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ITALY PROEL'S ARCHITECTURAL LIGHTING FOR THE TOWER OF MORESCO, A MEDIEVAL HAMLET IN THE MARCHE REGION



Architectural lighting is becoming ever more prevalent in urban lighting and is replacing classic lighting systems. One of Proel's most recent endeavors, the installation in Moresco, is a clear example of this trend.

Moresco is a splendid medieval hamlet only few kilometers from the Adriatic Coast, in the Marche Region, and a 25-meter-high heptagonal tower dating back to the 12th century is its symbol.

On June 26th, 2010 the municipality celebrated a hundred years since its autonomy and Proel took care of the permanent lighting system commissioned for the event for the ancient tower; the technical installation has been directly

managed by the municipality.

In detail, the installation included seven Proel Nightwave PLAT150CNBKs – a DMX-controlled architectural color changer with a 150 W discharge lamp and CMY color mixing system – positioned at the base of the tower, in the corners. These will provide programmed color changes or fixed colors, as Mayor Amato Mercuri himself explained at the Grand Opening, according to each type of event taking place during the year.

«At this point lighting no longer means directing the light of a few fixtures toward an object, especially when that object has a high historical value in the urban context that hosts it, as in the case of the Tower in the

municipality of Moresco», explains Proel Group's Lighting Product Manager, Roberto Meggiolaro. «Architectural lighting needs to be considered as a way to enhance the element that requires illumination, yet you have to avoid excessively spectacular renderings which could overshadow or, even worse, diminish the artistic value of the historical element. This is the concept we applied and we are very happy with the result of Proel's project for Moresco's Tower». Seeing is believing: an excursion to Moresco after sunset will prove how striking this installation is and will be a good occasion to visit this wonderful hamlet and its surroundings.

