



The name "**Codega**" is taken from the Greek word "*odegos*" (*guide*): Codega was the name given in Venice to the "*carrier of light*" as a result of a law, imposed in 1450, that required someone walking in front of nobles and ladies with a lantern lighting their path in the night.



THE CODEGA AWARD 2014

On 10th October 2014, lighting designers, architects, artists and professionals will meet in Venice for the second edition of the **Codega Award** (Premio Codega), a recognition of lighting design excellence using SSL technologies. The Award is assigned to the installations that, thanks to LEDs versatility, put together design and energy efficiency, creativity and technology.

Alongside the awards ceremony, another event will take place: **LEDin Festa**, promoted by Assodel, a special festival of light which in its first edition was hosted at the historical base of the Arsenal of Venice.

2013 WINNERS

In 2013, designer **Dean Skira** and his LED work created for the **Rident Dental Surgery** in Parenzo (Croatia) have been the first winner of the Premio Codega, the international recognition reserved for the best LED installations created over the last twelve months in Commercial lighting.

Marco Pollice's design **Flagshop Store Stuart**

Weitzman in Milan gained a Mention for the care and attention given to the LED light sources added to the elaborate interior design created for the Hadid architectural studio shop.



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THE OPINION OF THE PRESIDENT OF THE JURY

Massimo Malaguti is the President of the Codega Award Jury, General Director of Galileo Scientific and Technological Park and of Univeneto - Universities Foundation, Director of the Italian School of Design and of Matech, Innovative Material Centre of PST Galileo.

Why endorse design and creativity in use of new lighting technologies?

Design and creativity are competitive values that the international market recognizes in products made by Italian businesses. The bond between creativity and LED technology particularly makes up an ideal expression "*beautiful and well made*", that special aesthetic and functional quality that distinguishes, in every sector, best selling products. Concentrating on these values is the distinctive

**" THE CODEGA AWARD
IS AN INTERNATIONAL
RECOGNITION TO LIGHTING
DESIGN EXCELLENCE
IN SSL "**

- 4 The Codega Award 2013 ceremony
- 5 LEDin Festa: a special installation outside the historical Arsenal of Venice

element of the Codega Prize, and the motivation behind emerging interest on a national and international level.

Why choose such a specific sector - commercial (hotels, shops, offices, etc.)?

The Commercial sector is not only an important part of the lighting market, but also represents an extraordinary "*window*" for avant-garde applications. Hotels, shops and offices are actually "*election*" areas for the application and communication of LED lighting technologies, which bestows special visibility based on the market and its consumers.

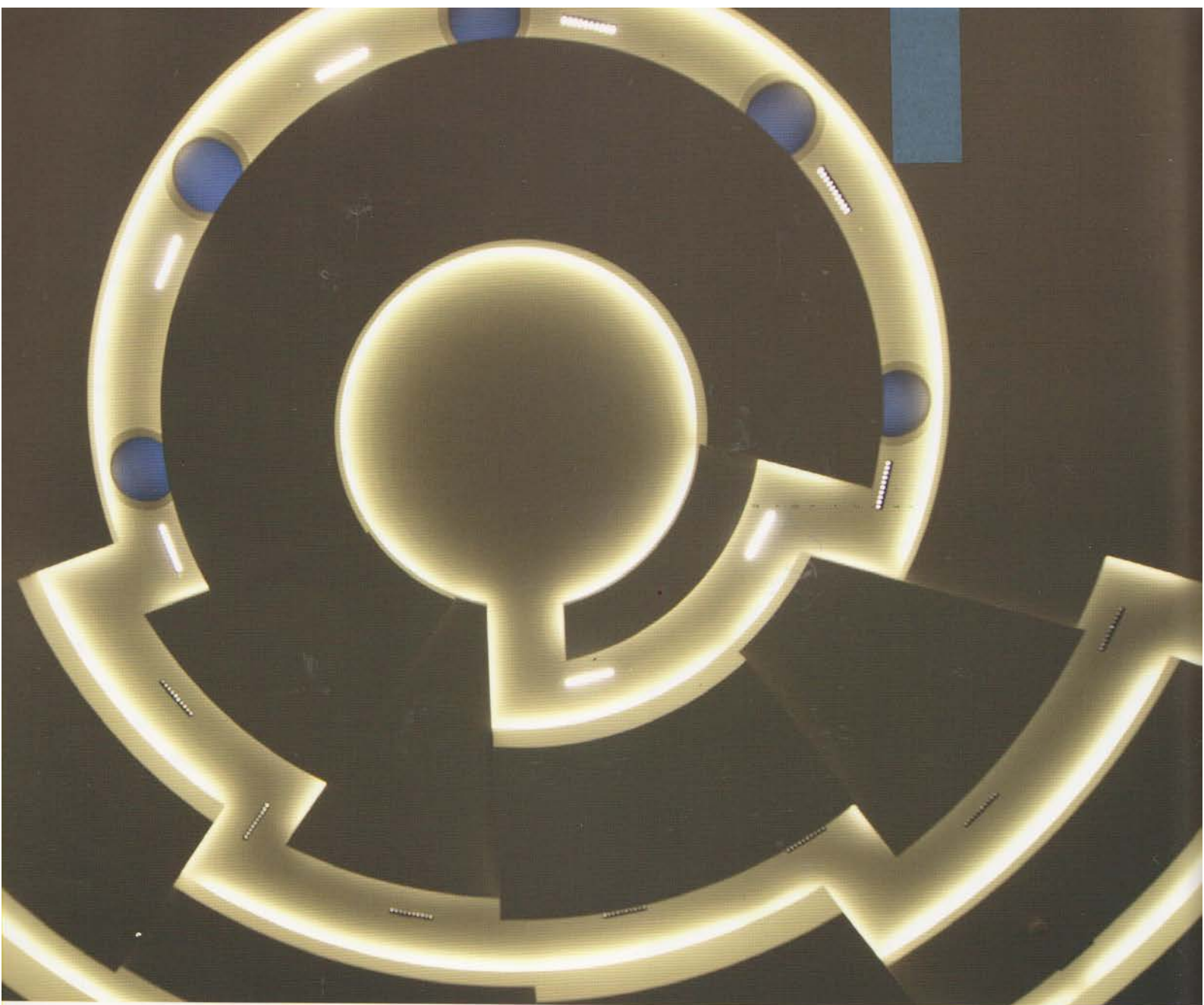
What can this annual appointment (a festival of light) represent for Venice and district?

For the Venetian area and for Venice, the Codega Prize represents an important promotional event for one production district - lighting - which, in the provinces of Treviso, Venice and Padua, is home to the greatest number of companies, mainly small businesses, in this sector.

The Codega Prize "*festival of light*" indicates an important route towards the revamping of the "*manufacturing quality*" that makes up the real wealth of today's economic and productive structure of our country.



Massimo Malaguti



COMMERCIAL \ APPLICATIONS \

SPACE AND
ASTRAL LIGHTING
**IN THE
WINNING
PROJECT**

1ST PRIZE



THE AMBITIOUS LIGHTING PROJECT
BY DENTAL CLINIC RIDENT,
CREATED BY LIGHTING DESIGNER
DEAN SKIRA, HAS WON
THE 2013 CODEGA PRIZE

Light is the invisible form, revealing all other forms and creating another we call shadow.

Understanding these relations helps us remember that lighting design isn't about calculation or specification, it is about envisioning the space, volumes and atmosphere and it is connected with architecture and genius loci of the site in order to create positive emotions for people who reside and perform various activities in that space.

Fulfilling all these principles leads to integration of lighting design in architecture which assumes a close cooperation with architects and interior designers. It is a great fortune and pleasure to often work on projects where it is possible to experience mutual inspiration and realize lighting and structural installations in the space where lighting becomes an integral part of architecture, regardless if it is turned on or not. This creative solutions and the use of energy efficient lighting control systems to attain long term biological, emotional and visual experience values are probably principal qualities that **Skira** transfers into his projects.

After receiving the initial client's request in mid 2011, lighting design team started to work on all required project phases, which were implemented during the building process that started in the first quarter 2012. Initial request by client/investor was to provide electric light for the entire building.





Dean Skira, born in 1962, lighting designer with over twenty years of experience in designing innovative lighting solutions for urban, landscape and commercial spaces. He lives and works in Pula, Croatia. Even in his early childhood he was fascinated by light and its sources, strongly influenced by his father's professional work in stained glass. In 1986 he left for the USA to study lighting design and interior design at the Fashion Institute of Technologies in New York. In 1990 he established his own lighting design company and became a member of IES The Illuminating engineering society of North America, New York section within he specialised city and commercial lighting. He lives and works in Pula, Croatia from 1995. Skira is also member of the Croatian Designers Society and Croatian Lighting Association. His role in the international field of illumination has been confirmed by many international awards and publications.

In 2010 his book *"My light"* was published by Arhitekst and Lupetti Editori di Comunicazione. His first lamp **Lun-up**, designed for **iGuzzini**, won the ARC Show Innovation award 2012 for the most innovative product, LDA award 2012 for the best external luminaire and the **iF product design award 2013**. Nowadays he regularly lectures in various universities and holds conferences from Italy, Germany, Israel, Brasil to USA. He promotes an architectural lighting design concept that goes beyond utilitarian where lighting can have high impact on person's emotional states.

DEAN SKIRA

Awards:

2014

German Design Award nomination Novamed;

2013

Codega - Rident;

2013

iF nagrada - Lun-up;

2012

Illumi Infinity Parco della Luna;

2012

IALD - Novamed;

2012

LDA - Lun-up;

2012

ARC Show - Lun-up;

2009

IES - House of light;

2009

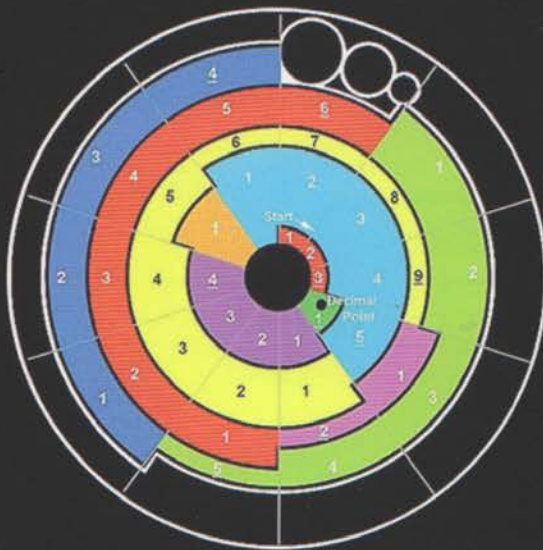
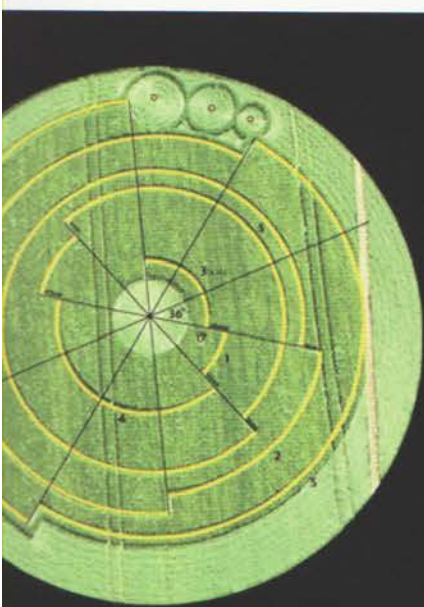
Mies van der Rohe nomination House of light;

2006 Lutron - House of light;

2006 Dedalo Minosse

House of light;

2002 IES - Town of Buzet





“A SCULPTURAL SOLUTION BUILT UP WITH LEDS”

- 1-2 Rident dental clinic:
indoor and outdoor lighting
- 3 The geometrical shapes
for the ceiling design are inspired to crop circles

Location: Pore, Croatia
Client: Rident dental clinic
Type: Commercial lighting project
Architectural lighting design: Skira
Date of completion: May 2013
Photographer: Damir Fabijanac

Lighting design project for **Rident dental clinic**, established for high quality dental services and development of medical tourism, required a very sophisticated, elegant and remarkable solution that would add an extra value to the building and enhance client's experience. The dental offices are well equipped mostly providing the right visual comfort for the patients and assuring that delicate medical procedures can be performed in the same space. According to the client's wishes, it was crucial to deliver a top quality lighting design project that will be user friendly and flexible to adjust according to demanding and specific needs, with high energy-efficiency and ease of maintainance. Also, the project needed to provide an additional value through creative lighting design solution.

Lighting designers were inspired by crop circles and their geometrical shapes so the simulation was made and the sculptural ceiling design presented to the investor and the architects proposing to design the entire ceiling with all the elements, where the final picture/effect/visual impression remains on the structure itself not on all the equipment it contains. The intention was to achieve total lighting design, creating a coherent solution that will integrate all the elements that are to often randomly installed into the ceiling.

The sculptural solution in the main hall integrates skylights, HVAC, audio system, LED lighting and LED downlights, even recently awarded fixtures, to guarantee latest technological achievements in the lighting industry. Entire building has centralised control system programmed to create automatic or manual scenes. Each circle is divided in its own circuit wich allows the user to create dynamic scenery according to investors' wishes and needs.

The RGB nocturnal lighting scenarios made the corporate building soon to become a landmark.