

# GRAPHIC BUREAU MAGAZINE

VISUAL - CONCEPT - COMMUNICATION - SERVICE - SOCIAL - MOCKUP - WEBSITE

LIGHTING DESIGN ↔ VISUAL DESIGN

GRAPHIC BUREAU PRESENTS  
THE FIRST MAGAZINE OF LSS

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# GRAPHIC BUREAU MAGAZINE



**LSS** lightscenestudio

The **Graphic Bureau** was created to support LightScene Studio in creating effective graphic content so that lighting design projects are enhanced and conveyed in the best possible way. Graphics are an essential tool to help people understand our style and aesthetic identity. This is why ours is not just a lighting design studio. rather, it is a laboratory of ideas where different skills converge and where the need to communicate our identity carries as much weight as a well-crafted lighting project.

Thanks to this magazine, you will have the opportunity to experience first-hand the creative path followed by the studio, which is, first and foremost, a way of narrating our projects but also an opportunity to give you a glimpse of our point of view on the contemporary world of design. Inside, therefore, you will find a second reading of our work and projects completed over the years but also a selection of the things we think are coolest and most interesting that surround our studio and that we drink from every day.



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For inquiries, grievances, compliments, comments please contact: [info@lightscenestudio.com](mailto:info@lightscenestudio.com)

# 001 NEVERENDING SUMMER

the summer of lightscene studio in a whirlwind of events, vacations, installations, light projects and site surveys. never ending summer is a saying that has entered common hearing to mean that perpetual feeling of being on vacation. our studio did not close for the vacations. find out what we did instead.

# 002 COFFEE & CIGARETTES

a taste of art cinema. in black and white, it goes without saying. a film we highly recommend. studded with light scenes that move and inspire us every time we happen to see it again.

# 003 GIBIGIANA

Welcome to Gibigiana, LightScene Studio's blog dedicated to light, its wonderful and unexpected applications in the world of architecture and its endless connections with the world of cinema.

# 004 A DANCE WITH HER MYTH

The Lebanese pavilion set up for the 60th edition of the Venice Art Biennale is hosting an installation titled “A Dance with her Myth,” a multimedia journey between painting, drawing, sculpture and embroidery by artist Mounira Al Solh. LightScene Studio worked closely with the artist and art curators to create technical lighting that would match the monumental spaces of the Arsenale and be respectful of the vibrant colors of the works on display.

# 005 IN THE MOOD FOR LOVE

a 2000 romantic drama film written, produced and directed by Wong Kar-wai. The film’s original Chinese title, meaning “the age of blossoms” or “the flowery years” – a Chinese metaphor for the fleeting time of youth, beauty and love.

# 006 LIGHTING ELEMENTS

#Lightingelements is a series of exercises operated on the elements that reveal light. One of the mysteries of light is precisely its elusive nature, the difficulty one encounters whenever one has to determine it, the inability to give it a shape, a color, a texture. This is because light is essentially immaterial, composed of waves. And our need to make it material, to qualify it, is instinctive and primal. Hence our exercise, which consists of a series of close-up images, impressions, photographs, suggestions. The result is a slap in the face of the observer, a glow that rips through the darkness.







# NEVER ENDING SUMMER



# NEVER ENDING SUMMER\*

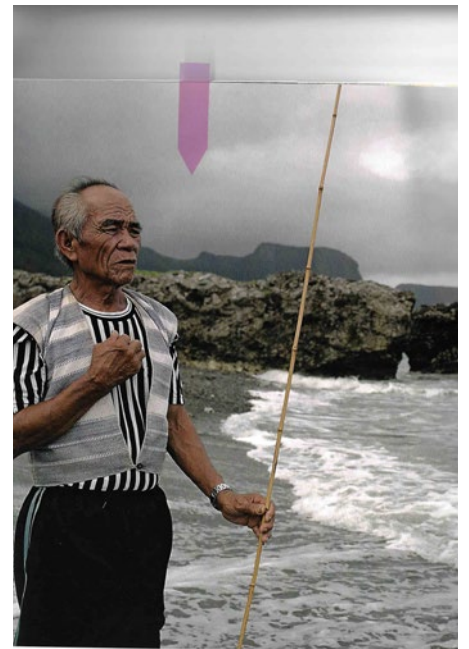
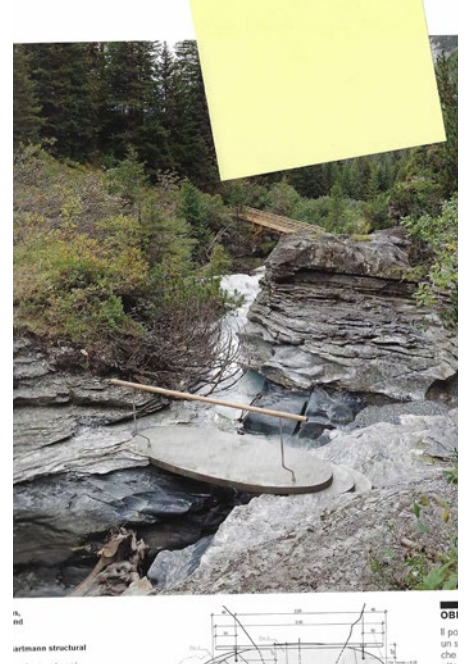
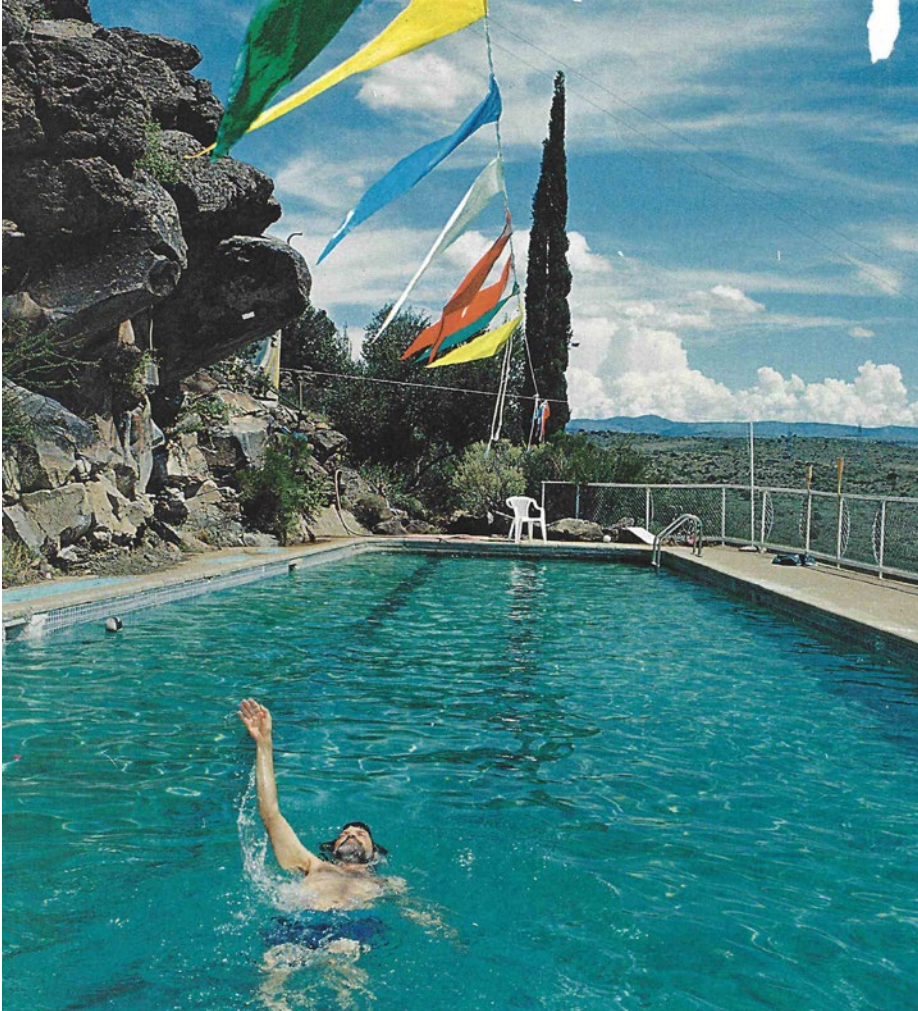
Never ending summer is a typical saying to refer to a very long, almost limitless vacation period when we lose our conception of time and are lulled by the sweet temptations of summer. the sea, the sun, leisure, newfound passions, the pleasures of the table, friendships. Wanting to turn the concept upside down (or perhaps, just wanting to see it from a different point of view) we decided to inaugurate our issue 02, the first one that falls during the summer, with an editorial that was a statement. in summer lightscene studio does not close its doors. because for us, the sweet temptations mentioned above are the light projects, the light scenes that we love to design and agree upon with our clients. we also like to take vacations, of course. we simply arranged to enjoy staggered vacations, so as to ensure effective service in all seasons of the year.



\* typically said of the summer season, when people abandon their usual jobs and everyday occupations to indulge in a vacation. This is generically a time-limited period, only the luckiest and wealthiest can secure an endless period of vacation, a never ending summer in fact.

LightScene Studio have performed between Milan. Greece. France. Switzerland.

- 01\_lighting projects
- 02\_graphics and identity
- 03\_a bit of vacation







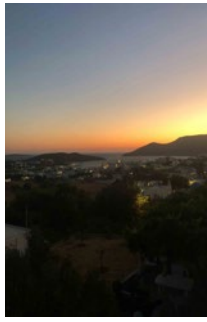
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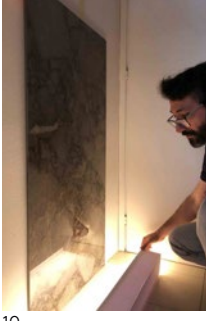
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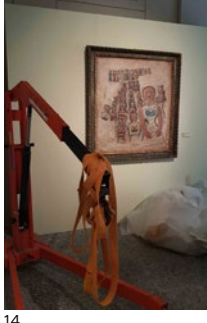
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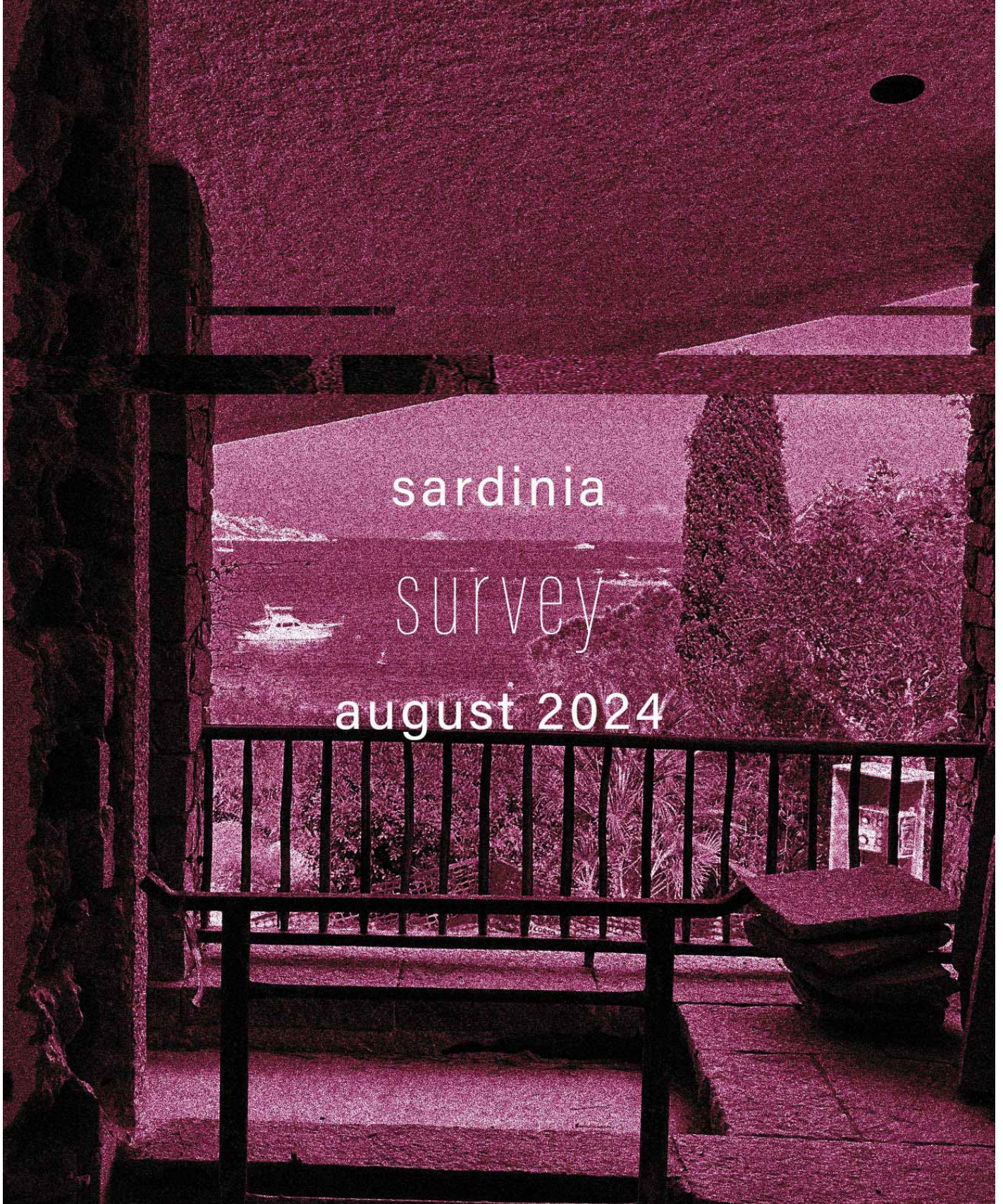
1. View from an Italian island. Partly cloudy.
2. View of the external façade of Palazzo San Francesco in Domodossola where the exhibition "I tempi del bello" was inaugurated at the end of July, illuminated by LightScene Studio
3. White wisteria in Greece.
4. Sunset on an island lost in the Dodecanese.
5. Luca and Riccardo during the final setup of the exhibition "I tempi del bello"
6. A nice villa in the Alps.
7. Lovely cats in the mediterranean summer.
8. Art Director art directing
9. Mentioned in "I tempi del bello" catalogue
10. Keivan doing a lighting mock-up
11. "I tempi del bello" catalogue
12. Us
13. Greek salad
14. Wip in Domodossola. "I tempi del bello" opened in Palazzo San Francesco. Exhibition is open from July the 12th, 2024 til January the 12th, 2025.
15. Night reflections on a bridge in France.

selected images  
 summer 2024 - june / august  
 greece. milan. switzerland. france.  
 formats: various  
 shots taken with: iphone 8  
 4 colors

discover more on [\*\*HERE\*\*](#)



A summer of meetings and surveys







COFFEE AND CIGARETTES

September 5,  
2003

Venice



May 14,  
2004

United States

# GIBIGIANA.

A BLOG FROM LIGHTSCENESTUDIO



PLAY



/GB.



## Gibigiana.

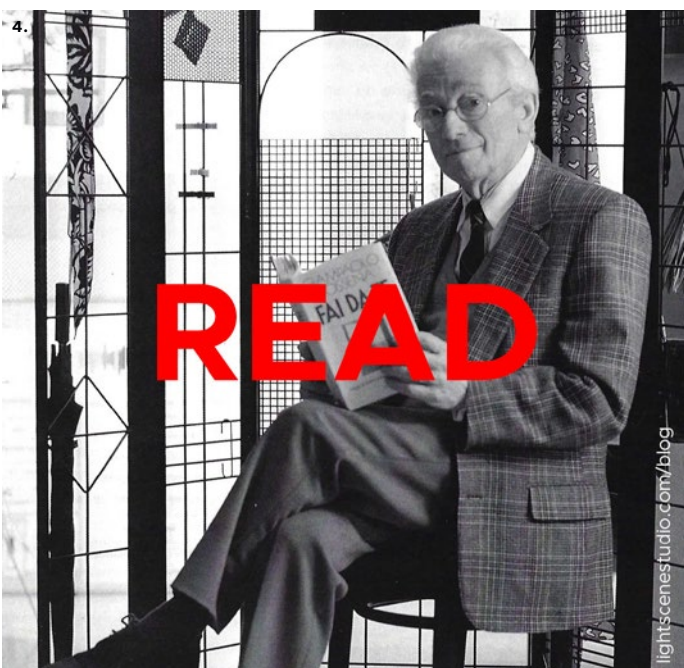
According to the Italian vocabulary, "gibigiana" is that flash of light reflected on a surface from a mirror or water. More precisely, the term has its origins in the Milanese dialect and refers to the time when children amused themselves by reflecting the sun's rays with a small mirror, making the "gibigiana," precisely, to annoy a small pet or to disturb the desk neighbor at school.

The word gibigiana is exquisitely Lombard, just like our firm, which is based in one of Milan's most identifiable and characteristic neighborhoods. Early users of the term include two illustrious

Milanese, the poet Carlo Porta and Alessandro Manzoni, who in one of his "Poesie Giovanili", entitled precisely "Gibigiana," said:

*"Del sole il puro raggio  
rotto dall'onda impura,  
sulle vetuste mura  
gibigianando va"*

The thread with the Milanese tradition is then enriched by another illustrious person, designer Achille Castiglioni, who in 1980 designed **a lamp named "Gibigiana" [1. / 5.]**







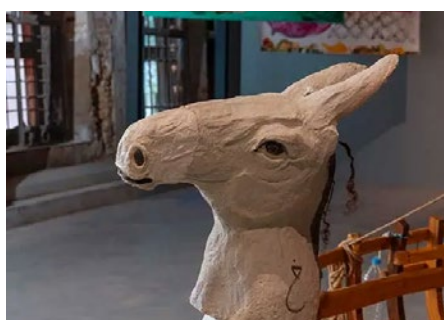
A table lamp designed specifically for domestic needs, characterized by a concentrated and directional beam of light, ideal for carrying out activities that require attention and concentration in an environment with little or no lighting.

As is always the case with Castiglioni's work, the design object becomes an almost perfect synthesis of playful aspects, ingenious solutions and small quality details. Such is the case with Gibigiana lamp where a circular metal reflector with a mirrored surface (adjustable by means of an endless screw) reflects, without glare, a concentrated beam of light, coming from the hidden source. About this lamp Castiglioni himself will say, "The name comes from memories of his own childhood when children enjoyed reflecting the sun's rays with a small mirror, making the 'gibigiana,' as this game was called in the popular Lombard term."



Similarly, in cinema, the Gibigiana is a device used to alter the color and quality of the light diffused in a filming environment. It consists of a wooden rod onto which strips of gelatin (e.g., red to simulate the light of a flame) are attached, which is moved in front of a light source.

From cinema we also learn a secondary use of the term gibigiana, namely that of "woman who flaunts showy elegance." The gibigiana, a languid and flamboyant woman, first officially appears in **the film "Vanità" (1947, Giorgio Pàstina) [3.]** based on the play "la gibigianna" by Carlo Bertolazzi. The film was also known for marking Walter Chiari's cinema debut.





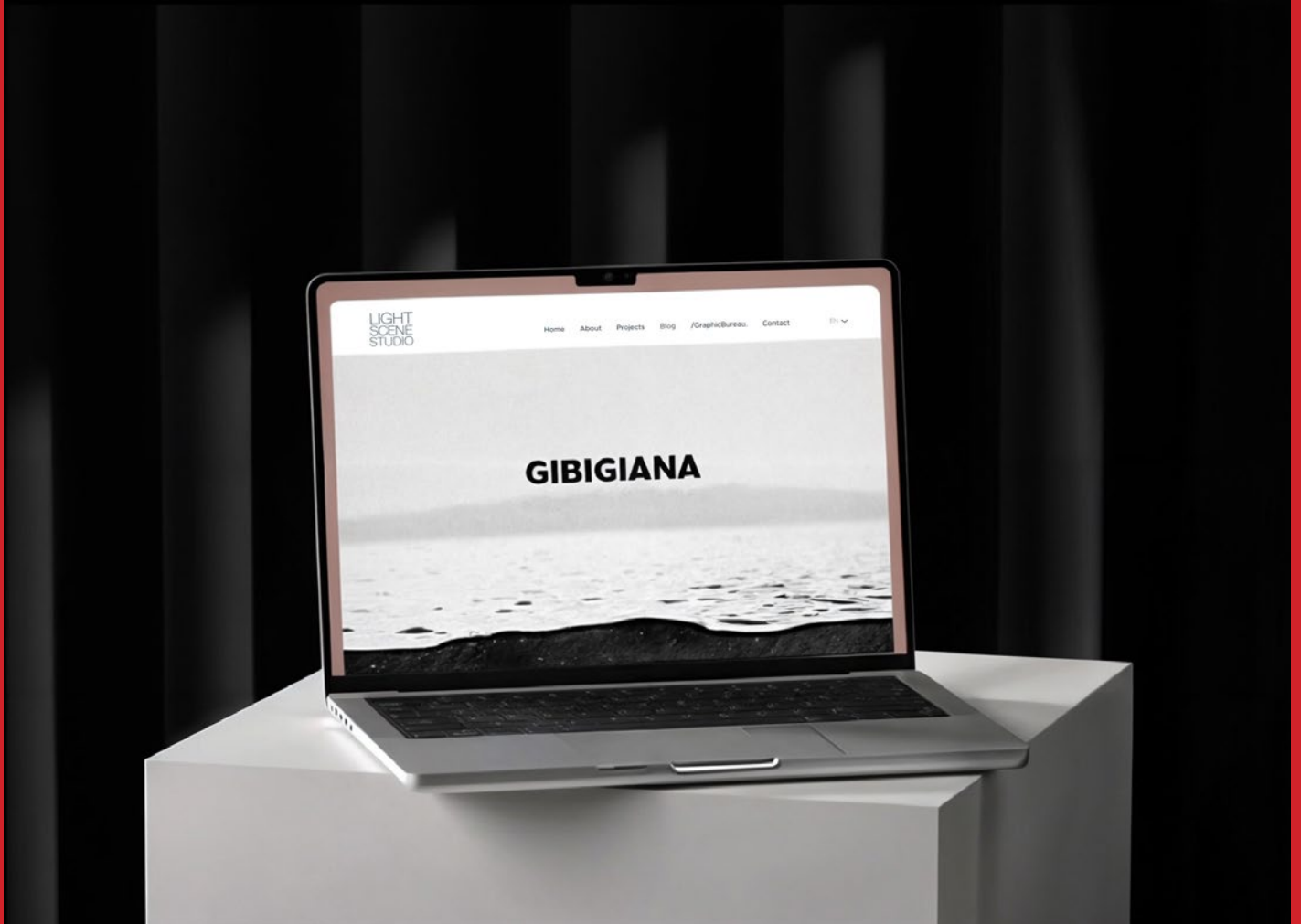


Thus the term, born in Milanese dialect slang, spread to the entire Italian language, eventually identifying a reflection of light, certainly, but one of those sudden, irreverent and unexpected reflections. The term has thus become charged with a broader meaning than the simple play of light, becoming enriched with nuances that now refer to playfulness, now to irreverence, now to romantic gesture. And it is precisely this part that we found interesting about the term. A Milanese word, exquisitely addressed to the world of lighting and cinema, at once synthetic and complex, spirited and funny.

For all these reasons, linked in such an original way, it seemed almost natural to title LightScene Studio's new blog as "Gibigiana".

From today we will try to be as playful and brilliant as Achille Castiglioni's Gibigiana lamp, as impertinent as Giorgio Pàstina's cinematic Gibigiana, and as evocative as the reflection of light on the ripples of the sea. Welcome to **Gibigiana, LightScene Studio's blog dedicated to light, its wonderful and unexpected applications in the world of architecture and its endless connections with the world of cinema.**

## A BLOG FROM LIGHTSCENESTUDIO



read all the articles and discover more on  
[www.lightscenestudio.com/blog](http://www.lightscenestudio.com/blog)



# A DANCE WITH HER MYTH

The Lebanese pavilion set up for the 60th edition of the **Venice Art Biennale** is hosting an installation titled **“A Dance with her Myth”**, a multimedia journey between painting, drawing, sculpture and embroidery by artist Mounira Al Solh.

The works inside the pavilion are a colorful collage that reconstructs the Myth of Princess Europa in a contemporary key, investigating the themes of emancipation, freedom, equality, commitment and solidarity.

Located between the Gaggiandre area and the Giardino delle Vergini, the exhibition space was both a design opportunity and a stimulating challenge for us as designers.

**LightScene Studio** worked closely with the artist and art curators to create technical lighting that would match the monumental spaces of the Arsenale and be respectful of the vibrant colors of the works on display.









# LIGHTING PROJECT FOR AN EXHIBITION

An art installation of the Lebanese pavilion at the Venice Art Biennale.  
A multimedia journey between painting, drawing, sculpture and embroidery which required technical tailoring lighting.

**LightScene Studio** worked closely with the artist and art curators to create technical lighting that would match the monumental spaces of the Arsenale and be respectful of the vibrant colors of the works on display.

The Venice Art Biennale is open to the public from Saturday, April 20 to Sunday, November 24, 2024.



lighting project for an exhibition-biennale-lebanon pavilion  
2024\_MSR45

discover the complete project on  
[www.lightscenestudio.com/biennale-art](http://www.lightscenestudio.com/biennale-art)

/GB.



## A DANCE WITH HER MYTH.

the illuminated works and a view  
of the walkway

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Mounira Al Solh, A Dance with her  
Myth, 2024 - video installation

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On the occasion of the 60th edition of the **Venice Art Biennale**, LightScene Studio was responsible for the technical lighting of the Lebanese pavilion.

The Lebanese pavilion, set up between the

Gaggiandre area and the Garden of the Virgins, invited artist **Mounira Al Solh** for the 2024 edition to create a bridge between myth and reality.

The installation titled **“A Dance with her Myth”** is a multimedia

journey between painting, drawing, sculpture and embroidery that immerses visitors in an atmosphere openly inspired by ancient Phoenicia but coated with a contemporary patina based on plastic and visual techniques.

The works inside the pavilion are a colorful collage reconstructing the Myth of Princess Europa, daughter of Agenor and Telefassa. While picking flowers on the coast of Phoenicia, Europa was abducted by Zeus who, in the form of a white

Mounira Al Solh, A Dance with her Myth, 2024 - detail

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bull, took her to Crete, where the wedding took place. From these were begotten Minos and Radamanto.

This reinterpretation of the Myth is a **festive celebration of emancipation, freedom,**

**equality, commitment and solidarity.** The Lebanese Pavilion presents this exhibition to the public with the aim of nurturing collective social and political awareness through the transformative power of art.

Mounira Al Solh, A Dance with her Myth, 2024 - video installation

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Thus, through colorful tapestries and dystopian video installations, visitors are invited to retrace the footsteps of Princess Europa and - ideally - to realize with her that feminine destiny enfranchised from the influence of "gods."





IN THE MOOD FOR LOVE

花樣年華



May 20,  
2000

Cannes



# LIGHTING ELEMENTS

#Lightingelements is a series of exercises operated on the elements that reveal light. One of the mysteries of light is precisely its elusive nature, the difficulty one encounters whenever one has to determine it, the inability to give it **a shape, a color, a texture.** This is because light is essentially immaterial, composed of waves. And our need to make it material, to qualify it, is instinctive and primal. Hence our exercise, which consists of a series of close-up images, impressions, photographs, suggestions. The result is a slap in the face of the observer, a glow that rips through the darkness.

# SUPERFICI



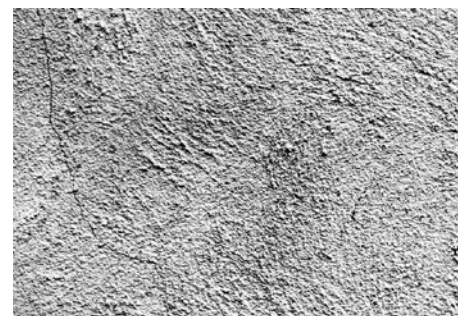
chiesa del gesù nuovo



estasi di santa teresa



crotto di gibellina



## Elements

O DAL DIPARTIMEN

DURATA

22 s

10 s

28 s

25 s

19 s

21 s

17 s

GIF ELEMENT

6 MB

GIF ELEMENT

5MB

GIF ELEMENT

8 MB

GIF ELEMENT

6 MB

GIF ELEMENT

4 MB

SURFACES

SHADES

COLORS

STATES OF MAT

CONTRASTS

MATERIALS

ELEMENTS

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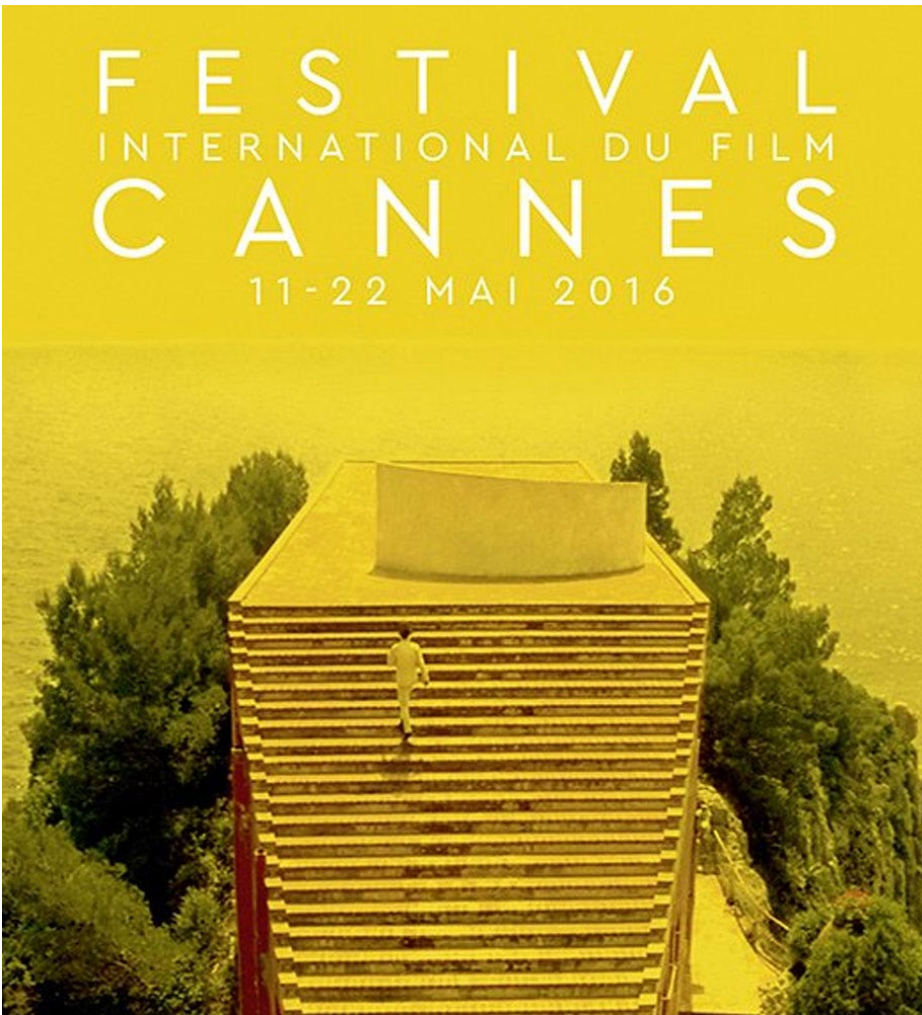




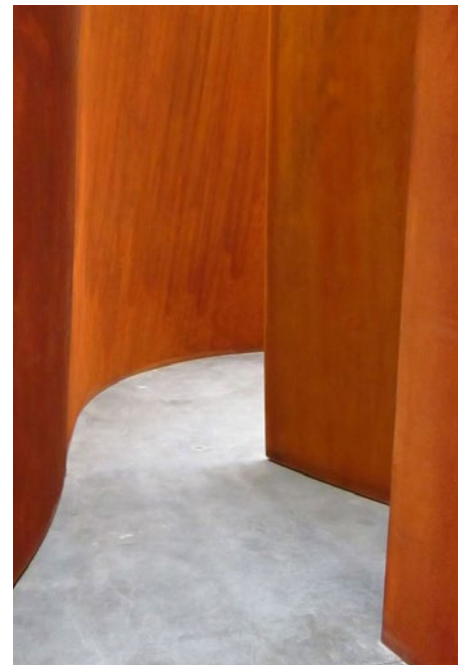
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selected images  
lighting elements\_an experiment of how light  
interacts with the world

research.  
2023  
colours.surfaces.shades.materials.





6

1.  
 Casa-Estudio Luis Barragán | Gral. Francisco Ramírez 12, Ampliación Daniel Garza, Amp Daniel Garza, Miguel Hidalgo, 11840 Ciudad de México, CDMX, Mexico | 1947

2.  
 Park Güell | Antoni Gaudí | Gràcia, 08024 Barcelona, Spain | 1914

3.  
 Villa Malaparte | Adalberto Libera | 80076 Capri, Metropolitan City of Naples | 1937

4.  
 Outdoor sculpture @ Glenstone | Richard Serra | 12100 Glen Road Potomac, Maryland 20854

5.  
 Dan Flavin at Chiesa Rossa Milano | via Neera 24, Milano | 1996

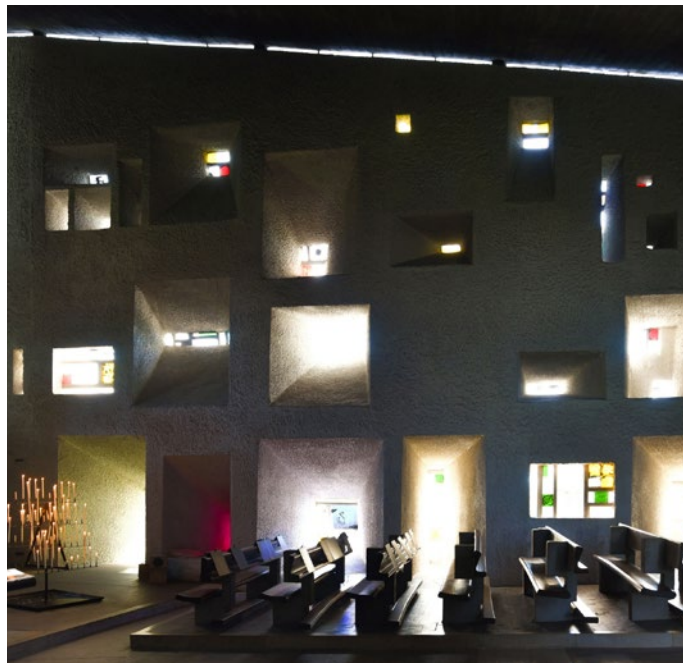
6.  
 Pantheon | Piazza della Rotonda, 00186 Roma RM | 125 AD



7

7.  
 Farnsworth House | Mies Van Der Rohe | 14520 River Rd, Plano, IL 60545, United States | 1951

8.  
 Ronchamp Chapel | Le Corbusier | 13 Rue de la Chapelle, 70250 Ronchamp, France | 1955



8







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