

"Tutti sanno che una cosa impossibile da realizzare,
finch arriva uno sprovveduto che non lo sa e la inventa."
Albert Einstein



Press release

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The competition **Light on the move** ended last march with the assignment of the prizes by a solid group of competent judges chaired by architect Francesco Murano.

The first edition of this contest that invited to **design innovative lighting fixtures inside the new spaces of entertainment and hospitality** registered the participation of **183 young designers** (all under 36) coming from the best european design schools.

The high number and the internationality of the participants showed the great interest for design and underlined the need to put the specific topic of Light Design at the heart of the debate on how to conceive public spaces of living and habitat.

Therefore the non-conventional use, even though expressive and poetic, of neon can be ascribed to the first prize *Milluminodimmenso* by Stefano Traverso, while the perfect formal and functional integration of two light sources in one single lamp, romantic and modern as well, brought Michael Breschi with his *Love me Two times* the second prize and the amazing deconstructive and structural synthesis between glass and led is the obvious reason of the third prize for *Dynamic Light object* of Malgorzata Ratajczak and Sebastian Szlabs.

The winning projects, that can be seen in the website www.luceinmovimento.com, have already been presented in Rimini and Francoforte last april and will be repropesed in Warsaw next september. It is also possibile to book on-line the CD with the complete collection of all 183 design projects.

The success of this challenge brought the organizers **Verbus Editrice**, publisher of the architectural magazine IQD Inside Quality Design, and **Ditre Group** to present a second edition with a new exciting theme: **creative shop lighting systems**.