Porto Antico di Genova is an area of high cultural value which attracts each year millions of visitors from Italy and abroad, it’s the main touristic area of the city. In particular it’s home to the Aquarium of Genoa, several museums and hosts many cultural and touristic events.

Main characteristics of the pilot project
The Illuminate pilot of Genoa Porto Antico is one of the project’s exterior areas and foresees the complete lighting renovation of two of the most prized areas of Porto Antico: the area surrounding “Cotton Warehouses’ Building” on the pier and the “Grande Bigo” positioned on the water. The Cotton Warehouses’ building were the original site of storage for the cotton bales brought in by the ships and hauled up the industrial cranes located along the wharf. The “Grande Bigo” evokes the form of the cranes used for loading and unloading goods in the port and is the symbol of the Porto Antico Area in fact the company logo recalls the outline of its structure.

The new LED lighting systems have been installed on the harbor and the inner street side of the Cotton Warehouses’ Building, on the industrial cranes along the wharf, on the back side alley leading to the parking area and on the Grande Bigo. Porto Antico is a very lively area at night and different requirements were necessarily taken into account in the lighting design phase. The new lighting systems serve both street lighting and façade lighting purposes. The LED fixtures are required to be dimmable and controlled centrally by a timer for night/day programming functions and thus contribute to energy savings. Safety concerns are a key factor in this area because of the back roads, parking spots but also for the visitors walking around at night. The aesthetic quality of the fixtures has been considered as the sea-side promenade is a main city attraction, housing the marina and several commercial activities such as restaurants, bars and café’s regularly visited by tourists and residents. Also, on the inner side road new lights not present before have been put in place to enhance the building façade.

Aerial view of the areas involved
1- Waterfront industrial cranes
2- Harbour street-side
3- Internal street
4- Back-side alley
The Grande Bigo is placed on the water so the new lighting fixtures are required to be durable and particularly resilient to the harsh environment. The new lighting installation on the Bigo allows for significant savings on maintenance costs and permits a marked improvement of light quality and brightness of the architectural structure. The metering system has been implemented with new equipment and advanced software to monitor the consumption of energy and record savings.

**Results**

- Better light quality
- Brighter and more uniform lighting
- Enhanced appeal of the area
- Greater feeling of safety
- Considerable energy savings!

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**IN FIGURES**

- **Surface of the area:** 16,000 m²
- **Number of LED lighting points:** 360
- **€32,940 per year saved on energy costs**
- **€2,280 per year saved on maintenance costs**

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**LED SYSTEM FEATURES**

- Intelligent system control
- Automatic night/day lighting
- Dimming

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The ‘Grande Bigo’

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Energy consumption before installation (in blue) and after installation (in yellow and orange)

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*Harbour street side: before and after*  
*[Back side alley: before]*  
*[Back side alley: after]*