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# Lighting India

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Meet us at

**LED EXPO 2015**

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**Palm Expo 2015**

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## Barrica 94 Restaurant







# Sala Del Gusto "Hall of Taste"

*Light as experience of the senses*

The "Sala del Gusto," part of the company Finagricola (one of the most important operator within the food and farm industry), is the place that communicates to the guests in a simple and immediate way passion, quality and professionalism which characterize the products of the Brand "Così Com'è".





It will host tasting events targeted at end users, distributors and domestic and foreign customers. It will be the home of all the chefs, food journalists and all lovers of good food. A point of reference of all food specialties that make Italy great in the world, exploring areas such as wine, pasta, olive oil and "mozzarella di bufala."

It is a place designed with the objective of ensuring a form of fulfillment far more complex than the one connected to the mere consumption of food; a form of total satisfaction, reached through an emotional journey – a journey of feelings that can accompany, wrap and make unique gastronomic experience. It is not just a place where you can enjoy high quality products but also a place that offers emotions and experiences from all points of view.

The lighting design project was set from the outset taking into account the specific requests of the customer whose primary requirement was to enhance the image of a brand that, although new, is located within the corporate brand Finagricola, much older (50 years) and consolidated in the European market. In the first instance, the challenge has been to provide not only one project but multiple projects of light, according to the need to ensure the customer multiple lighting scenarios able to adapt to the different events that the place can provide for its customers every time.

Lighting, a distinctive aspect of the area, offers a dynamic space, able to transform and comply with various requirements with different atmospheres and lighting scenarios. The creation of "ad hoc" light sets, in contrast to the monotony of a standardized lighting, helps to give the environment a

mood always new and always in line with the plurality of situations and circumstances that mark the activity of this place, putting every time guests in the right psychological dimension.

The lighting scenes determine the amount of light required on different areas:

- Scenes for the kitchen area, where besides the white light LED (3000 k) were joined RGB luminaires. Here the light responds to both functional requirements, for the preparation of the dishes, and television and spectacular needs, being the Sala del Gusto a meeting place for gastronomic journalists and a space in which are recorded the procedures for the preparation of recipes by chefs from around the world;
- Scenes for conviviality, whereby the light on the tables is calibrated in such a way as to never be invasive, but soft and cozy;
- Sets for the exhibition area, where light responds to the specific needs of packaging. There was a study of the shelf for the displaying of the products, in order to ensure two different types of illumination, the one for the content of these products, the other for the label.
- Finally, the scenes for the relaxation zone, where the last act of a commercial negotiation take place.

#### **All within a single space.**

The whole project of lighting design is characterized both by a light that "sells" products through subliminal emotional messages, and for a lighting management and control system which takes into account costs and power at stake. A







special electronic control system has made it possible to calibrate the different levels of intensity for the different needs and gain maximum efficiency at low powers (each spotlight used has a power of max 6W). The entire project consists of 30 6W LEDs, for a total consumption of max 190W (2, 5W/sqm).

The technology used in the Sala del Gusto is the most innovative on the international market, both for the strictly technological aspects and features of environmental sustainability. The identification and choice of materials are one of the strengths of the project that is rooted in the historical memory of the place and its traditions by combining technology and research to create a harmonious whole. The choice of fixtures with high-quality optics and high performance LEDs came as a natural consequence to match the overall standards of the project.

The entire place was illuminated with LED track spotlight, the state-of-the-art in terms of quality, efficiency, lifetime and dispersion of heat. Lighting fixtures characterized by a warm glow and a high colour rendition, as well as optics with high precision beams, modulate the space enhancing the architecture and its precious materials (essences of precious woods, fabrics and local stones), without neglecting to enhance the characteristics of the foods. Under the right light shades they immediately become more interesting and tasty. The light generates synesthetic experiences that broaden the perceptual spectrum (visual, sound and tactile) involving all of the senses;





that way, sight, touch, taste, smell & hearing cease to operate autonomously, they meet & communicate with each other.

Even the aspect of thermo hygrometric control gives further guarantees to the principle of sustainability and economy of energy sources: the light is able to contain the levels of the internal temperature so as to assure comfort and well-being as well as energy savings. The Sala del Gusto is a project derived from several factors: the entrepreneurial vision of the client, the expressive poetry of the architect designer and the passion of those who have worked with light and sound to create a special place. A place where the illumination is the host. Volumes, surfaces, colours, the texture of natural materials, touched by a gentle light talking

quietly with the shadows, enveloping the visitor like a hug. A place where guests feel cared for, pampered, satisfied. To each his own multi-sensory journey, made of new "diving" unforgettable experiences. ■

### Credits

**Lighting Project:** Cannata & Partners Lighting Design

**Client:** Azienda Finagricola

**Location:** Battipaglia – Salerno - Italy

**Architect:** Diego Granese

**Photographer:** Michele Calocero

**Type of work:** Interior lighting

**Lighting Design:** Filippo Cannata

**Lighting Design Team:** C. Di Napoli

**Completed:** 2014

**Text:** Grazia Montanaro



**Filippo Cannata** has been performing an intense activity of planning and research in the field of lighting for about 30 years. In the wake of a long and continuous collaboration with artists and great masters of design and architecture, he realized fine interventions and artistic installations in different cities among the most important of the world. His projects, characterized by a strong emotional impact, obtained many awards and certificates of merit including the Edison Award of Merit, the Dedalus Award and the Prix Lumiville assigned by the city of Lyon (France). He participates in national and international architectural competitions and he is member of associations like PLDA, IES, AIDI. Cannata&Partners is a research laboratory that explores contents related to light, its history, evolution through technology and design, manifestations in nature and its use in all professional & artistic fields.

