

SPLINTERS OF LIGHT FOR FIAT MIRAFIORI

TURIN - ITALY



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Credits

Category: Events
Client: Fiat Auto
Location: Turin - Italy
Artist: Mimmo Paladino
Photographer: Pasquale Palmieri
type of work: Lighting Installation
Lighting Design: Filippo Cannata
Lighting Design team: N. Fiorillo
Completed: 2006

A new sun illuminates Turin, a sun made of art, light and poetry. Mimmo Paladino and Filippo Cannata created a new star, a supernova able to make dream with its light new possible futures, prosperous and rich in promises for people having eyes and heart to see and interpret the new symbol of the city. Apollo's cart will stop above Turin and illuminate it deeply, its rays will arrive to touch the soul of the inhabitants of the city by brightening shady hearts and melting like snow all sad thoughts. The great neon fan will be perceived as a deep light expanse able to bring the observer towards the infinite. Filippo Cannata, in a close collaboration with the society, puts into practice the precept dear to Munari which says "the simplification is the sign of intelligence".