding city skyline is visible in the background, with other buildings lit up. The overall scene is dramatic and emphasizes the building's architectural details and its role as a landmark of modern architecture.

GIAMMARIA RAVETTI

— Light is Life —

FROM **STONE**
ARCHITECTURE
TO ARCHITECTURE
OF **LIGHT**

*Light is nothing...
without emotion.*

(Giannina Pavetti)

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THE ENTREPRENEUR

Mr. **Giammaria Ravetti**, artist and visionary poet of the light, loves to say about himself “I live in shadow to create emotions in the form of light”. A multifaceted training and culture, combined with a strong artistic and human sensitivity, have allowed him to actively participate in the most important and evocative lighting installations of the last twenty years.

The project he is most attached to is the **Ground Zero** memorial, where a new way of creating emotions was inaugurated: the architecture of light. From the 2006 Turin Olympics to the Petronas Towers, from the Burj Khalifa to the Shanghai racetrack, from the Rio Carnival to the Olimpia museum, from the Dexia Tower (the largest and most complex LED lighting in the world) to the Peace Tower made for Yoko Ono, the signature of Mr. Giammaria Ravetti is present as soul and emotion in the best illuminations in the field of culture, sport, big events and the most daring buildings of contemporary architecture.

The experience gained in the field, in one with the research of technical and artistic avant-garde solutions, the use of the best products on the market for the realization of his installations, the spirit attentive to the context and to the meaning of the installation to be realized, make his works an exceptional example of contemporary art.

The master's degree in jurisprudence, the experience gained in the managerial staff of Italian and foreign companies, combined with the wide international scope of his professionalism, have outlined a personality flexible, determined, accustomed to face any scenario, ready for innovation and change as well as extremely versatile.

Bringing his own person and knowledge as a banner, the current goal of Mr. Ravetti is doing business with his own art and creativity, inspiration and intent.

From these premises, in the summer of 2019, his new entrepreneurial experience in Italy starts: **Giammaria Ravetti s.r.l.s - Light is Life**, an innovative startup with a social vocation (www.ravettilight.it; startup.registroimprese.it).

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THE COMPANY

Content and objectives

The legal form of the Startup is the best tool to enhance the creative and artistic contents to translate the innovative will even in the technological sector and to exploit the human and professional patrimony of experience that in the last twenty years Mr. Ravetti has been able to gather around his work.

The company operates in the sector of artistic and technological innovation in the field of lighting, whether declined in the form of big events, architectural lighting for the enhancement of the artistic and cultural heritage, sports and promotional events, as well as purely emotional ones through the instrument of the memorial. In the sector of reference, the will is to promote a new use of the lighting tool which, through new generation technologies, highlights not only the three-dimensionality of light, but also its fourth dimension (time). The cultural vocation of the Startup materializes in the specific targets that are to be achieved by the exercise of the business activity, in the three specific sectors of competence.

Architectural innovation leads to an unprecedented enhancement of the overabundant Italian and international artistic and cultural heritage. The path, which passes through the vocation for energy saving, leads to the creation of islands of light that put architecture in a new perspective, increasing tourism and cultural opportunities. The innovation in this field by the Startup aims to optimize profitability through the invisible instrument of light.

The innovation in the use of light for **sports and promotional purposes** allows the aesthetic and functional redevelopment of spaces and buildings, even if not artistically relevant, and it allows their use for advertising and promotion purposes, exploiting the visibility that the lighting engineering tool, for its nature, provides. Combined with stadiums, big events whatever their nature, the innovation represented by the Startup project increases the value and economic potential of structures, buildings and spaces, allowing a significant increase in their profitability even through an implementation of the intended use that can be added to the one for which they are normally intended.

The cultural vocation through the instrument of the memorial means that, by shaping the light, the project and the vocation of the Startup create unique events to remember the memorable passages in the history of humanity. The evocative capacity, typical of light, is amplified by the the innovative approach methodology of the Startup. Creating a memorial by light allows to focus the attention of the general public on the event you want to celebrate,

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contributing to the cognitive study of what you want to remember. Memory and knowledge of past events are a fundamental dowel of growth factor of the individual and the collectivity because they allow man to progress on the paths already outlined by his predecessors, or to deviate from their mistakes and follies.

The aspect of technological innovation occupies a fundamental space within the company's project. Mr Ravetti, mindful of the importance of innovative technology to ensure that a Piedmontese company was chosen to create the Ground Zero memorial, wants to continue on this path, providing his creative capacity with the best and most innovative tools for creating his works and installations.

About installations related to big events, the goal is to create **the largest itinerant lighting system in the world**, capable of being installed and made operational by one single operator in only a few hours.

The current state of the art does not present comparable solutions, as the actual available solutions achieve exclusively similar results through installations which, because of the time of realization and needed materials, make their profitability limited.

The new technological solution, thanks to its flexibility and ease of use, will make the used beams of light visible at night within a few tens of kilometers, according to weather conditions, humidity, light pollution and moon phases. This is undoubtedly an innovative and breaking element compared to current systems available in the lighting sector at an international level. In concert with Universities and Research and Innovation Centers, a new technological frontier will be represented by the study and construction of the **first intelligent "hub" for the management of lighting systems**. The programming system will be composed of particular sensors which, by gathering the lighting designer's inputs and voice commands, will allow him to create a lighting design whose different programming values will be reproduced in the visual field of the lighting designer thanks a small LCD screen integrated in the hub. The whole system will be green.

Further innovations in the field of lighting are represented by the creation of simulations relating to the designed projects that will be as likely as possible compared to the proposed installation. The aim will be achieved through **a support program** (software) which, together with a theatrical, technical and emotional approach, will allow to present the projects in the most realistic form.

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Composition and structure

Mr Ravetti is the sole partner and administrator of the Startup.

The particular structure of the chosen corporate form, which well suits to external collaborative relationships, has favored the formation of a network of aimed consultancies in business and legal field, with particular attention to the sectors of communication and promotion.

The freelance support consultings allow to establish relationships and contacts with public and private bodies, Universities, research centers, cultural associations and Italian and international personalities operating in the context of enhancing the artistic and cultural heritage and which, depending on the projects undertaken, can act as support and cooperation for the realization of the same projects.

The Startup has also closed partnership agreements, business networks and collaborations with Italian and foreign companies for the supply of goods and services, as well as for the exchange of knowledge, know-how, licenses and patents. The in-depth and lasting knowledge and penetration in the reference market by Mr. Ravetti has allowed the startup to identify the best partners, who represent excellence in each market segment, useful and necessary for the realization of the company's lighting installations.

From a technical point of view, of particular strategic importance to maintain the quality standards that the Startup aims for, the Startup makes use of the professionalism of a specialized company in the sector thanks to a twenty-year collaboration, which has seen its presence and the operational contribution in each installation signed by Mr. Ravetti in the world. Thanks to the respective personal and professional knowledge, this collaboration guarantees the best concrete translation of the projects conceived by Mr. Ravetti.

Alongside these consolidated and continuous collaborations, the company cares about projects involving high school and university students, as well as education and teaching of lighting design and lighting technology, with participation of Mr. Ravetti in the role of teacher, masters and specialist and training schools.

Each company and professional who collaborates with the Startup is able to guarantee the quality, ethical, attention, environmental care and certification standards that have always been the trademark of the professionalism of Mr. Ravetti.

This company structure is therefore able to provide “turnkey” projects articulated from the creative and artistic side, up to the final ignition of the installation, through a path made of analysis and resolution of legal, practical, technical, logistics and operational problems.

The startup Giammaria Ravetti srls - Light is Life - is the bearer of an entrepreneurial project that guarantees the perfect union between excellent entrepreneurship, art, culture, technological innovation and attention to the environment, through the wise and inspired use of the most flexible, evocative and versatile of one of the elements nature has given us and technology has recreated: LIGHT.

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