



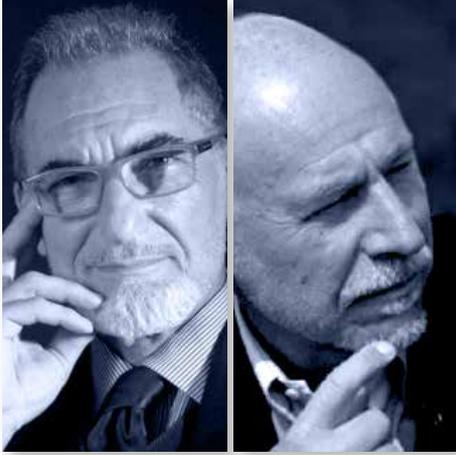
COLOR DESIGN

Faculty

Direction Maurizio Rossi, *Politecnico di Milano*
Alessandro Rizzi, *Università degli Studi di Milano*

Teaching and Tutoring Coordinators Helena Gentili, *Politecnico di Milano*

Faculty Bertagna Giulio
Bonanomi Cristian
Bottoli Aldo
Bruni Silvia
Da Pos Osvaldo
De Mario Giuseppe
Del Zoppo Elisabetta
Dell'acqua Bellavitis Arturo
Diamanti Maria Vittoria
Farini Alessandro
Frigerio Licia
Gargano Marco
Gentili Helena
Kim Sung-Hee
Ludwig Nicola
Luzzatto Lia
Marotta Anna
Menegaz Gloria
Morganti Lorenzo
Omarini Sergio
Rizzi Alessandro
Rossi Maurizio
Sabbioni Angelo
Salvoni Olga
Schettini Raimondo
Soldati Grazia
Suppanen Ilkka
Valan Francesca
Vanoglio Giovanni



Giulio Bertagna and Aldo Bottoli

Giulio Bertagna and Aldo Bottoli gave a significant evolution to the color project with a new methodological and procedural approach, calling on the necessary training to be professionally qualified in the discipline of color design. Their work, which is still in place, it is sensitized on the user, especially on the weak user, that use public buildings and spaces, taking into account their emotional and behavioral responses in order to more careful planning regarding ergonomics of emotions. This development of the color design, which includes a thorough analysis of employees, types of users, relationships and roles, was named as Advanced Color Design.



Cristian Bonanomi

Cristian Bonanomi received his degree and PhD (2011) at Dipartimento di Informatica of Università degli Studi di Milano, where actually he works as research fellow. His current research activity is mainly focused on perceptual aspects in stereoscopic and high dynamic range imaging. Other research interests are about computer graphics, color appearance models, color rendering indices, digital photography. He has also lectured for the digital imaging fundamentals, computer graphics and multimedia laboratory courses.

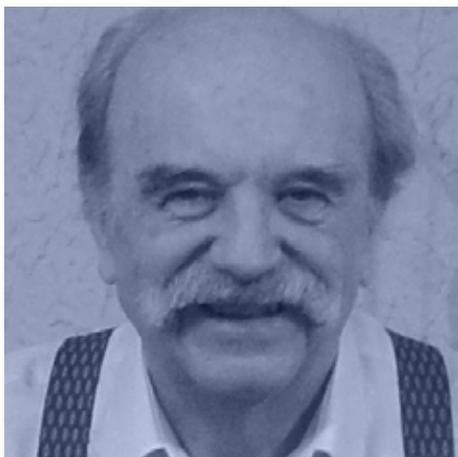


Silvia Bruni

Silvia Bruni is Associate Professor of Analytical Chemistry in the Facoltà di Scienze e Tecnologie of the Università degli Studi di Milano.

She holds courses for the degrees in Chemistry and in Science and Technology for the Study and Conservation of Cultural heritage. From 2009 to 2014 she was Director of the Centro interdipartimentale di Riflettografia Infrarossa e Diagnostica per i Beni Culturali.

Her scientific activity is dedicated to the chemical analysis of artistic and archaeological materials, in particular historical textile dyes, pigments and binders in ancient and contemporary art, archaeological pottery and organic residues. The results of her research activity are presented in more than 100 publications in specialized international peer-review journals and in volumes.



Osvaldo Da Pos

Dr. Osvaldo da Pos, graduated in Biology, past Professor of Psychology of Perception at the Faculty of Psychology of the University of Padua, where teaches at the Doctorate Course in Psychology since 1988. Cofounder of the Inter-departmental Study Centre for Colour and Art of the University of Padua in 1989, and its Director for many terms. Enrolled in 1990 in the State Corporation of Professional Psychologists. Past Italian representative at the CIE Div. 1, chairman of the AIC Study Group on "Visual Illusions and Effects", member of the AIC Executive Committee. Presently member of CIE TC1-90 & TC1-64, of the ISCC (USA), BCG (UK); GdC_AIC (I), SIE (I). His current research interest is in colour and light perception, colour constancy and transparency, colour illusions, colour emotion.



Giuseppe De Mario

Bepi De Mario is an independent color designer and works as a color consultant in fashion (GFF Group), furnishings (Industrie Natuzzi), Tourism (Borgo del Mirto, Hotel Esplanade Pescara), and non-verbal communication (various psychological studies), Health (children's Hospital John XXIII, child psychiatry department). Speaker and occasional lecturer at UNIBA (University of Bari), Color Conference organized by the Group of color, AIC (Member of the Presidential Council), Research Centre CRSMI. Graduated in Literature from the University of Bari, expert in four specialization courses (today called Master): Communication and Public Relations, Methods and Techniques of Research in Educational Processes, Sociology of Sport and Leisure Tourism, family Orienting taken IULINE (Italian University).



Elisabetta Del Zoppo

Art director, graphic designer, copywriter.

She began her job career in 1986 working for some advertising agencies. In 2003 she started Elidelz graphicdesign&communication, its activity involved publishing, advertising and non-profit organizations. Some of its customers are: McGraw-Hill Education, Postel, Poste Italiane, CEMIT - Gruppo Mondadori, IDMC for: Fondazione Progetto Arca onlus, Medici in Prima Linea, Medici Senza Frontiere, Operation Smile onlus, Pi~ Vita onlus, WWF, New Life for Children, Lega del Filo d'Oro. She is currently working on the design of the organization of museographic centers for Shebenik and Buna River National Parks in Albania. Job was obtained by the participation to a call for tenders of the Natura 2000 (an European project), IUCN and the Italian Agency for Cooperation and Development.



Arturo Dell'Acqua Bellavitis

Arturo Dell'Acqua Bellavitis, architect, is presently president of the Triennale Design Museum in Milan for which he has developed the new concept of a changing museum and the different editorial lines on new Italian design, the masters and new looks on design from far away countries. He is Industrial Design full professor, at the Design School of the Politecnico di Milano, where, he has covered for eight years the role of Head of the Design Department and for seven years the role of Dean of the School of Design. He is one of the founders of the College of Design of the Politecnico and of the Interior Design PhD course. He lectured at the Universities of Copenhagen, Helsinki, Oslo, Barcelona, Montreal, Berlin, Shanghai, Beijing, Orleans, Paris, Melbourne, Buenos Aires, Saõ Paulo and Rio.



Maria Vittoria Diamanti

Maria Vittoria Diamanti (PhD cum laude in Materials Engineering, Politecnico di Milano) is Associate Professor at Politecnico di Milano, Dept of Chemistry, Materials and Chemical Engineering "G. Natta", where she teaches cementitious and ceramic materials to Materials Engineering and Nanotechnology students. Her research interests explore the production of titanium dioxide films and the tuning of their properties, from interference colors to photocatalytic activity; photoactive and self-cleaning materials for the built environment; the corrosion of metals. She has several collaborations with international research groups from Massachusetts Institute of Technology (USA), Masdar Institute (UAE), Friedrich-Alexander University (Germany), Nanyang Technical University (Singapore) and more.



Alessandro Farini

Alessandro Farini is a physicist graduated at the University of Florence, where he also received PhD in Optics. He is the head researcher of the Psychophysics and Visual Ergonomy Lab at the CNR-National Institute of Optics in Florence, Italy.

The Visual Ergonomy Lab is a laboratory especially devoted to Applied Psychophysics. Farini's research work is addressed to the study of lighting, ophthalmic optics and colorimetry. He is also Contract Professor at the University of Florence, degree in Optics and Optometry: he is teaching Geometrical Optics and Physical Optics. Farini is also interested in science outreach. Other data at the web site: www.ino.it/home/farini, on his blog www.riflessioniottiche.it and on Facebook and Twitter.



Licia Frigerio

Graduated and Master in psychology, specialization in strategic psychotherapy with analytical orientation, court consultant, medics and teachers supervisor, relationship and communication counselor, professional psychologist and psychotherapist.



Marco Gargano

Marco Gargano, M.S. in physics, since 2004 is a technical researcher at the Department of Physics of the Università degli Studi di Milano. His research focuses in the Imaging for Cultural Heritage (Radiography, IR reflectography, high-resolution photography, thermography), reflectance spectroscopy in UV-Vis-NIR and colorimetry for the characterization and identification of painting materials. The activity covers a broad field and different applications outside the application in the field of Cultural Heritage: thermography for the assessment of stress in animals, the study of leaf antitranspirants or to study human skin temperature during physical exercise, spectrophotometry and colorimetry in conservative dentistry.



Helena Gentili

Helena Gentili is an independent lighting designer and works as a lighting consultant in Italy and abroad. In recent years, she was been invited as a speaker and lecturer at national and international seminars. She has an architecture and urbanism background with a II Level Master in Lighting Design. She currently works as a lecturer and tutor at the Master in Lighting Design & LED Technology at Politecnico di Milano and has completed the doctoral program in Architectural and Urban Design at the same University. The aim is to study in depth the role of artificial light in the contemporary urban context. Since 2014 she is a professional member of APIL (Associazione Professionisti Italiani dell'Illuminazione).



Sung-Hee Kim

Jewelry designer Sung-Hee Kim has appeared in many international publications (from Vogue Gioiello to Dreams). Her origins are from Korea, but she's based in Italy. In 1998, Sung-Hee gained her Diploma in Jewelry Design from the IED Milan with 100 and honours. She has been the finalist and winner of multiple national and international jewelry competitions, such as the Tahitian Pearl Trophy, Gold Virtuosi of WGC (2000), Diamonds International Awards (2000), 4th place of the 'La Dolce Vita di SWAROVSKI' (1998) competition, Diamonds Modern Women (1995) and Diamond Today (1993). She has collaborated with many international jewelry houses such as Damiani and A.JAFFE, since 2004 she has been working as art director of the Maison Azuelos of Casablanca designing high jewelry. She has written eight books including four Jewelry Design books, her latest publication "Luxury Jewelry Marketing" was made to celebrate for her 20 years of career.



Nicola Ludwig

Initially working in the fields of atmospheric pollution since 1994 his main interests progressively shifted towards the use of infrared imaging in the field of non-destructive testing on both biology and Cultural Heritage. Since 2006 Assistant Professor of Analytical methods for the studies and conservation of cultural artworks. He developed both new instrumentation for infrared reflectography on paintings and a new method for moisture detection by IR thermography.

The main research topics range from infrared thermography applied for diagnosis of ancient buildings and in life-science and visible-near infrared image spectroscopy applied to pigments identification.



Lia Luzzatto

She is keynote speaker at conferences and seminars at national and international level on topics relating to colour and communication. She is lecturer in Colour Theory and Communications at the Fondazione Accademia di Comunicazione and the Luxuri Lab Accademia del Lusso, Milan. She is co-author of the following publications: Colour Lessons, Colour&Colours, The Persuasive Colour, Getting to Know and Understanding Colour, The Language of Colour, Read your Personality (Il Castello, Milan). Colours to Wear (Hoepli, Milan), The Meaning of Colour in Ancient Civilizations (Bompiani, Milan).

Luzzatto has also contributed to several anthologies. She is member of ECD (Environmental Colour Design) Buenos Aires and Colour Study Group, Stocholm. She sits on the Steering Committee and Scientific Committee of Gruppo del Colore, Associazione Italiana Colore.



Anna Marotta

Architect, Full Professor in Representation, at the Department of Architecture and Design (DAD) of Politecnico di Torino. Ph.D. in Conservation of Architectonic Assets at Politecnico di Milano; postgraduate degree at the School of Specialization in Restoration of Monuments of Università di Napoli. She teaches Drawing and Visual Communication and Architectural Survey. She is part of the teaching staff of the 1st level Master in Interior, Exhibit & Retail Design; she teaches in the PhD in Architectural and Landscape Heritage at Politecnico di Torino. Member of ICOMOS, UID and of the Associazione Nazionale Colore. She handles relationships with Universidad Autónoma de Aguascalientes and RUDN (Moscow).



Gloria Menegaz

Gloria Menegaz graduated in Electronic Engineering at the Politecnico di Milano in July 1993, obtained a post-graduate MSc in Information Technology from the CEFRIEL-Politecnico di Milano in 1995, and the PhD in applied sciences in July 2000. From 2000 to 2002 she was first assistant at the Audiovisual Communications Lab. (LCAV) at EPFL, and from 2002 to 2004 she was Assistant Professor at the Computer Science Dept. of the University of Fribourg (Switzerland). From 2004 to 2007 she was an Adjunct Professor the Dept. of Information Engineering at the University of Siena thanks to the Rientro dei Cervelli grant. Since October 2007 she is Associate Professor at the Dept. of Computer Science of the University of Verona. She published more than 140 papers in peer-reviewed international journals and proceedings of international conferences. Her research activity is in the field of neuroimaging and visual perception.



Lorenzo Morganti

Graduated with honours in architecture (1999) at the Politecnico di Milano, his professional career started in 2000 at Renzo Piano's building site for the Auditorium in Rome. He designed childcare centres and developed the design for a chain of beauty salons; he coordinated the new lighting design project for the Church of San Luca (Gio Ponti). He works in the private and public sectors. For Politecnico's Department of Design he has developed several research projects dedicated to the retail sector and on product design (furniture and appliances), becoming co-inventor of an American and European patent. Since 2013 he teaches Retail design - Visual Merchandising at the School of Design of the Politecnico.



Sergio Omarini

Physicist graduated at Milan University in 1970, until 2001 director of the “safety of cultural heritage branch “ of the ENEA (Italian National Agency for Environment and Energy), teacher of “Physics applied to cultural heritage” at SOB University of Naples and of “Colorimetric Technologies” at Tuscia University of Viterbo, is associated researcher to the National Institute of Optics of Florence.



Alessandro Rizzi

Colour Group, Secretary of CIE Division 8, IS&T Fellow and Vice President. In 2015 he received the Davies medal from the Royal Photographic Society.

He is co-chair of the IS&T Conference “Color Imaging: Displaying, Processing, Hardcopy and Applications”, a member of several program committees of conferences related to color and digital imaging, and author of about 300 scientific works.



Maurizio Rossi

Maurizio Rossi, MSc, PhD. at the Politecnico di Milano an e professor in the role of Lighting Design and Industrial Design, Director of the Master in Lighting Design & LED Technology, Director of the Master in Color Design & Technology, member of the Doctorate in Design. It is also scientific director of the Light Laboratory: lab photometry, colorimetry, lighting technology, education and design research on Lighting Design who helped design and produce since 2002. Since 2012 he is president of the Italian Association of Color and since 2010 he is chair of the Colour Conference . From 2014 is editor of the scientific journal Color Culture & Science. Its research activities concerning new lighting technology for cultural heritage, and the physiological and psychological effects of artificial.



Angelo Sabbioni

Architect and designer. He got his MA in Architecture at Politecnico di Milano where he later attended a master in Interior Design. After a period of work in architecture and design, he had worked (2001-2006) as fashion designer for primary word brands, as for example Golden Lady. 2005 Politecnico di Milano,has been teaching in master courses in Textile and Fashion. 2006-2011 Politecnico di Milano. Responsible of Master Coordination office, planning new courses in the fields of Design and Fashion (Design for Events, Wedding, New Techs Style Design, Design for theater, Knit Basic, Fashion Pattern). A.A. 2006-2007 Polite.



Olga Salvoni

Designer specialized in color design; she has worked in Francesca Valan Studio dealing with national and international projects. In 2012 she co-founded IOOI', which offers multidisciplinary design services. She works as a consultant taking care of the CMF design. Since 2009 she works as a teacher in LABA in Brescia and since 2011 in IED in Milan.



Raimondo Schettini

Raimondo Schettini is a full professor at the University of Milano Bicocca (Italy). He is Vice-Director of the Department of Informatics, Systems and Communication, and head of Imaging and Vision Lab (www.ivl.disco.unimib.it). He has been associated with Italian National Research Council (CNR) since 1987 where he has led the Color Imaging lab from 1990 to 2002.

He has been team leader in several research projects and published more than 300 refereed papers and six patents about color reproduction, and image processing, analysis and classification. Raimondo Schettini is a Fellow of the International Association of Pattern Recognition (IAPR) for his contributions to pattern recognition research and color image analysis.



Grazia Soldati

Architect, research professor, she has collaborated at Interior Architecture Courses directed by professor Arturo Dell'Acqua, dealing along with projects of interior and textile design for home furniture. Workwise she has been developing studies for textile design, with an eye on textile application for interior and car design. Expertised in Fashion and Textile Technology.



Ilkka Suppanen

Ilkka Suppanen is one of the world's best known contemporary Finnish designers. Ilkka studied architecture at the Technical University of Helsinki and Interior and Furniture Design at the University of Art and Design Helsinki. In 1995, he founded Studio Suppanen in Helsinki. His expression is light, forward-looking and yet classically Scandinavian. He has also received many international awards. His latest and biggest achievement was the Torsten and Wanja Söderberg Prize which is is biggest design prize in the world and annually awarded to one designer or craftsman. Suppanen's work has been exhibited worldwide. His work continues to be widely covered by international press and publications. Ilkka has works in the permanent collections of several important museums worldwide.



Francesca Valan

Francesca Valan is an industrial designer.

Her's work focuses on defining product identity through the design of colors, materials and finishing (CMF Design).

Francesca Valan devises color for multinational companies and designs the colors for diverse products from computers and office furniture to home appliances and sporting goods. She drew up the color guidelines for the city of Milan.

She teaches Color design at the European Design Institute (IED) and SPD (Scuola politecnica di Milano) , and in various Master courses at the Politecnico di Milano as Toy Design master and Master in Color-Design & Technology. She collaborates with many university and design studios in Italy and abroad.



Giovanni Vanoglio

Professional photographer, he divides his time between the shooting activities in the commercial, music (from 2010 he collaborates with a major summer festival) and social (weddings and portraits) and educational activities in collaboration with organizations, associations, public and private institutions .

The degree in urban planning achieved at IUAV in Venice helps him to develop a strong focus on issues of urban and rural landscape. Currently underway some research projects that look with particular attention at the edge town/country and ruptures caused by high-speed rail lines.