

THE MAN WHO WHISPERED IN THE LIGHT

On last 2nd June he would have turned 67 ... he would have, because on 7th August 2007 he passed away.

I'm talking about the "King of Light", Eng. Bruno Baiardi, the man who whispered to the light. Many stories have been written - many for use and consumption of those who wrote them - and still today many are read by those who claim technical authorship or certificates of "lighting engineering" suitability, for the mere fact of having stumbled upon Bruno when in reality, some were cross and not delight, while others not even shadows in the life of the "King".

Bruno was a reserved, religious, generous man who preferred to live in the shadows, in the company of his light, of his creative craziness, his family, the men and women who with him wrote a story that today lives only in those who really breathed and lived him. Among these and first of all, Cicci, his wife, to whom is due the merit of believing in him to push him to found a company no longer existing today, but of which there are anecdotes that may become a book tomorrow. To her and to Bruno's faithful followers, Massimo Moratti - the heart and the hand capable of transforming a design into a magnificent reality - Rosaria Gualandris and Gianni Canepa - commercial and technical memories of a glorious past - the merit of being accomplices of a man whom nobody believed in, when the light had not become even a spark yet.

Beside him I understood that companies are not only a brand as often we think and read. Companies are made up of people who weave their lives to draw a story with perceivable effect, like light, but with secret origin. In Bruno's company that origin turned into charm and that charm infected the world by sculpting light sculptures where only empty spaces existed. By his side I participated in person and intimately in projects whose name is known but not the "backstage", such as the Tribute in Light in New York, the Olympics in Turin, the Dexia Tower, to name only a few. Every project, from the best known to the least famous, were

source of inspiration for other projects, such as the Burj Khalifa in Dubai which, with its reaching out even further into the sky thanks to the light, seems to be an hymn to the King, after his disappearance. Realizing them together with his “travel companions”, following his inspiration and with the accumulated experience, even made of hard comparisons, was like becoming ambassadors of the charm of that light. That charm is an alchemy that no man can buy, no asset can contain. It doesn't matter if you are rich or poor, arrogant or humble....that soul that intrigues is a talent; if you have not you can only admire it, if you are pure in heart. Otherwise envy will consume you.

Bruno was the man of the sayings by which he photographed the world, people, his emotions and light. To pay homage to his greatness protecting it from those who today turn into an unknown and dark apostles, his saying would have been: "A falling tree makes more noise than a growing forest."