

**“Richard Avedon: *Relationships*”**

*Lighting design project*

The soft and delicate lighting atmosphere embraces the rooms of Palazzo Reale with a dim glow. It leads the visitor in the discovery of this retrospective exhibition about the works of the great photography master Richard Avedon.

The target of the lighting project for this exhibition is to establish an emotional path, through the impalpable and delicate consistency of the light.

Each room is defined by a luminous scenography, that emphasize the spaces, but at the same time it creates an immersive experience into the artists photography universe.

An alternation, confrontation and balance between two levels of illumination, the technical and the emotional, create this peculiar atmosphere that leads the visitor into the exhibition.

A general ambience lighting, very diffused and almost imperceptible, supports a purely technical and functional lighting that allows the correct fruition of the masterpieces. Thanks to the use of various projectors, of different characteristics and performances, accents of light are created on the masterpieces and on the text graphics along the exhibit path.

A luminous common thread links all spaces, but for each room a specific lighting concept has been followed, that takes into consideration the characteristics of the exhibited work, the building architecture and the set-up design.

The exhibition, promoted by Comune di Milano-Cultura, has been organized and produced by Palazzo Reale and Skira, in collaboration with the Center for Creative Photography and the Richard Avedon Foundation.

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