

PRODUCTION
PROUD ACTION

The theater of vision

Here is a fil rouge, a leitmotif accompanying the advertising world, a this point dated starting from the industrial revolution.

From then on we assisted to the most amazing transformations of the language and image but always with an essential goal: the sale of a product and, naturally, the success and the better profit that can derive.

This could be enough to separate the field of advertise creativity from the artistic creativity; however, today more than yesterday, the transfer of objectively aesthetic elements to the context of commercial and informative ads, it's an undisputed fact.

Gillo Deflores, well-known scholar of semiology and aesthetic, in 1968 already affirmed “the advertise message has as a specific end to be conceptually significant and to obtain this end will resort to other codes ... as written snippets, names made more effective with a skilled lettering or images reproduced in a such realistic and photographic ways so their denotation cannot be misunderstood ... while the art masterpiece couldn't even be decryptable at first sight...”

In Luigi Barbano's work the essence of the visual effect — here delegated exclusively to the photographic language — is found in every frame chose by the author, without exception, through the vast variety of categories considered to the attention of a public equally vast and diverse.

Indeed Luigi tend to exclude a priori, in all his professional activity, every element of superfluity or redundancy towards the formal and communicative efficacy, pointing constantly on the immediacy and compositional synthesis.

In the present case, advertising, allusive and subliminal messages are present even if the photographer seems to disdain them. In the same way the risk of falling in the kitsch is skillfully circumvented thank to a total lack of ambiguity in the images proposed.

From the agricultural plantations to the airlines and similarly for the construction business and its material, for the electronic and infrastructures, in Barbano come the visualization of a whole world of human activities, today so feverish and incisive on the territory.

There is no lack of attention to the craftsmanship, the immense proliferation of food industry, to the unstoppable and obsessive growth of the hotel and gastronomic industries (how many chefs for that “nauseous feast” already admirably set up by Oldenburg in the far years of the American pop art!) as well as to the sector of automotive, luxury and libraries: all this without exhausting at all the list.

As it easy to sense, the kind of message sent from Luigi Barbano trough his vast visual repertoire at this point totally detached from the ancient, and more elementary, concept of advertisement, to draw in meanings and symbols entirely coherent with our actual social and historic condition.

Si tratta qui di un filo rosso, un leit motiv che accompagna il mondo, ormai datato dall'avvento dell'era industriale, della pubblicità.

Da allora in avanti si è assistito alle più mirabolanti trasformazioni di linguaggio e di immagine ma sempre in vista di uno scopo essenziale, quello della vendita di un prodotto e, naturalmente, del successo e del maggior profitto che ne possono derivare.

Ciò sarebbe sufficiente a separare il campo della creatività pubblicitaria da quello artistico tout-court; tuttavia, oggi più di ieri, il travaso di elementi oggettivamente estetici nel contesto degli annunci economici ed informativi, è un fatto indiscusso.

Gillo Dorfles, noto studioso di semiologia ed estetica, già nel 1968 sosteneva che il “messaggio pubblicitario ha come suo fine specifico di essere concettualmente significante e per raggiungere questo fine farà spesso ricorso ad altri codici ... come a frammenti scritti, all'uso di nomi resi più efficaci da un abile lettering o da immagini riprodotte in maniera così realistica e fotografica che la loro denotazione non possa suscitare equivoci ... mentre l'opera d'arte potrà anche non riuscire a prima vista decodificabile...”.

Nel lavoro di Luigi Barbano l'essenzialità dell'effetto visivo, qui delegata esclusivamente al linguaggio della fotografia, si riscontra in ogni inquadratura prescelta dall'autore, senza eccezioni nella sterminata varietà delle categorie considerate all'attenzione di un pubblico e/o destinatario altrettanto vasto e differenziato. Luigi infatti tende ad escludere a priori, in tutta l'attività professionale che gli è propria, ogni elemento sospetto di superfluità o ridondanza nei confronti dell'efficacia formale e comunicativa, puntando costantemente sull'immediatezza e sulla sintesi compositiva.

Nel caso presente, quello pubblicitario, sono latenti anche i messaggi subliminali o allusivi che il fotografo pare disdegnare. Allo stesso modo il rischio della caduta nel kitsch viene abilmente aggirato grazie alla totale assenza di ambiguità nelle immagini proposte.

Dalle piantagioni agricole alle compagnie aeree e così per l'edilizia e i suoi materiali, per l'elettronica e le infrastrutture, in Barbano giunge a visualizzarsi un intero mondo di attività umane, oggi tanto febbrili e incisive sul territorio.

Né manca l'attenzione rivolta all'artigianato, all'immensa proliferazione dell'industria alimentare, all'ormai incontenibile e ossessivo sviluppo del settore alberghiero e gastronomico (quanti chef per quel “banchetto della nausea” già egregiamente allestito da Oldenburg nei lontani anni della pop art americana!) nonché a quello dell'Auto, dei gioielli e delle librerie: tutto ciò senza esaurire affatto l'elenco.

Com'è facile intuire, il tipo di messaggio inviatoci da Luigi Barbano attraverso il suo vasto repertorio visivo si è ormai discostato totalmente dall'antico, e più elementare, concetto di réclame, per attingere significati e simboli del tutto coerenti alla nostra attuale condizione storico-sociale.

“There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder.”
Ronald Reagan

From birth, I have always been attracted to technology and production. It began with disassembling toys to understand how they worked and to improve them. It went on with family Sunday trips that almost always “casually” ended with a visit to some power plant under my father management. When I reached the age of choice I preserved in what had become by then a passion, first with scientific studies and after with the photographic documentation of productive processes.

Entrepreneurs are the modern heroes who rarely receive the merited recognition. The intelligence and the courage of whom accept the challenges and create real solutions, have gifted the human kind with years of additional life and wealth.

In my career as industrial photographer and advertiser I met a lot of people who had the vision of a possible future and the force and courage to follow it, despite the daily obstacles artificially created and imposed on them by those who had neither courage, skills or vision.

From the small company, composed by a single individual doing a humble work, to the big companies composed by hundreds of people, I have seen the pride derived by the ability to create something useful and real. My clients taught me that production is not just an act, but a proud action of the mind who inspired it.

“Non ci sono grandi limiti alla crescita perché non ci sono limiti all’intelligenza, immaginazione e meraviglia dell’essere umano.”
Ronald Reagan

Da quando son nato sono sempre stato affascinato dalla tecnologia e dalla produzione. E` iniziata smontando ogni giocattolo per capire come funzionava e migliorarlo. Ho continuato con gite domenicali con mio padre, che finivano sempre “casualmente” con una visita alle centrali elettriche sotto la sua responsabilità. Quando è arrivata l’età della scelta ho perseverato in quella che era ormai diventata una passione, prima con studi scientifici e poi con la documentazione fotografica dei processi produttivi.

Gli imprenditori sono i moderni eroi che sempre meno ricevono il credito che si meritano. L’intelligenza ed il coraggio di chi accetta le sfide e costruisce soluzioni reali, hanno regalato all’essere umano anni di vita aggiunta e benessere.

Nella mia carriera di fotografo industriale e pubblicitario ho incontrato molte persone che hanno avuto la visione di un futuro possibile e la forza ed il coraggio per inseguirla, nonostante ogni giorno siano aumentate le difficoltà e gli ostacoli imposti artificialmente da chi non ha coraggio, capacità e visione.

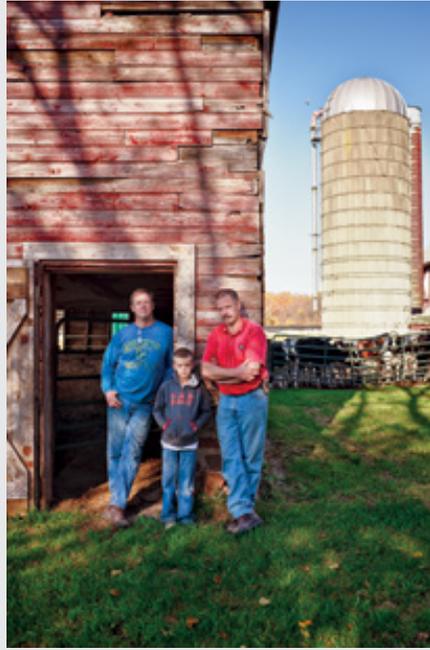
Dalla piccolissima azienda, formata da un singolo individuo che compie un umile lavoro, alla grande azienda formata da centinaia di persone, ho visto l’orgoglio che deriva dall’abilità di creare qualcosa di utile e reale. I clienti mi hanno insegnato che la produzione non è solo un atto, ma un’azione orgogliosa della mente pensante che l’ha ispirata.

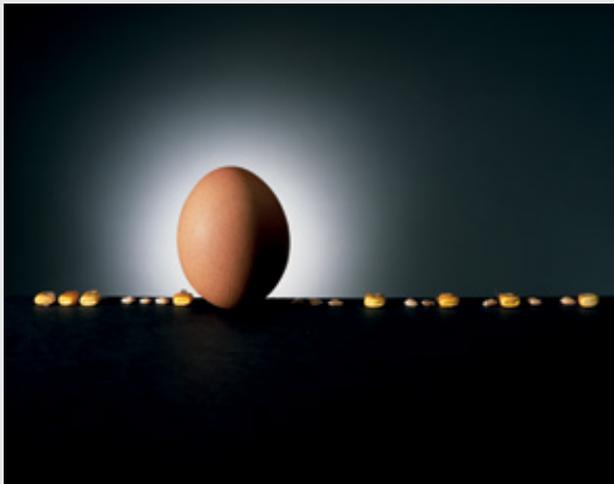
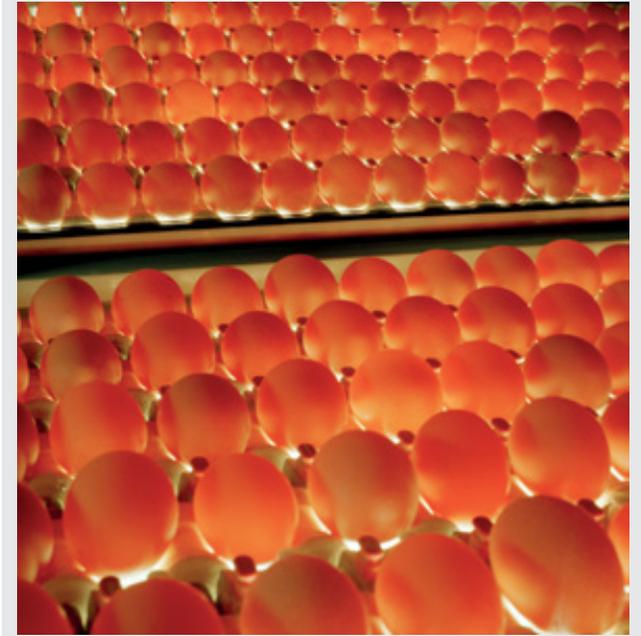
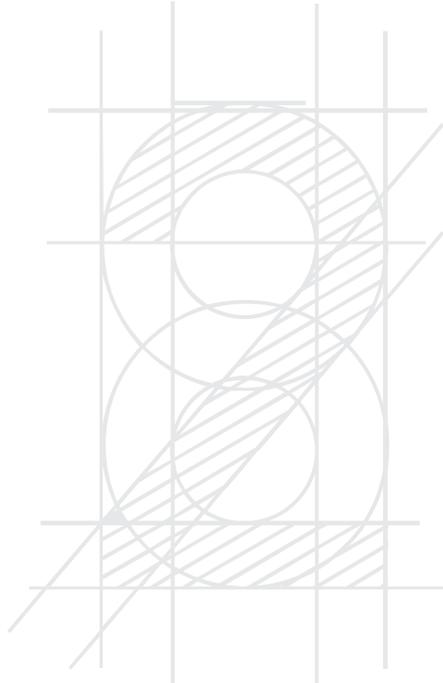


Agriculture



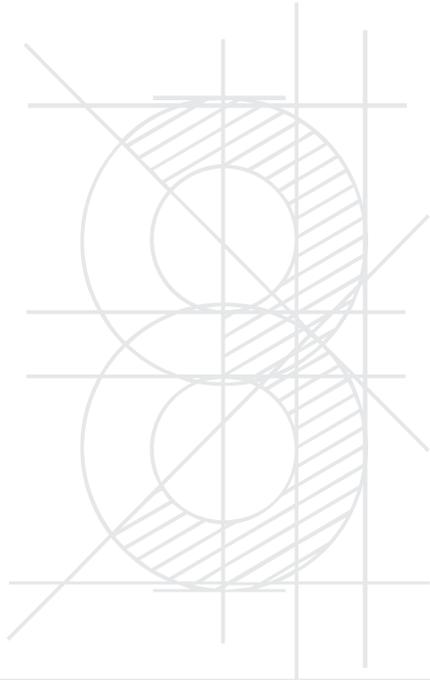
If you're looking for can-do,
earthy-crunchy attitude then
you've got to go to Wisconsin.
Dar Williams



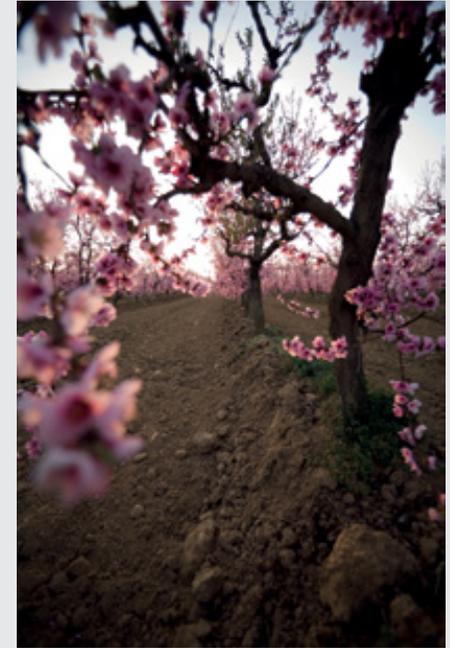


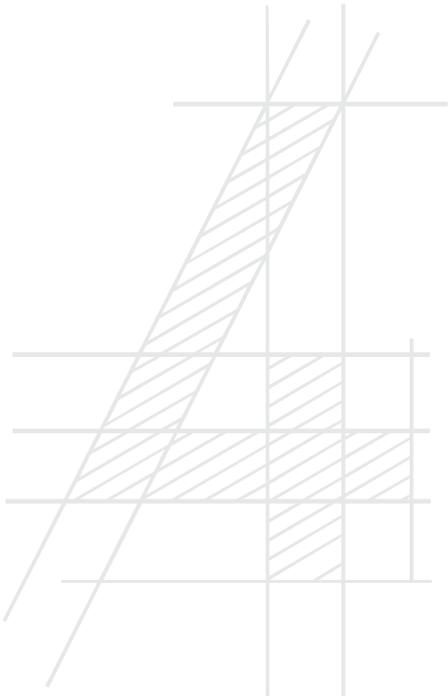
It's OK to have your eggs
in one basket as long as you
control what happens to that
basket.
Elon Musk





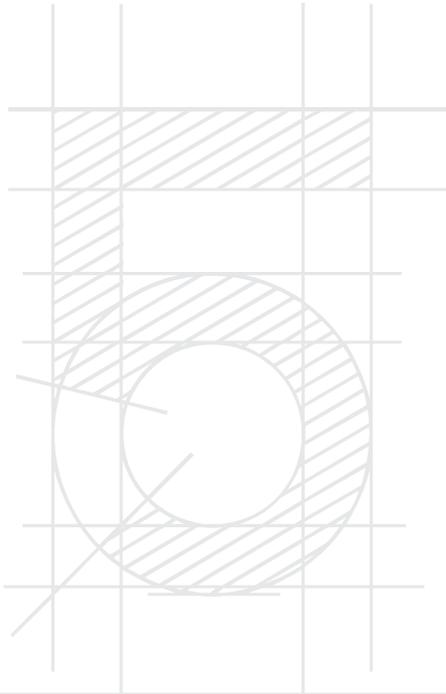
It is only the farmer who
faithfully plants seeds in the
Spring, who reaps a harvest in
the Autumn.
B. C. Forbes





I've made my music so that it could be about anything and everybody - whether it's a guy, a female or a goat - and everybody can relate to that.
Sam Smith



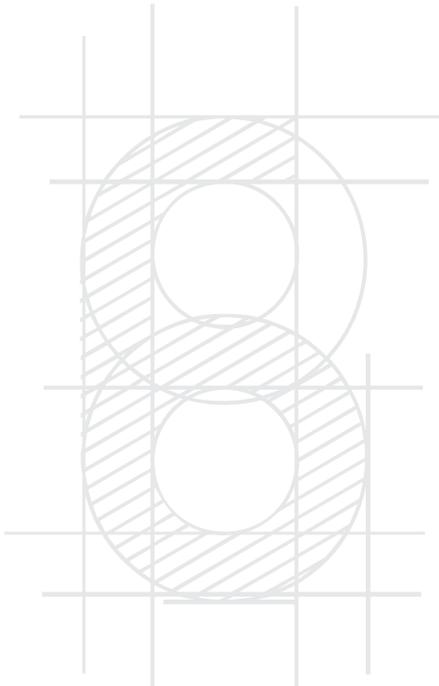


Here's a Thanksgiving tip.
Generally, your turkey is not
cooked enough if it passes you
the cranberry sauce.
Joan Rivers





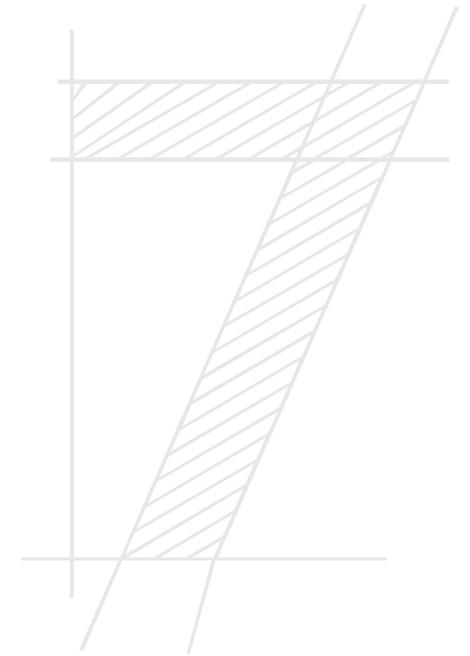
Aviation



Why shouldn't I fly from New York to Paris? I have more than four years of aviation behind me. I've barnstormed over half of the 48 states. I've flown my mail through the worst of nights.
Charles Lindbergh



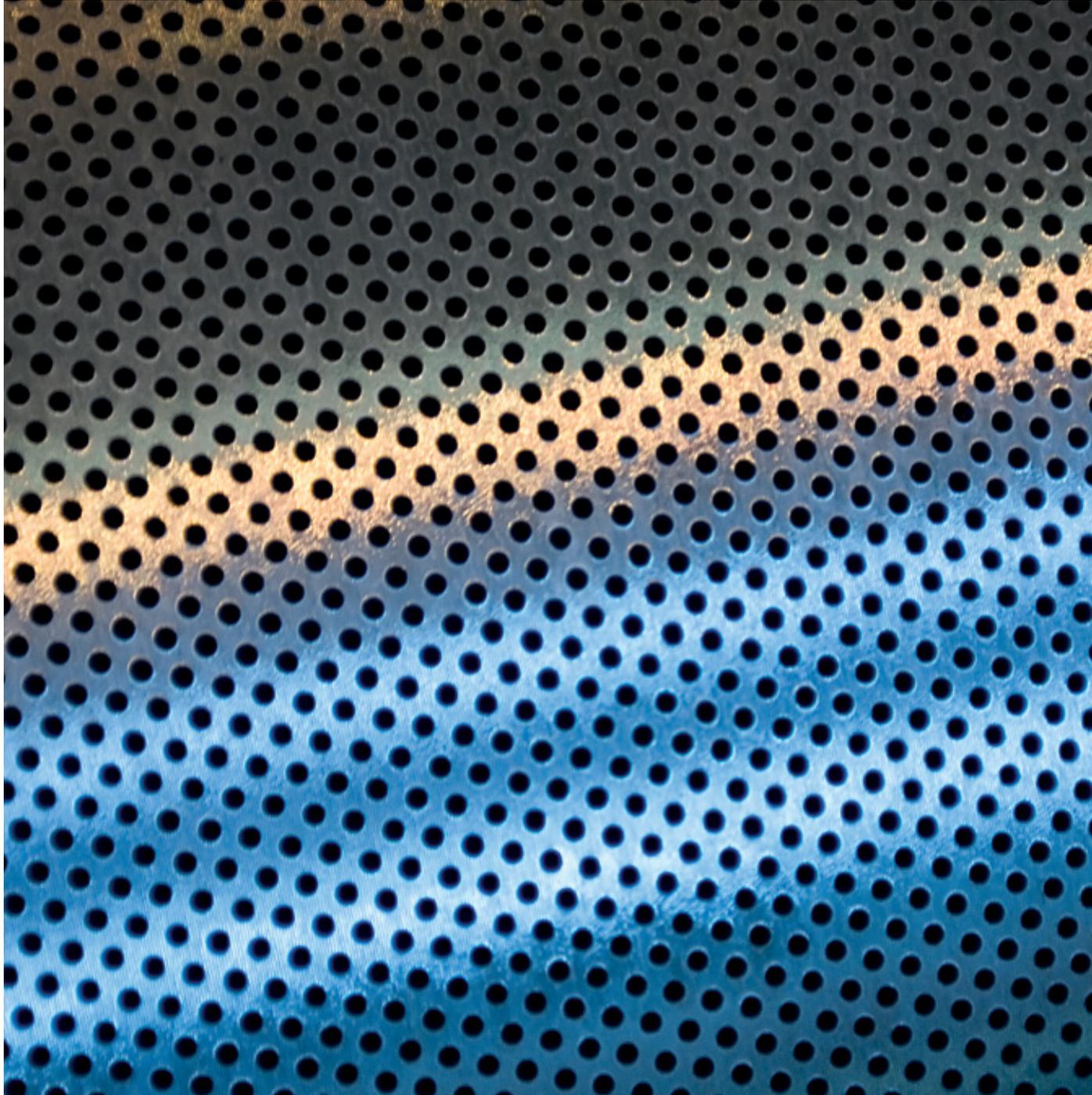




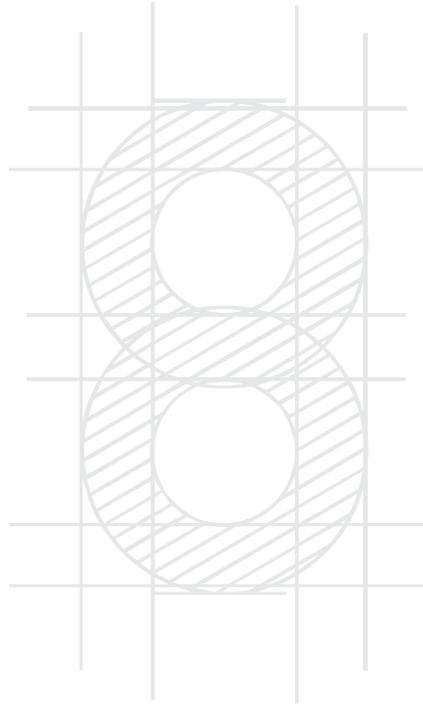
The airplane stays up because
it doesn't have the time to fall.
Orville Wright



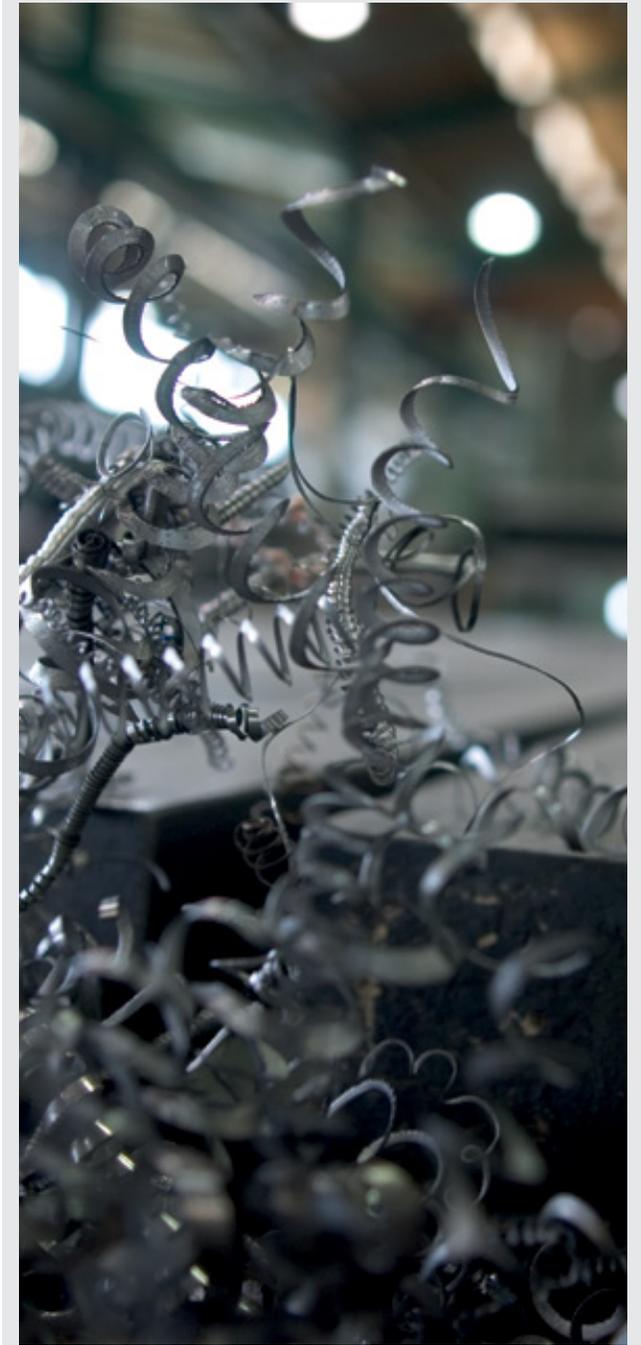




Mechanical

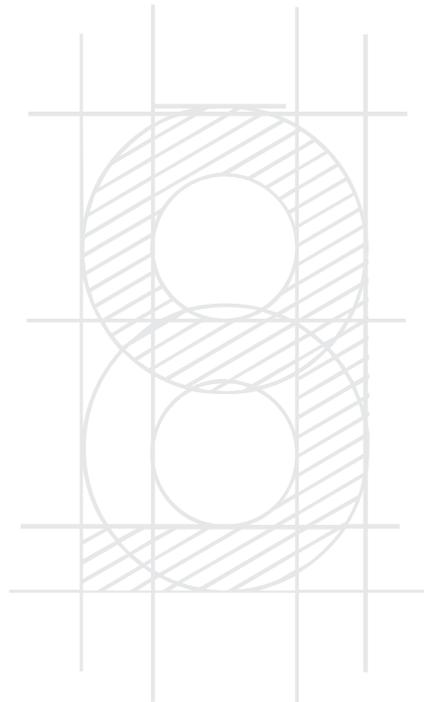


No country is ever successful in the long term without a really strong and vibrant manufacturing base.
Alan Mulally





Improvement usually means
doing something that we have
never done before.
Shigeo Shingo





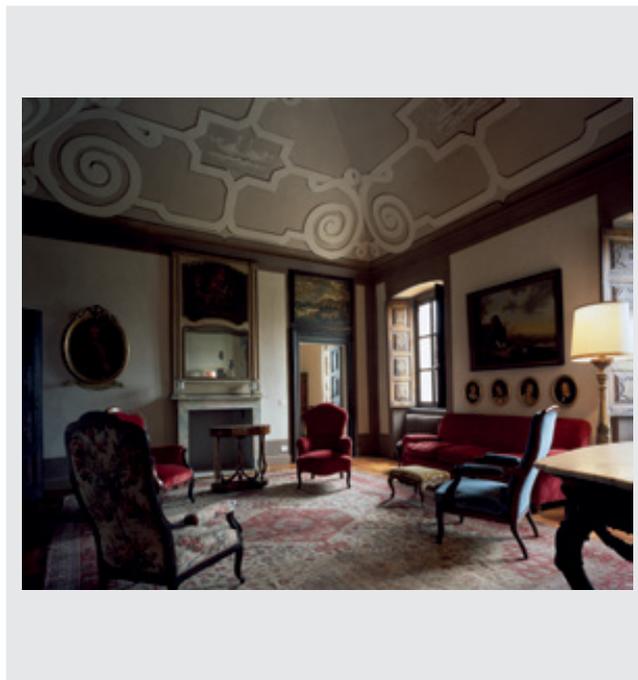
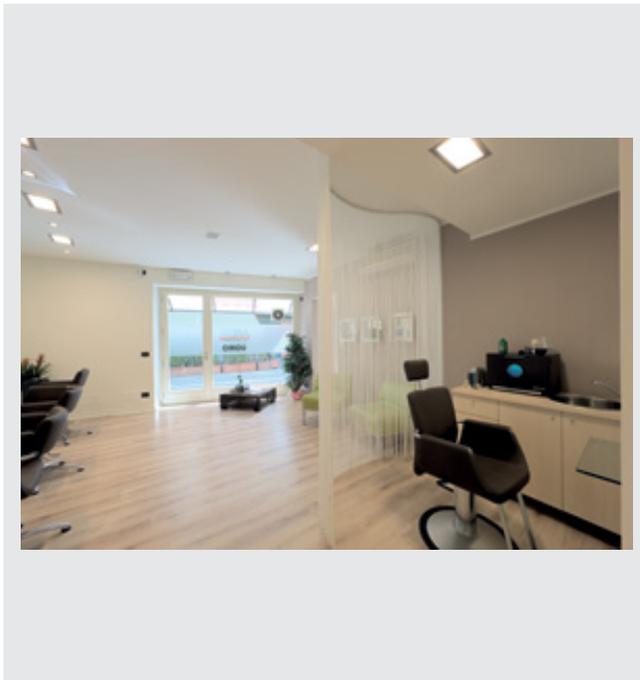
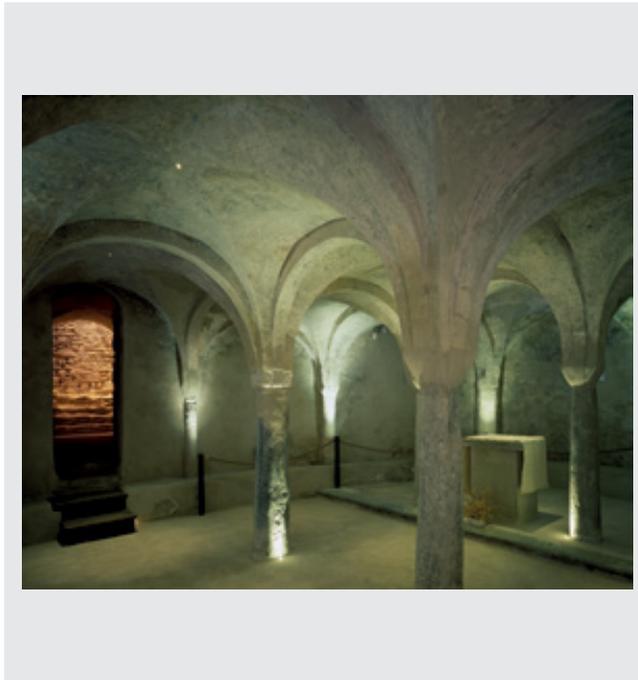


Men are like steel. When they
lose their temper, they lose
their worth.
Chuck Norris





Construction



We shape our buildings; there-
after, they shape us.
Winston Churchill



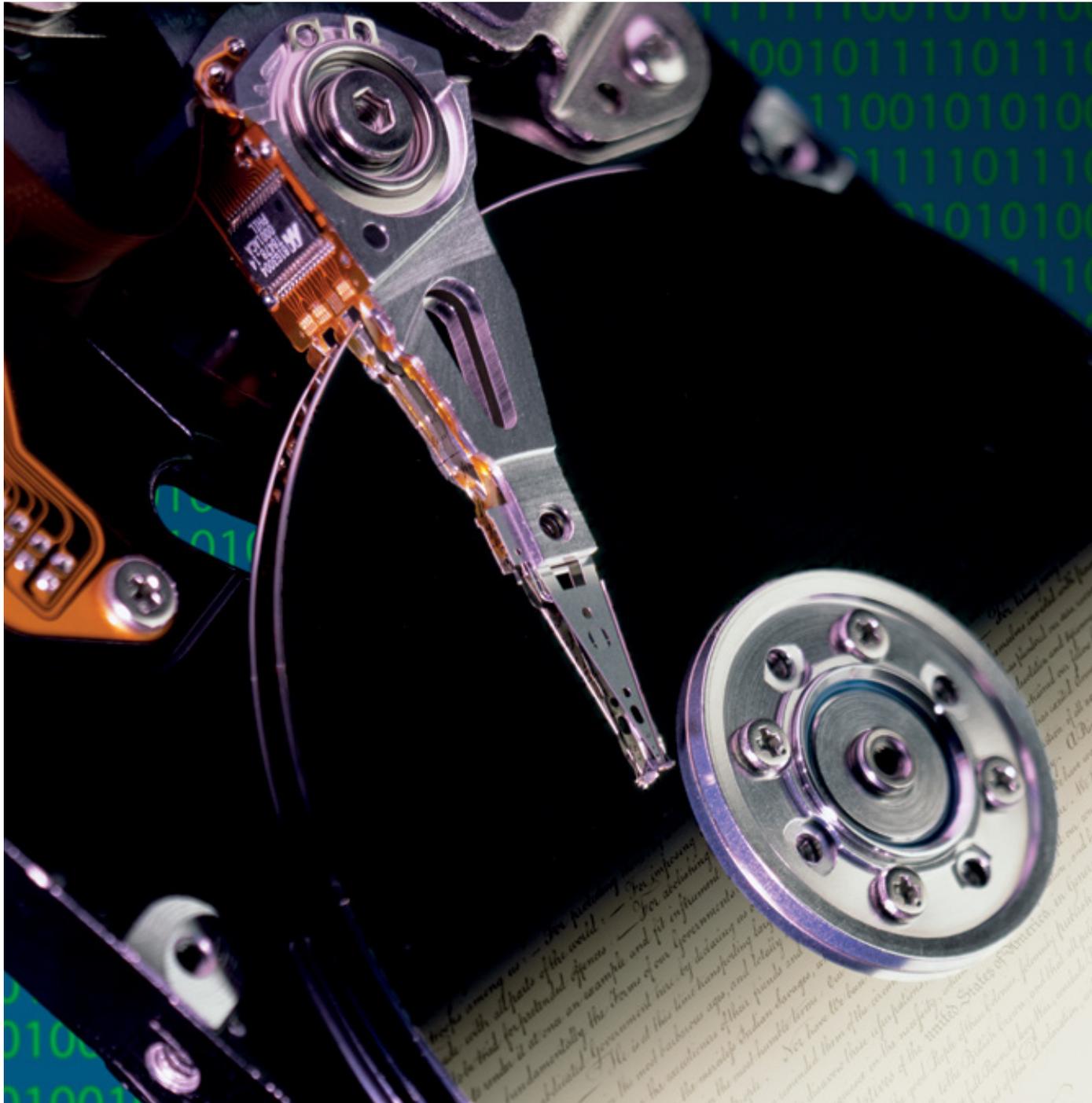


We require from buildings two kinds of goodness: first, the doing their practical duty well: then that they be graceful and pleasing in doing it.
John Ruskin



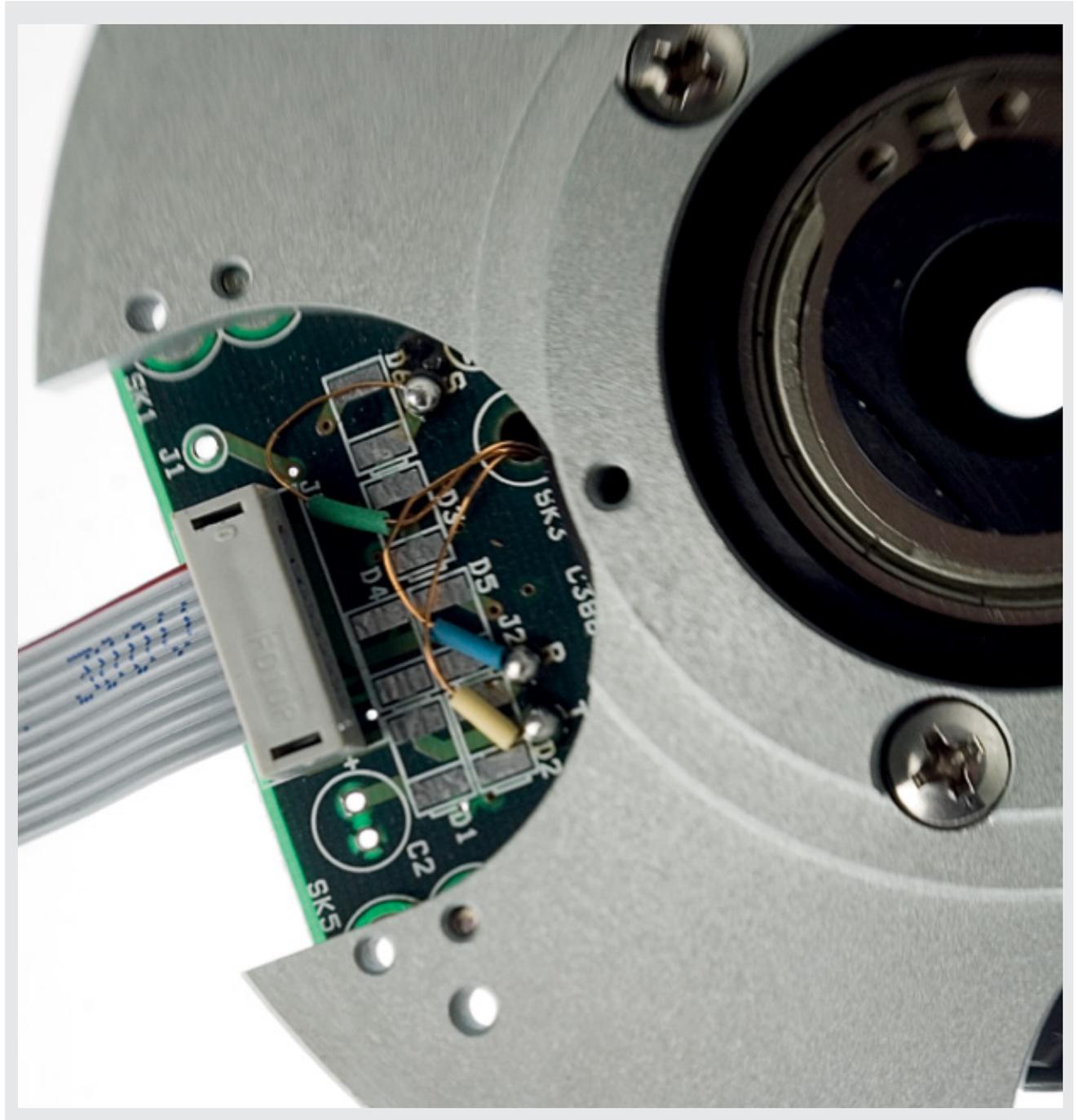
Now, one thing I tell every-
one is learn about real estate.
Repeat after me: real estate
provides the highest returns,
the greatest values and the
least risk.
Armstrong Williams

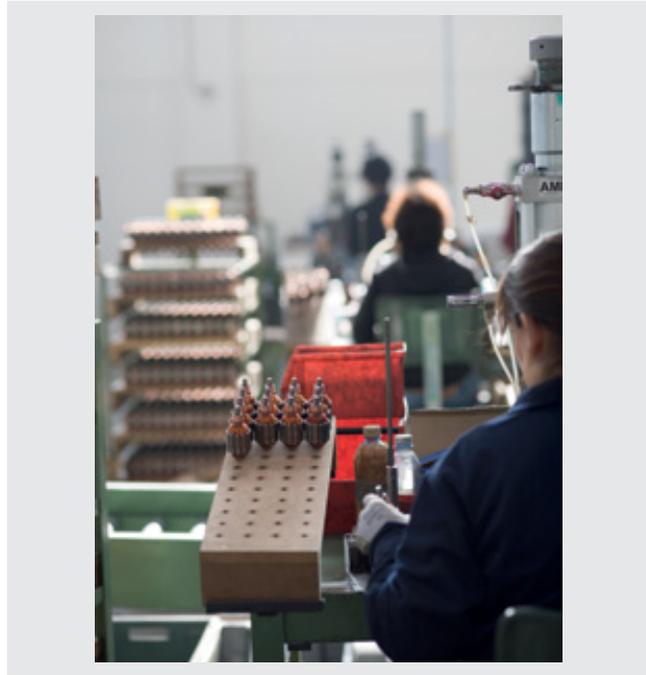
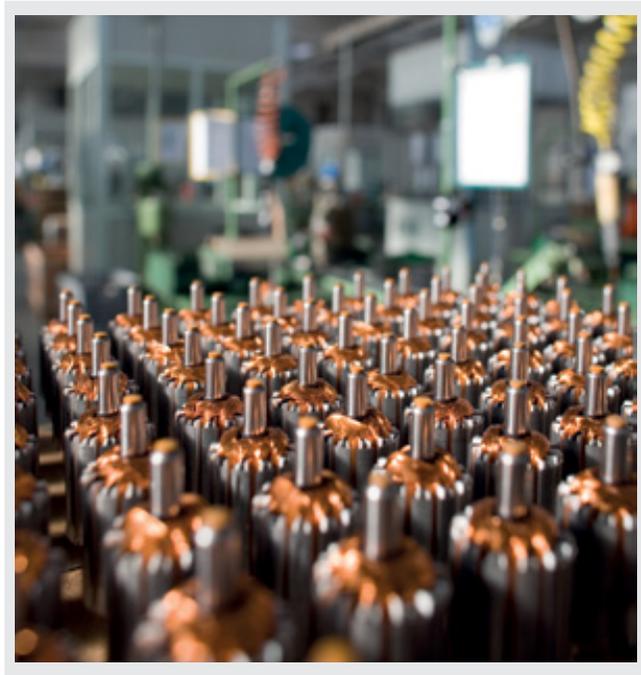
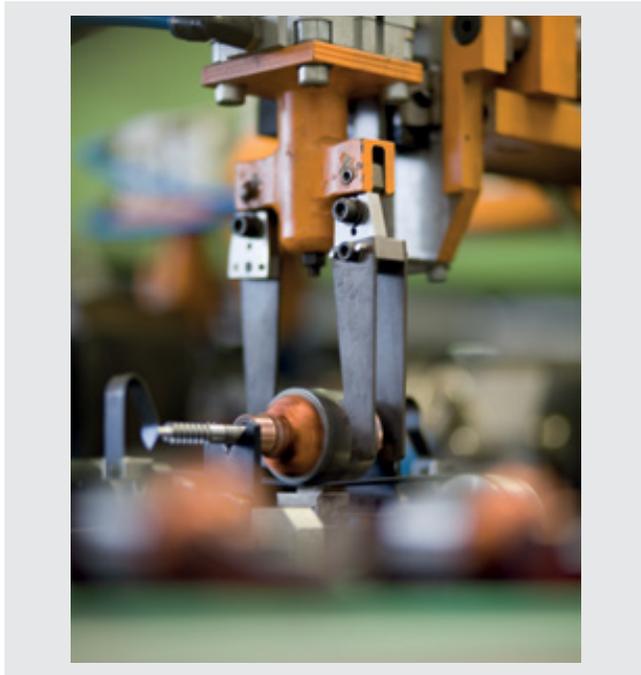


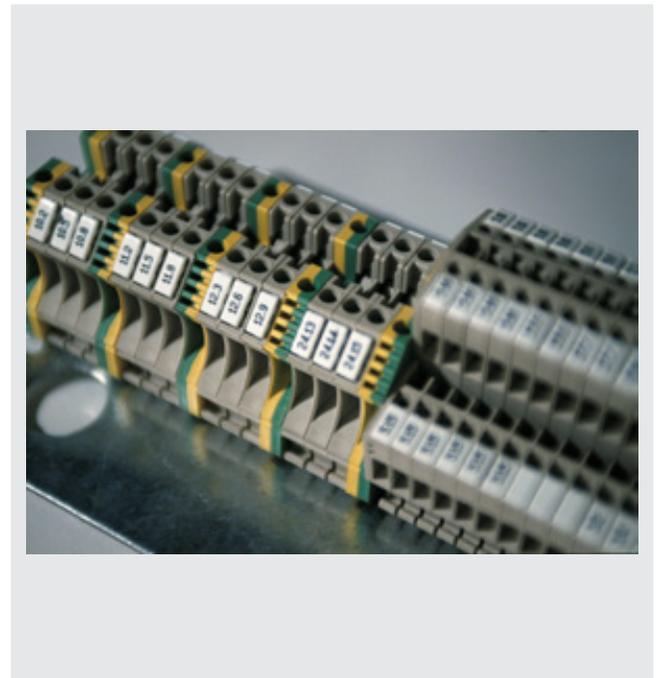
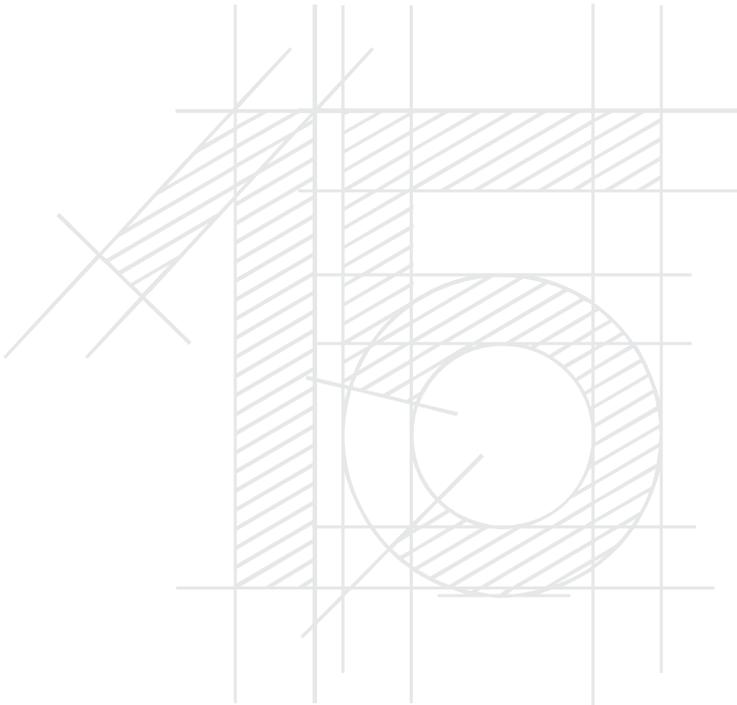


Electronics

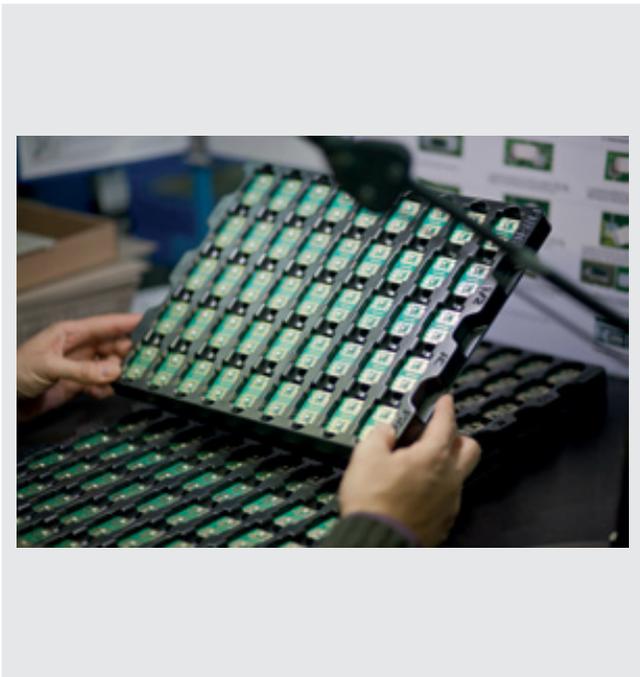
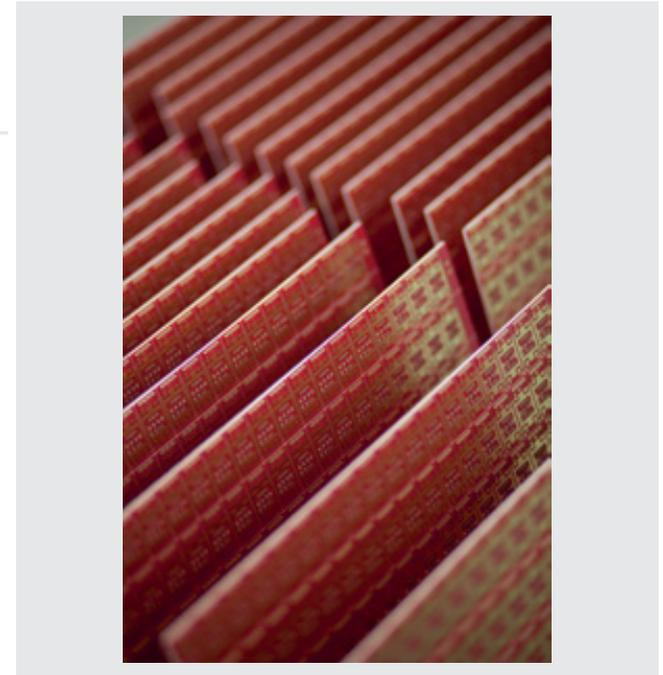
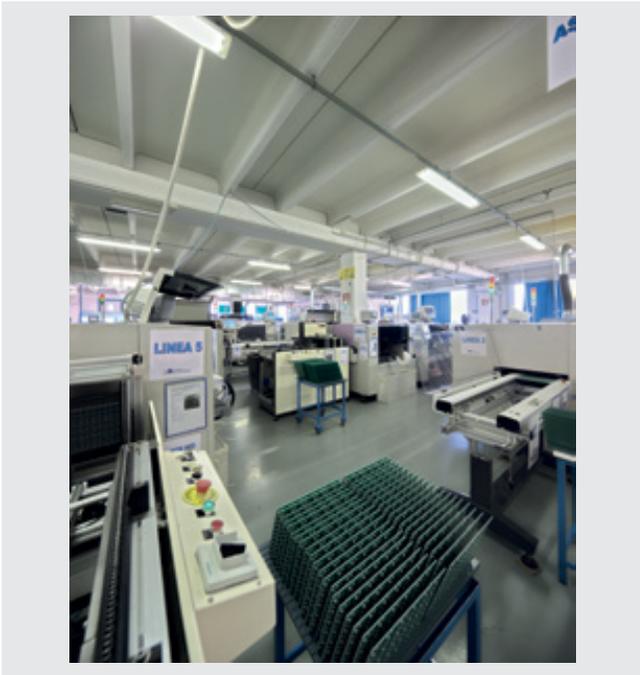
Electrical science has revealed to us the true nature of light, has provided us with innumerable appliances and instruments of precision, and has thereby vastly added to the exactness of our knowledge.
Nikola Tesla



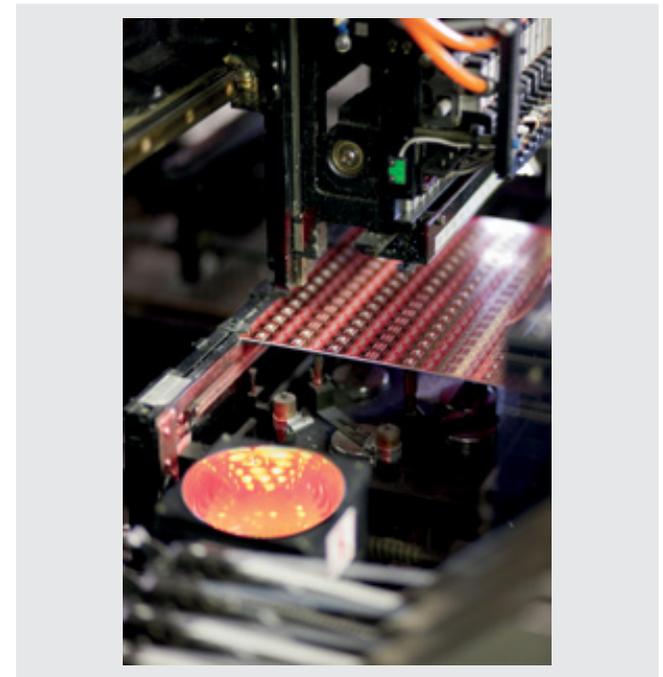




A bit, the smallest unit of information, the fundamental particle of information theory, is a choice, yes or no, on or off. It's a choice that you can embody in electrical circuits, and it is thanks to that that we have all this ubiquitous computing.
James Gleick



My knowledge of electrical subjects was not acquired in a methodical manner but was picked up from such books as I could get hold of and from such experiments as I could make with my own hands.
Alexander Graham Bell





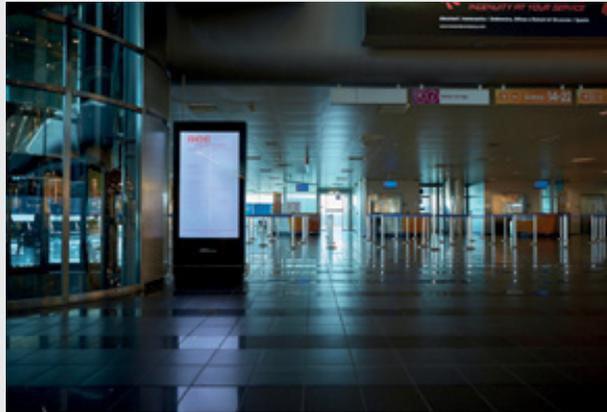
Infrastructure



The shortest distance between
two points is under construc-
tion.
Leo Aikman

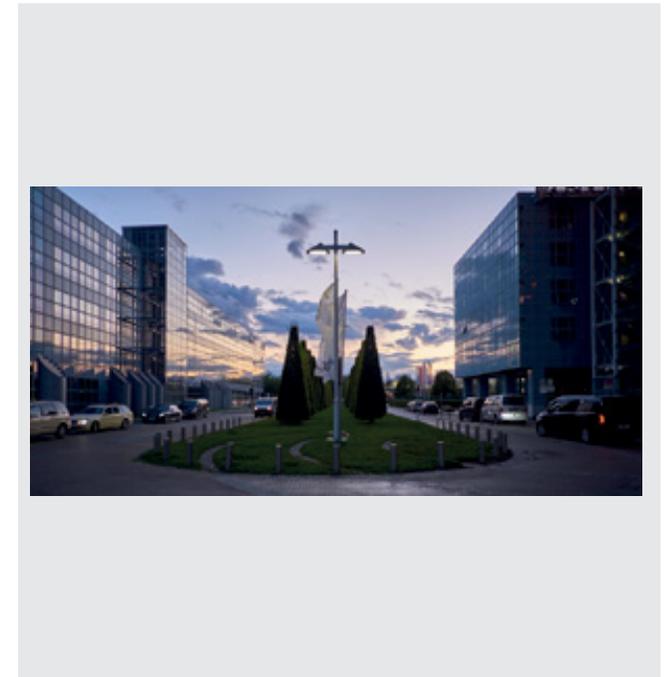
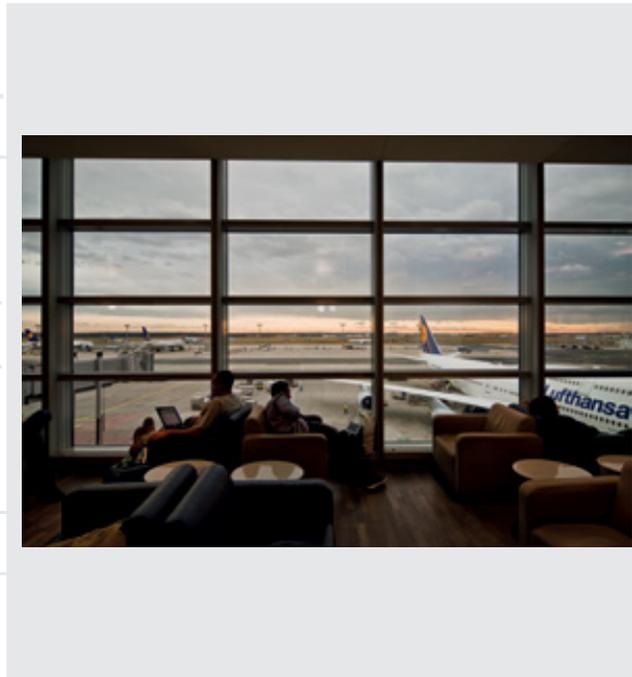
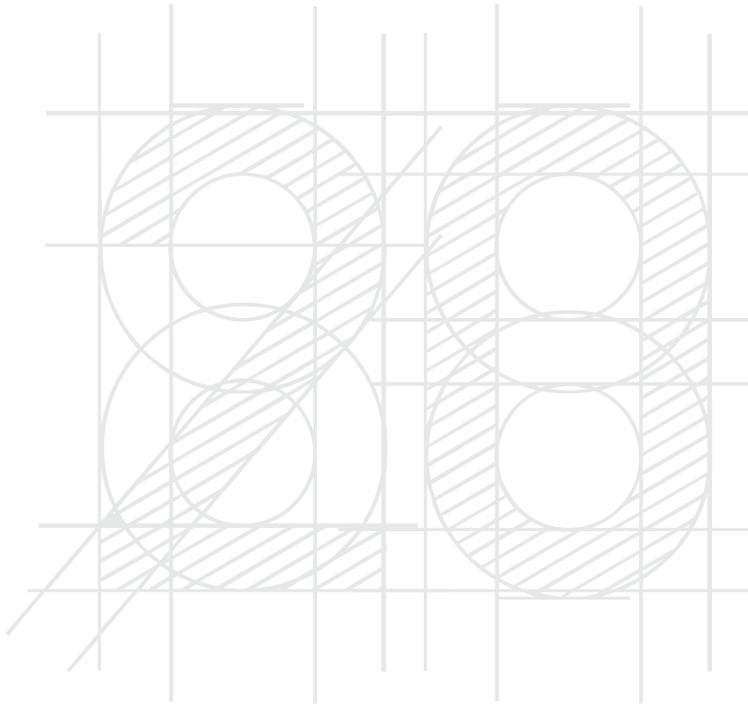


Just got back from a pleasure
trip: I took my mother-in-law
to the airport.
Henny Youngman



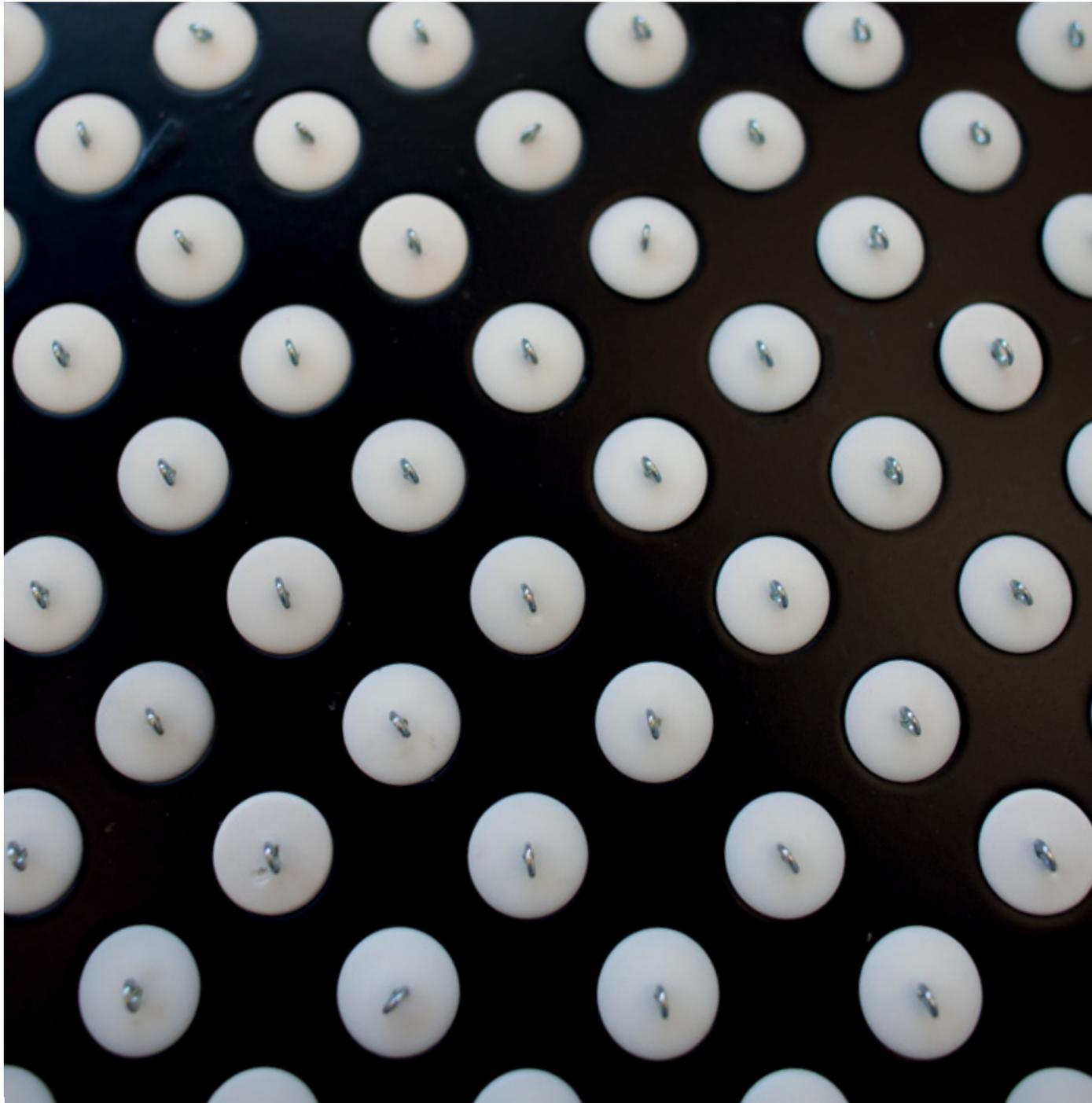


When a train goes through a tunnel and it gets dark, you don't throw away the ticket and jump off. You sit still and trust the engineer.
Corrie Ten Boom

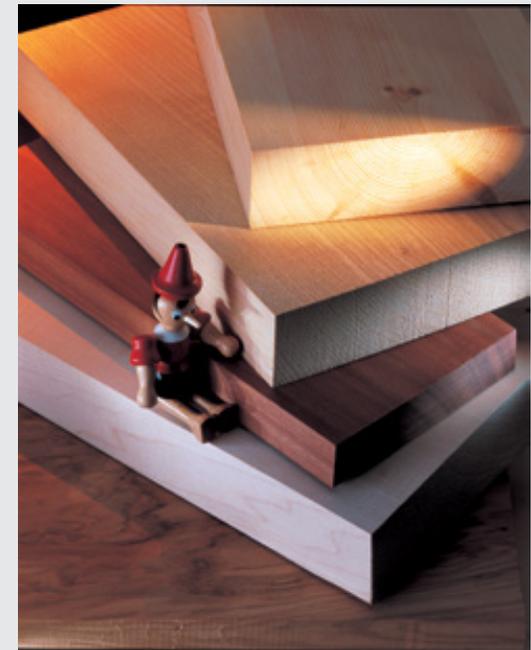


I love the ending of a movie where two people end up together. Preferably if there's rain and an airport or running or a confession of love.
Taylor Swift





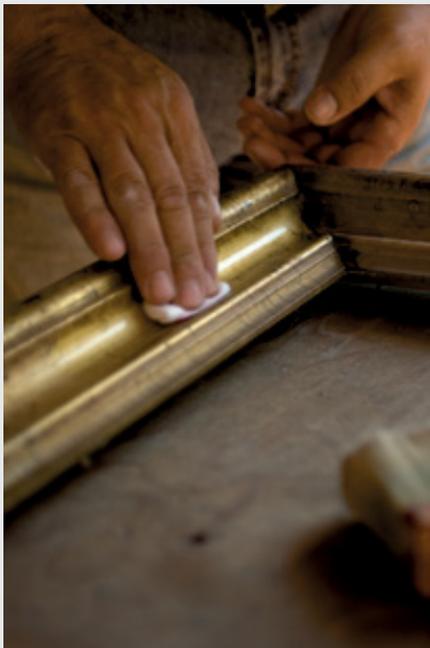
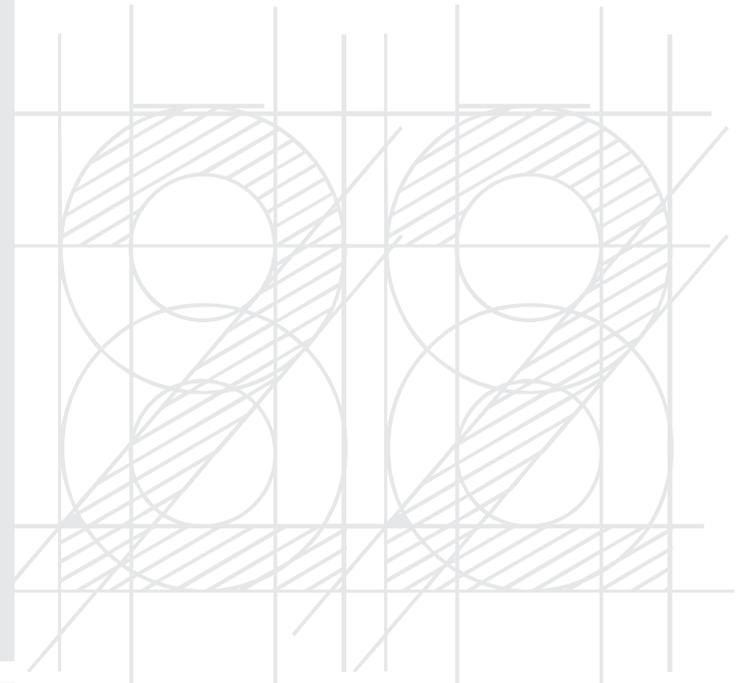
Manufacture





I don't spend my time pontificating about high-concept things; I spend my time solving engineering and manufacturing problems.
Elon Musk

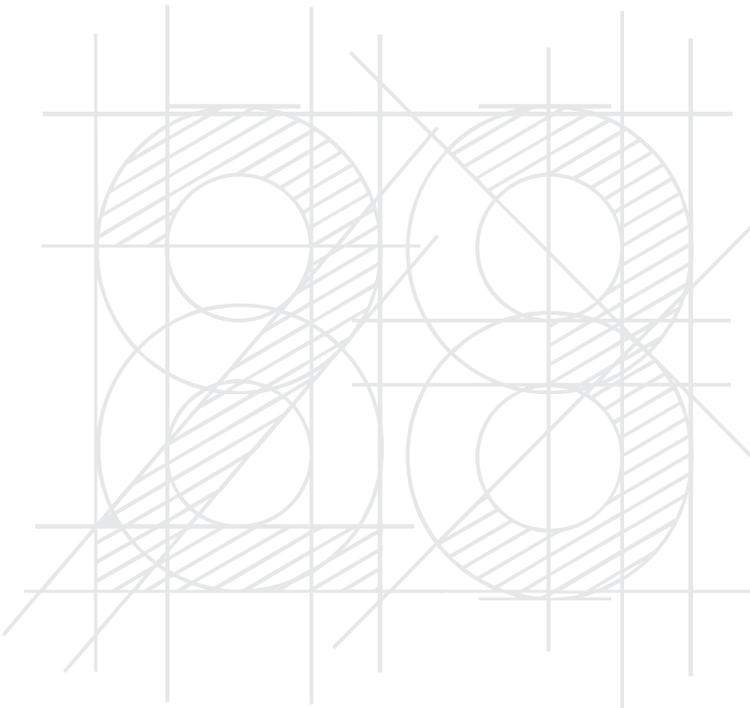




Whenever God restores some-
thing, He restores it to a place
greater than it was before.
Bill Johnson



People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within.
Elisabeth Kubler-Ross

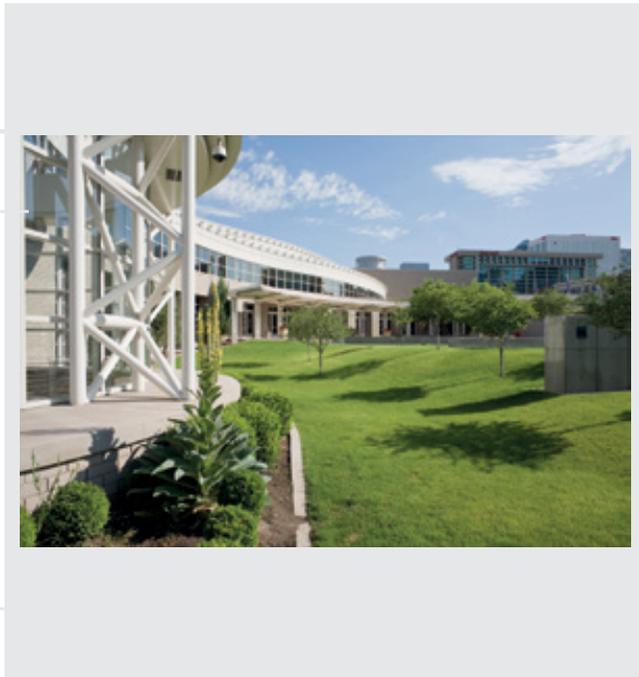
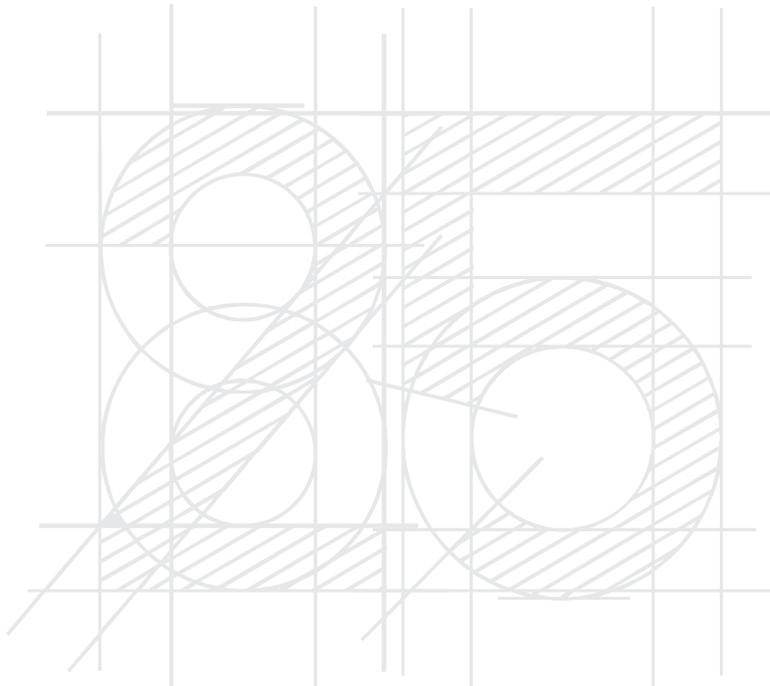




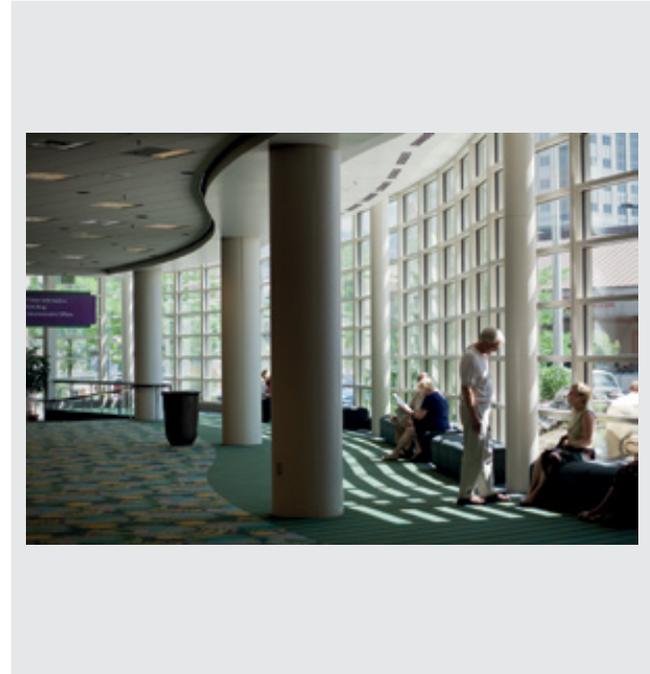
Hospitality

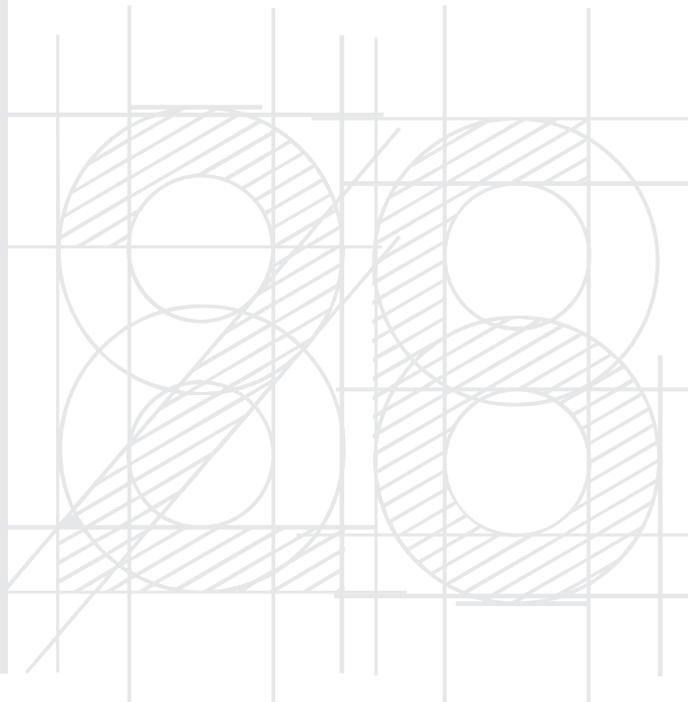
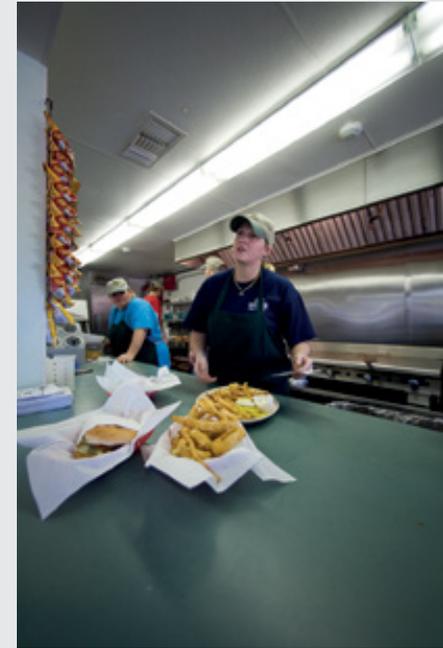


The buyer is entitled to a bargain. The seller is entitled to a profit. So there is a fine margin in between where the price is right. I have found this to be true to this day whether dealing in paper hats, winter underwear or hotels.
Conrad Hilton

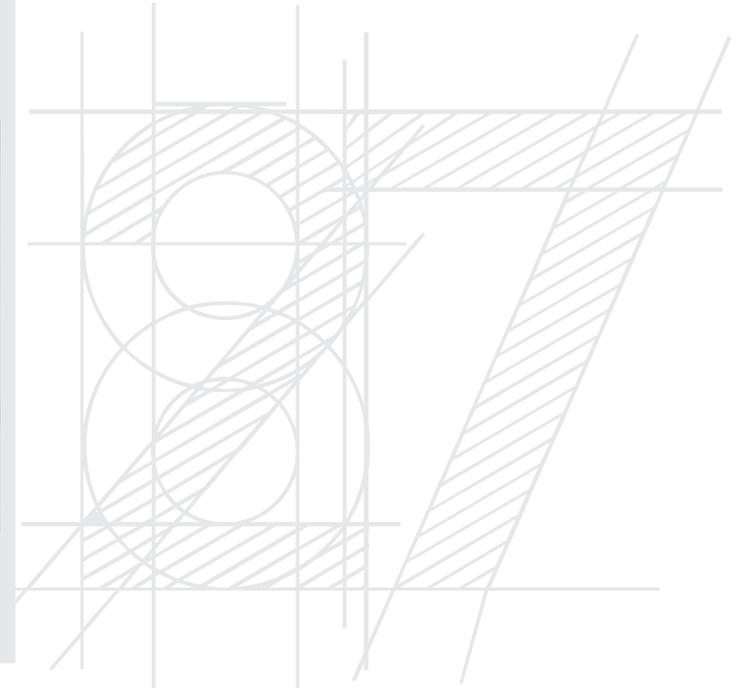


Hospitality is present when something happens for you. It is absent when something happens to you. Those two simple prepositions - for and to - express it all.
Danny Meyer



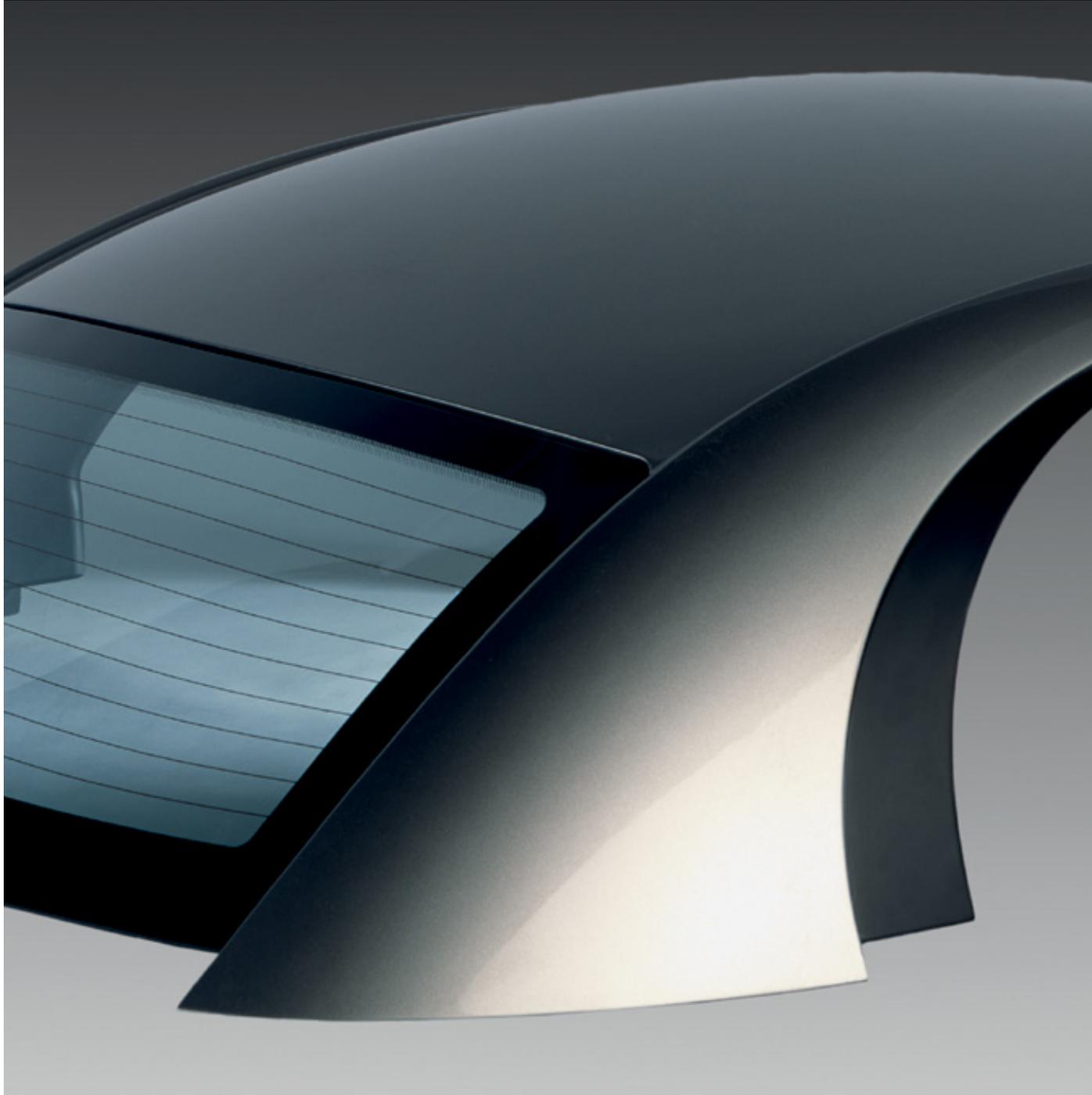


A good restaurant is like a vacation; it transports you, and it becomes a lot more than just about the food.
Philip Rosenthal

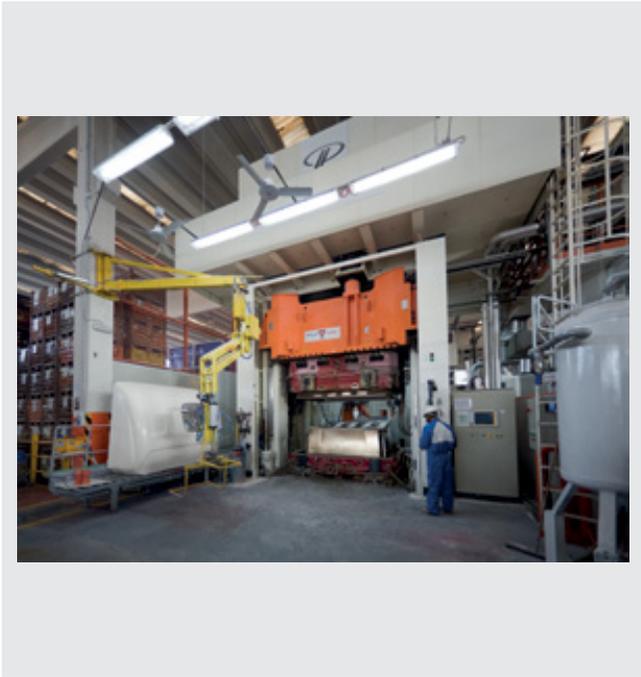
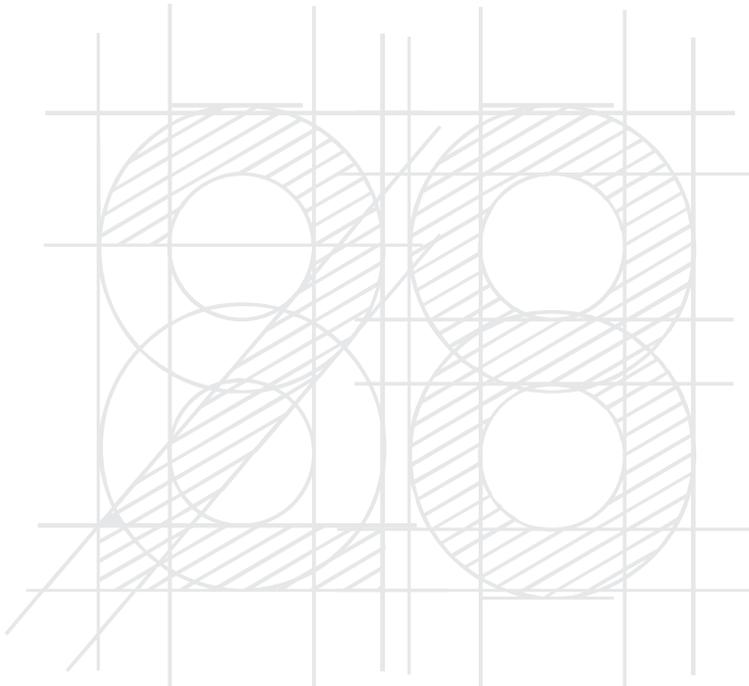


When you get into a hotel room, you lock the door, and you know there is a secrecy, there is a luxury, there is fantasy. There is comfort. There is reassurance.
Diane von Furstenberg

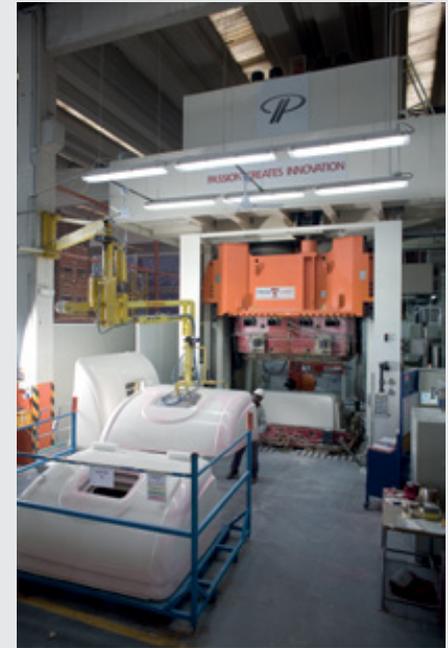
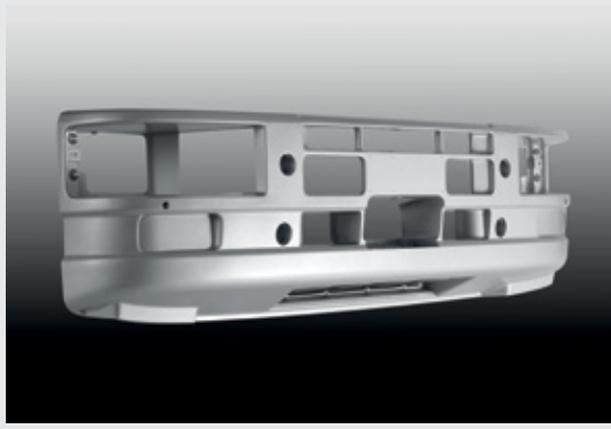


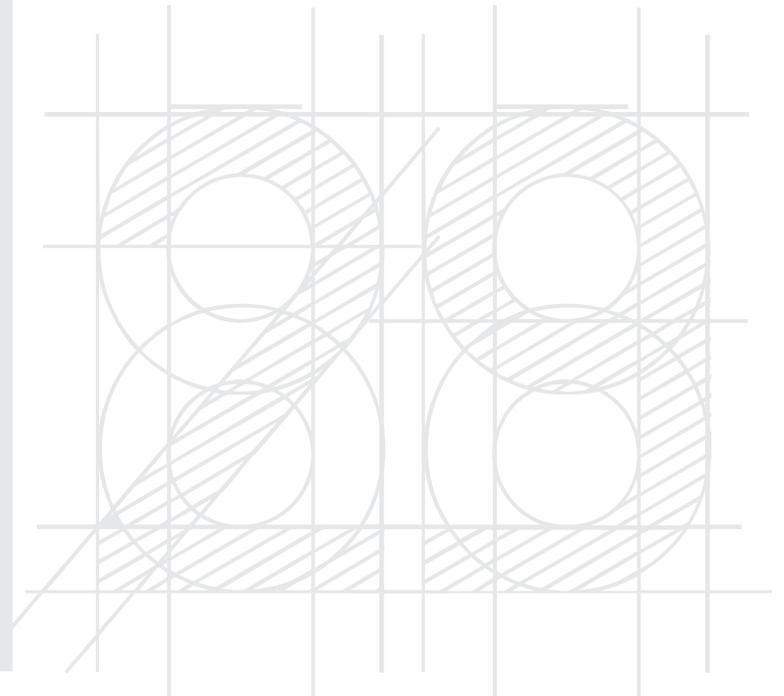
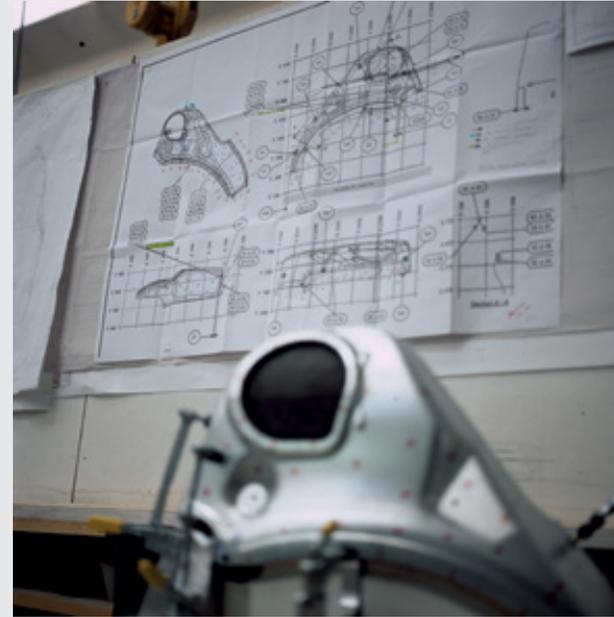


Automotive



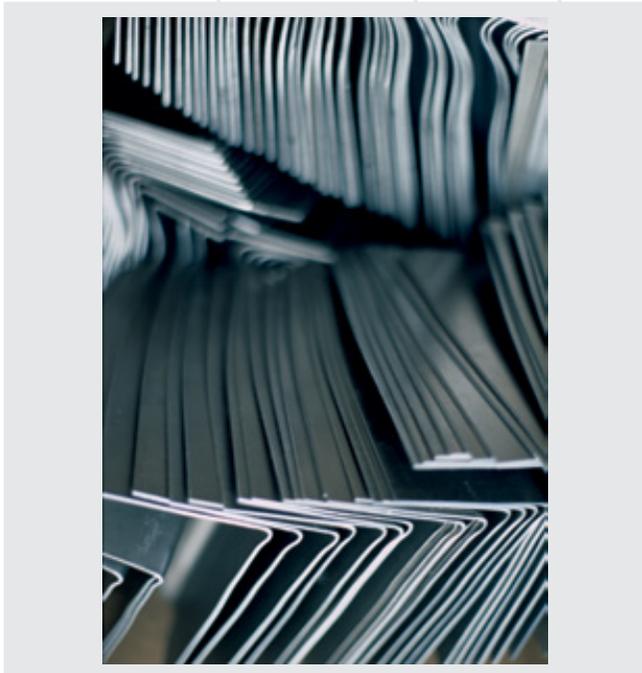
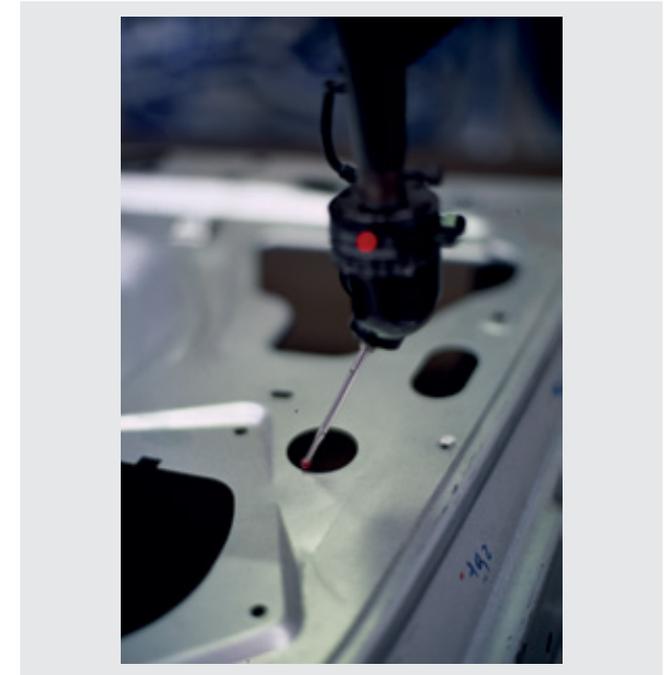
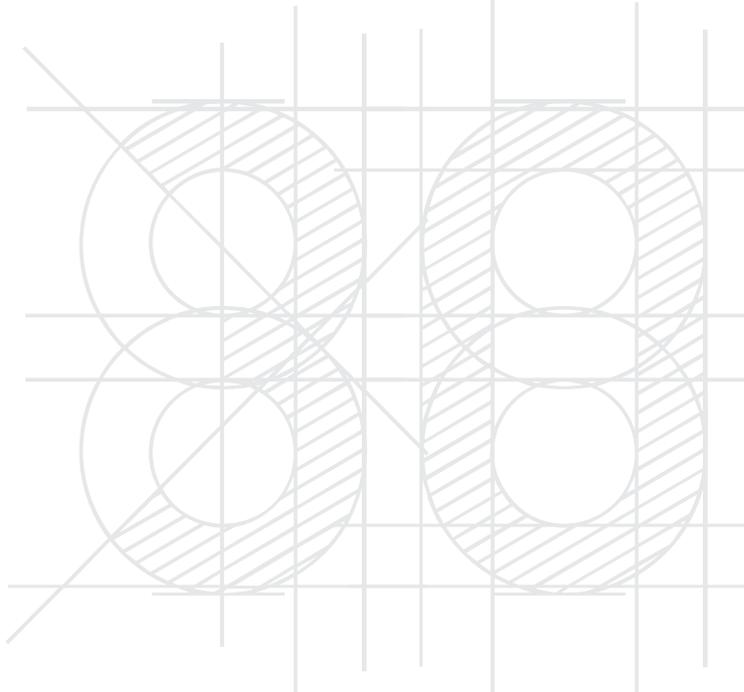
The world runs on individuals pursuing their self interests. The great achievements of civilization have not come from government bureaus. Einstein didn't construct his theory under order from a, from a bureaucrat. Henry Ford didn't revolutionize the automobile industry that way.
Milton Friedman



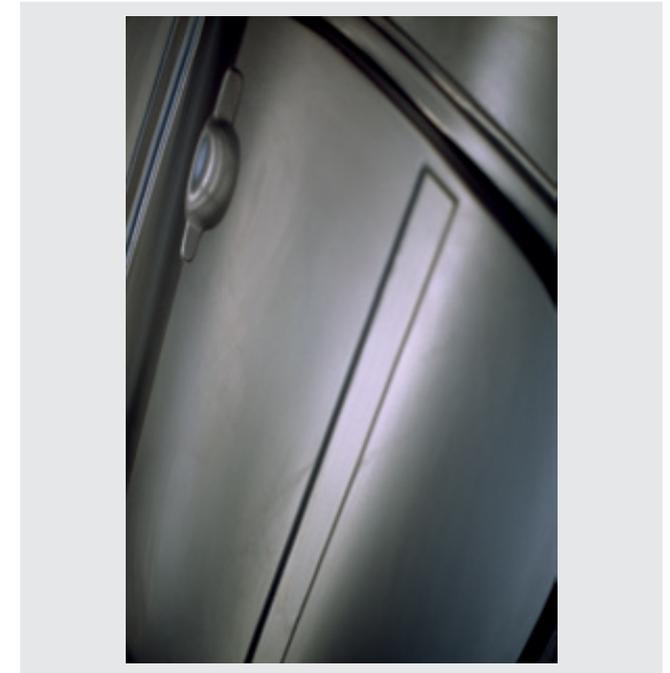


Everything in life is somewhere else, and you get there in a car.
E. B. White





I spent a lot of money on
booze, birds and fast cars. The
rest I just squandered.
George Best





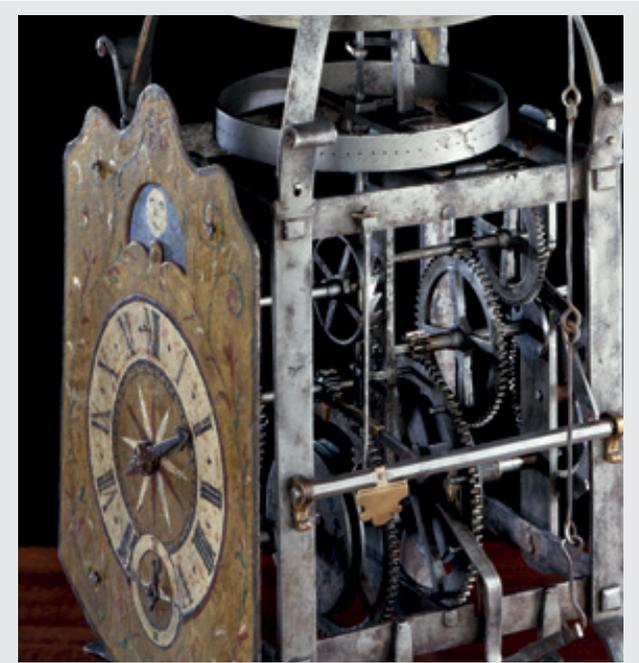
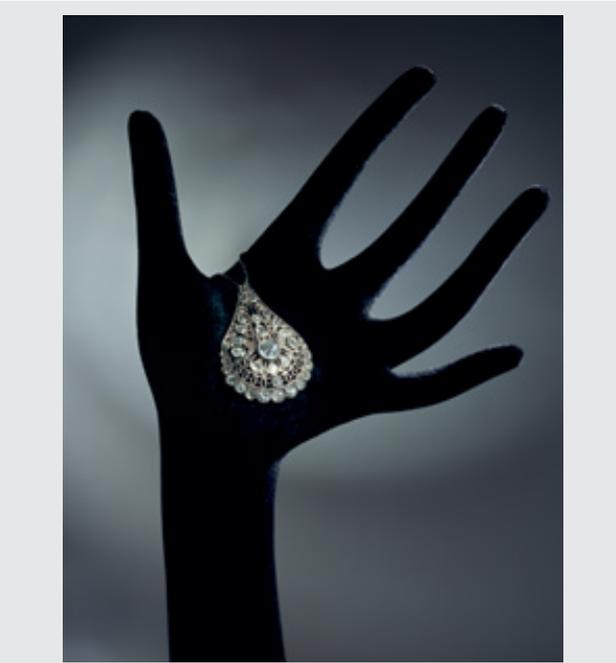
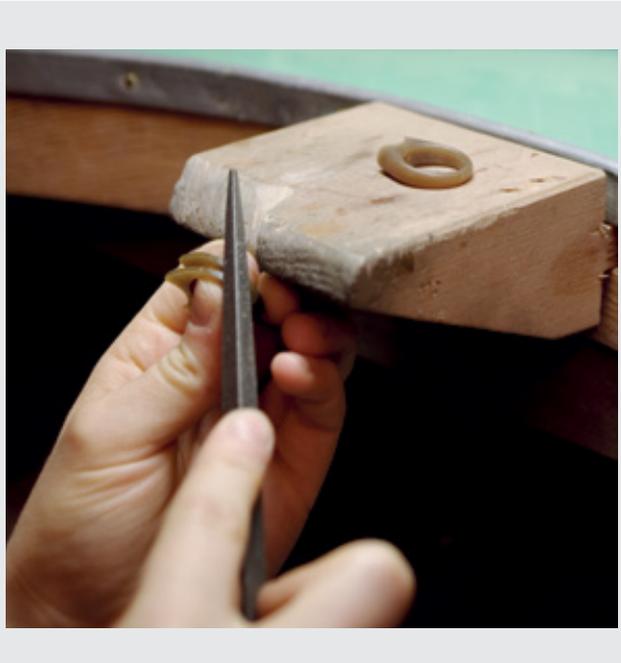
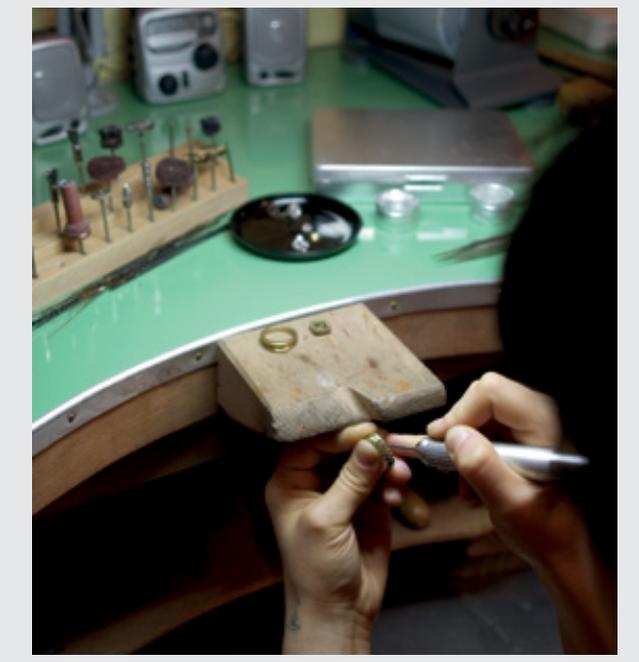
Luxury

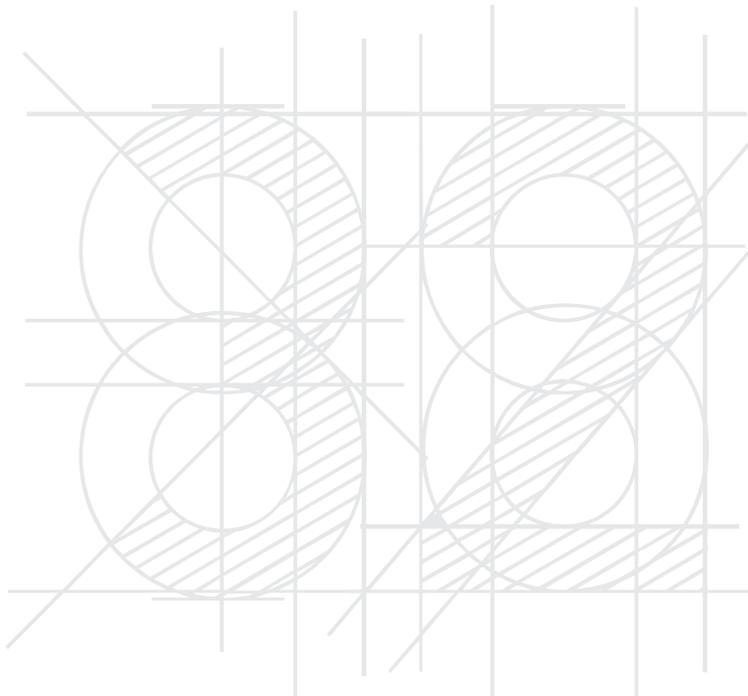


You cannot spend money in luxury without doing good to the poor. Nay, you do more good to them by spending it in luxury, than by giving it; for by spending it in luxury, you make them exert industry, whereas by giving it, you keep them idle.

Samuel Johnson





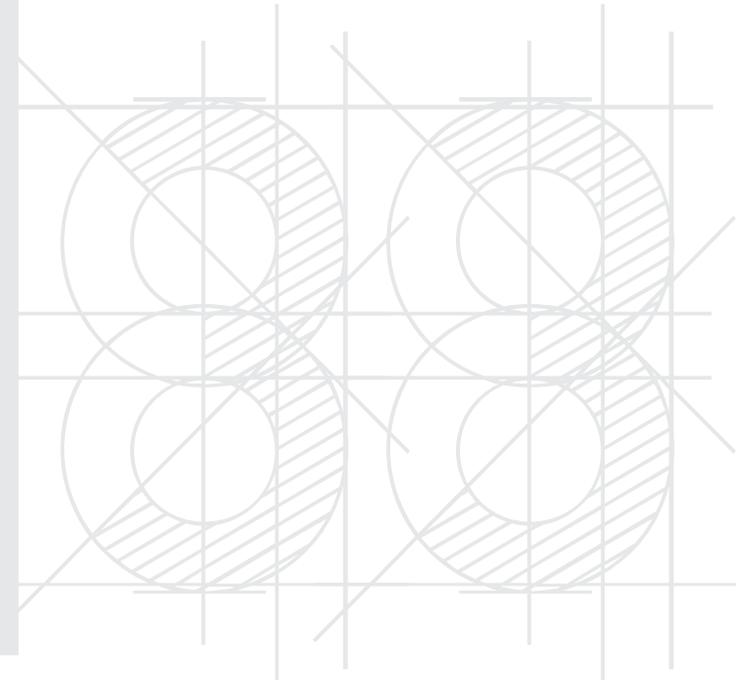


A man's got two shots for jewelry: a wedding ring and a watch. The watch is a lot easier to get on and off than a wedding ring.
John Mayer





Food



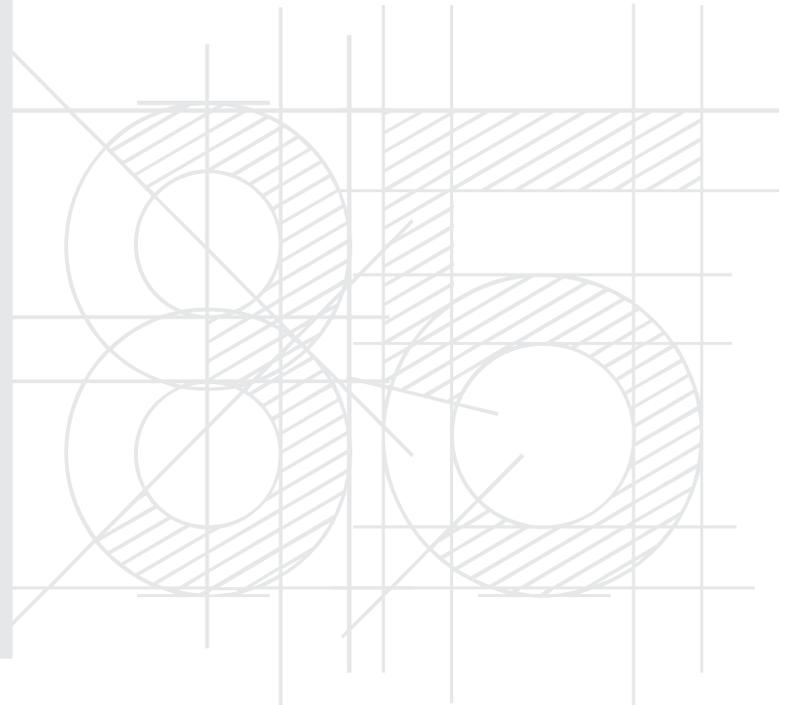
All you need is love. But a little chocolate now and then doesn't hurt.
Charles M. Schulz

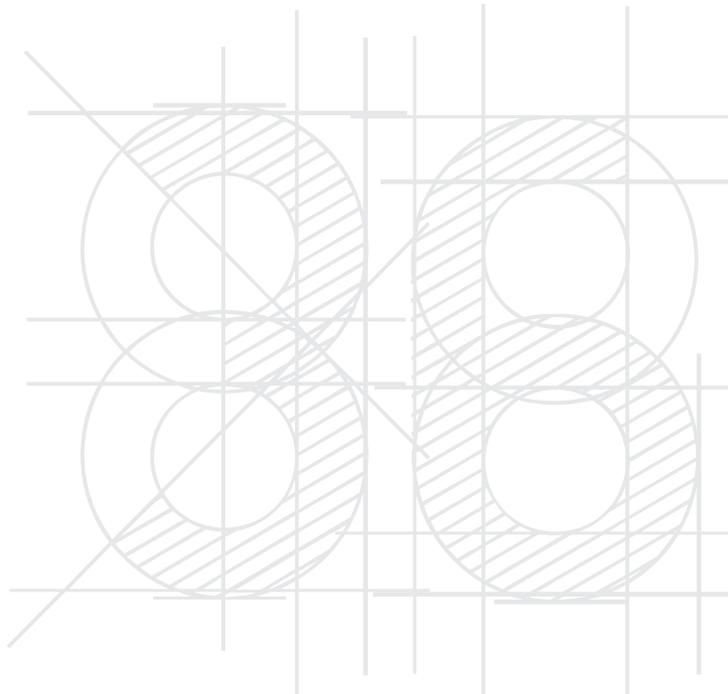
I have taken more out of alcohol than alcohol has taken out of me.
Winston Churchill





So long as you have food in
your mouth, you have solved
all questions for the time being.
Franz Kafka





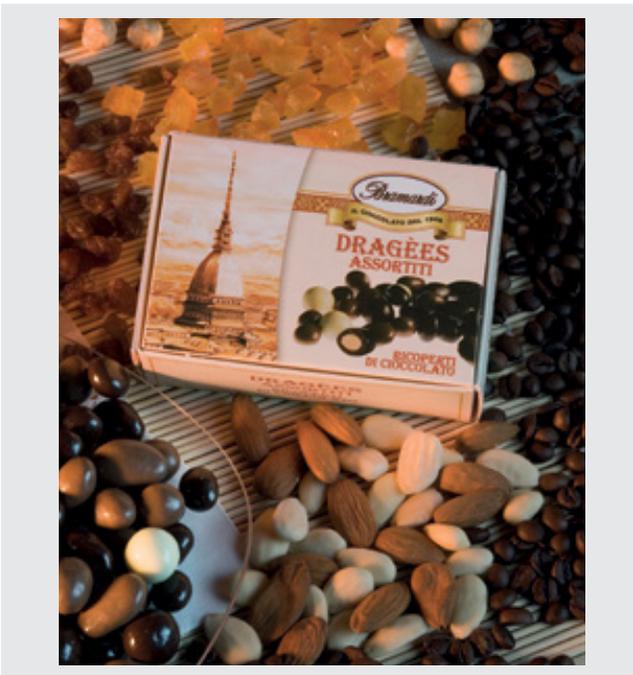
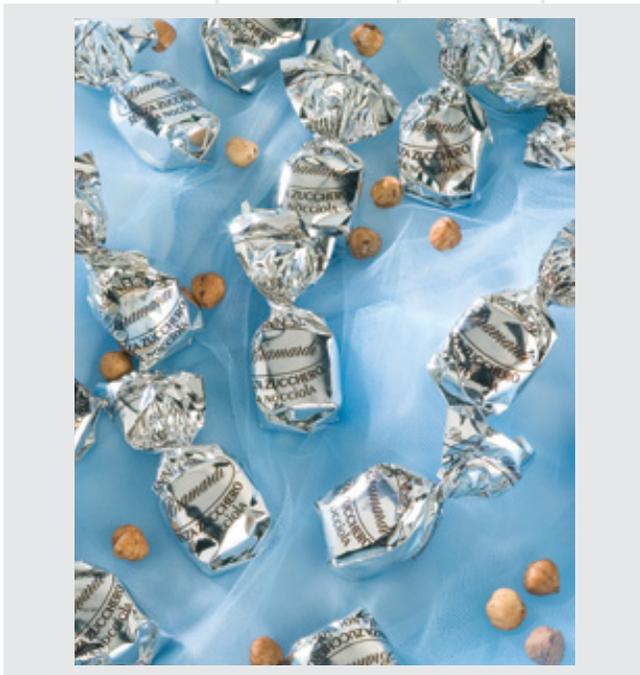
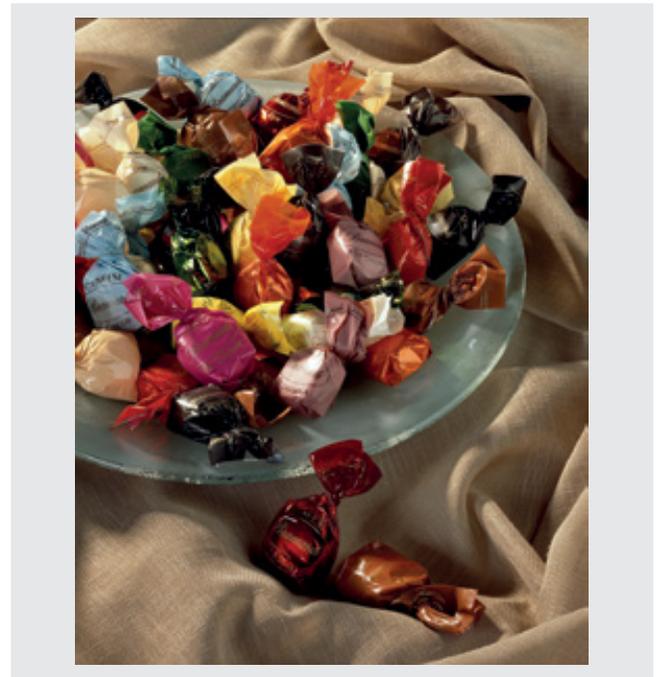
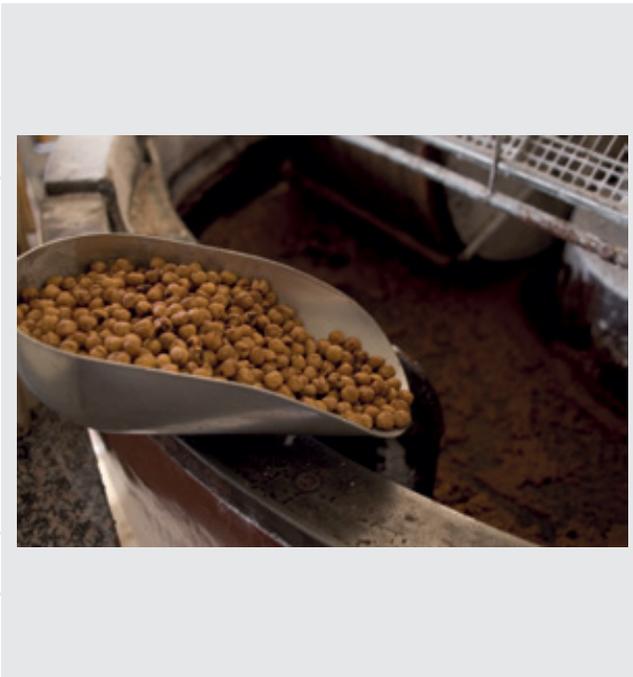
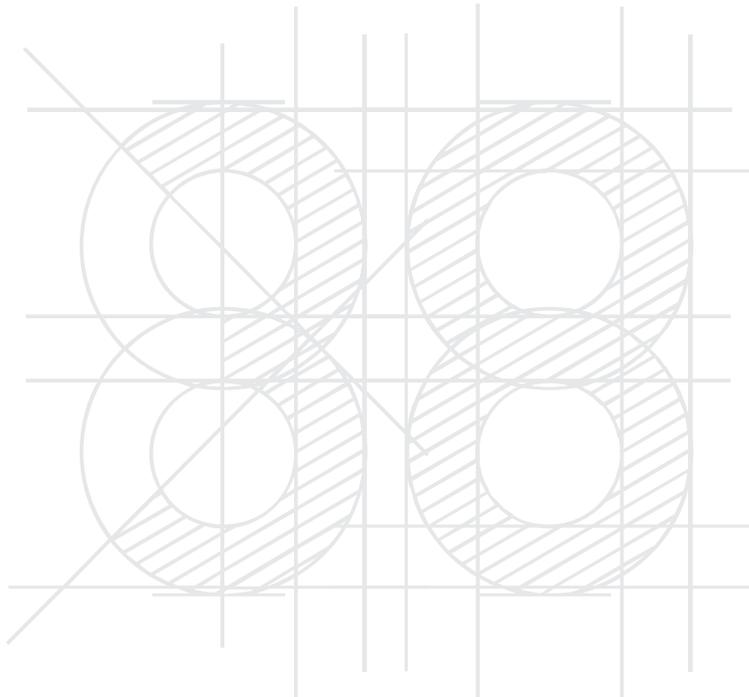
One cannot think well, love
well, sleep well, if one has not
dined well.
Virginia Woolf



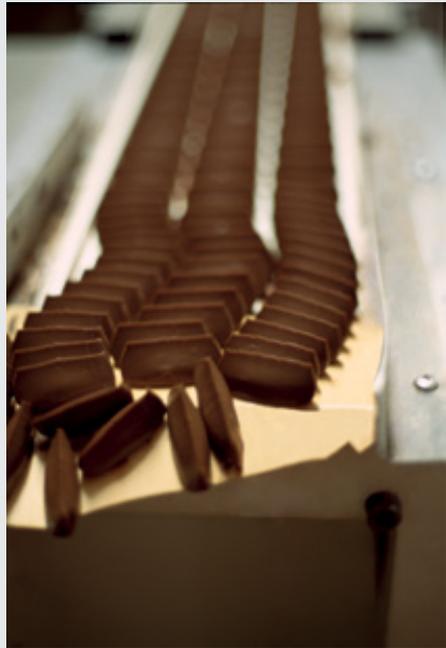


There is no sincerer love than
the love of food.
George Bernard Shaw



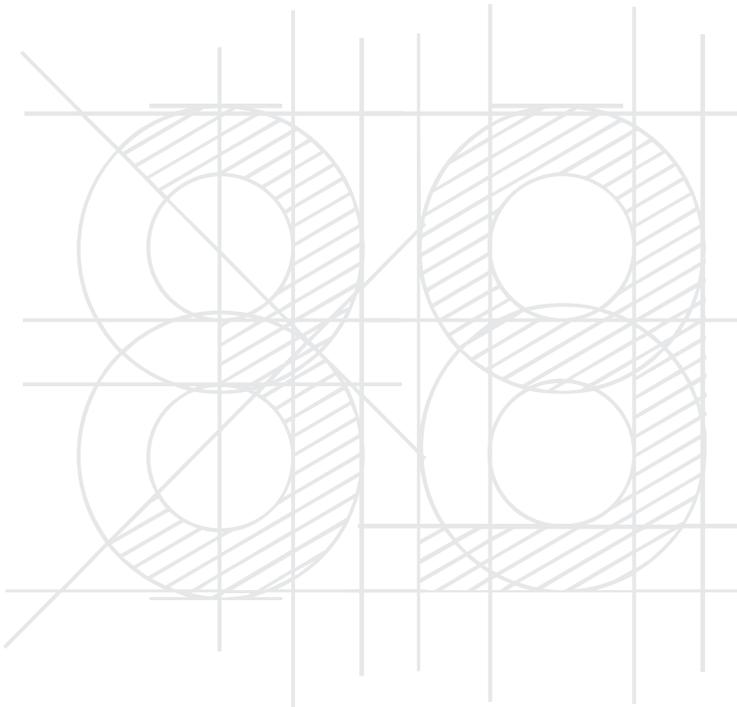
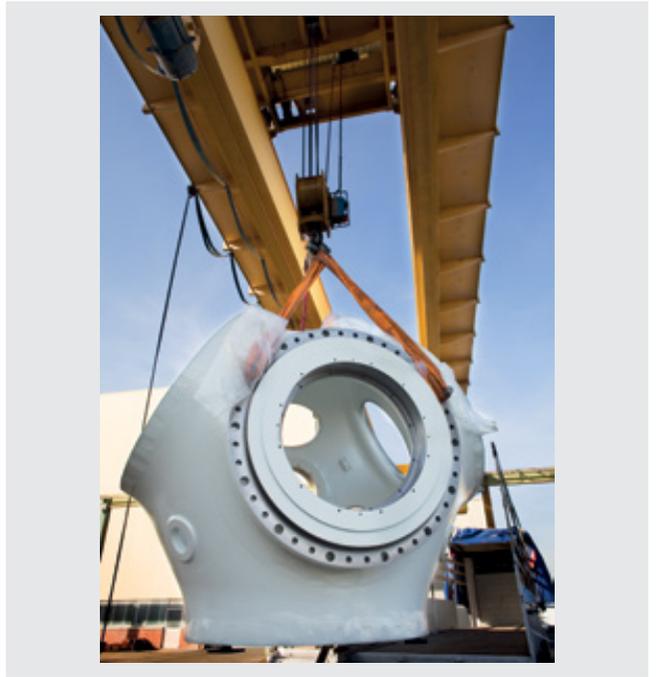
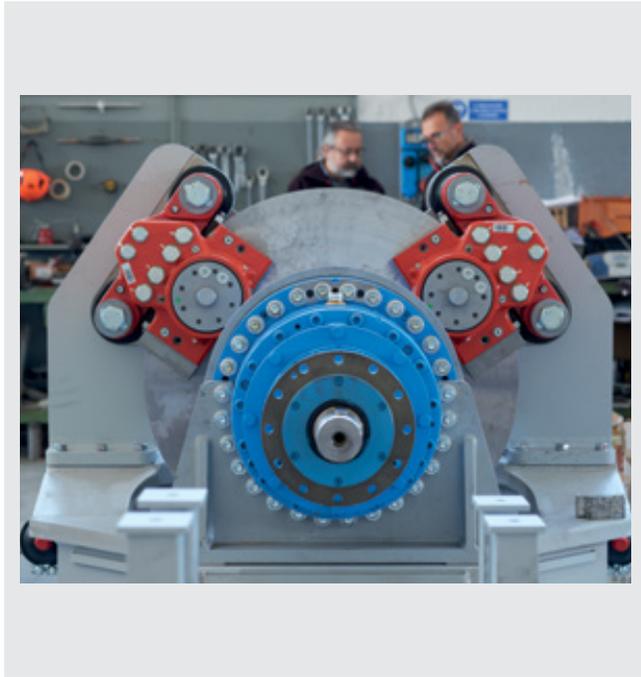
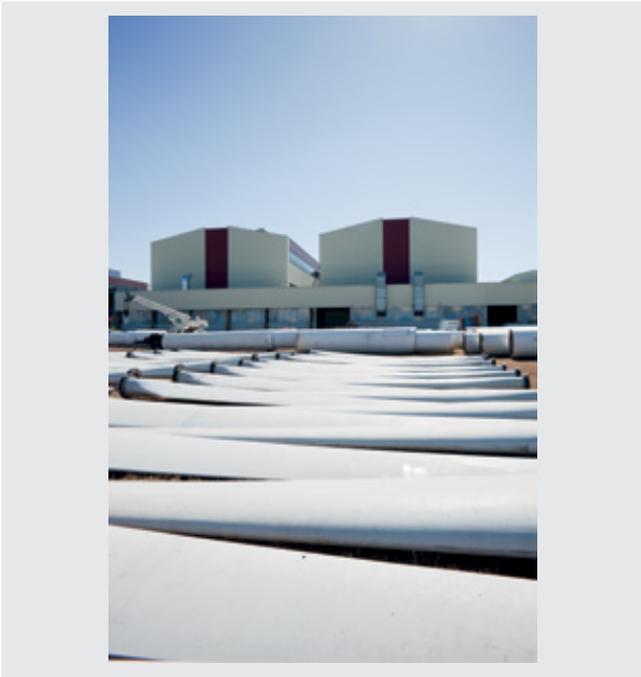


When it comes to chocolate,
resistance is futile.
Regina Brett





Energy



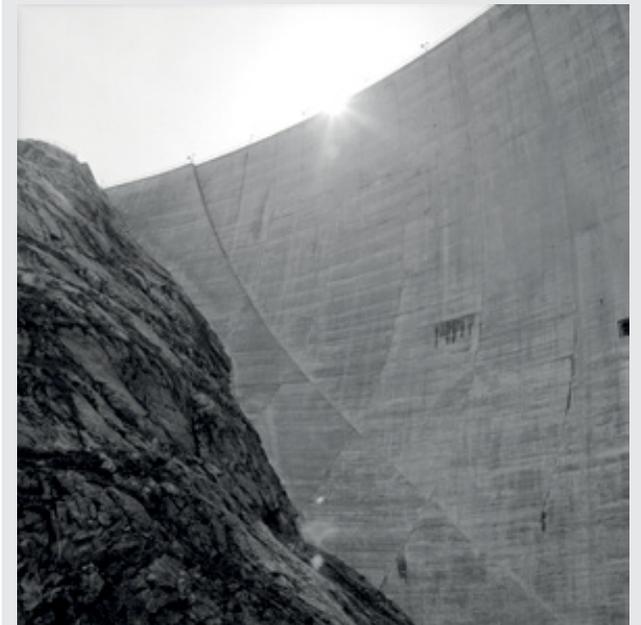
If it weren't for electricity, we'd
all be watching television by
candlelight.
George Gobel

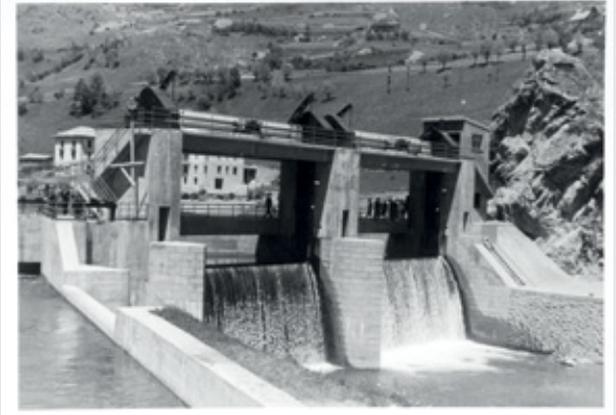




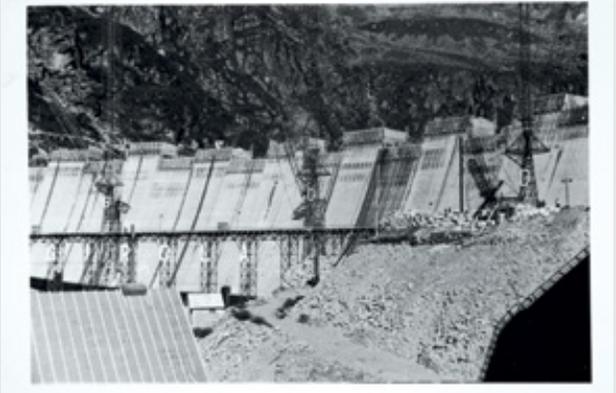
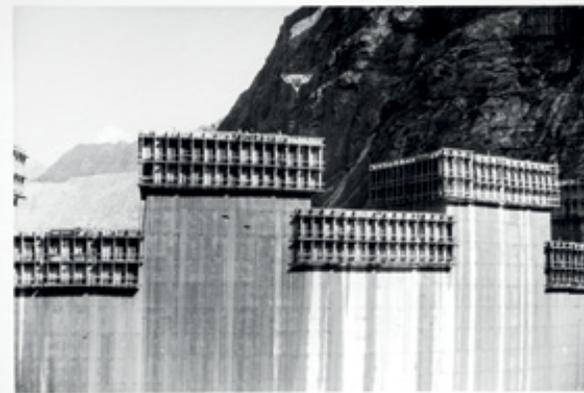


Water is the driving force of all nature.
Leonardo da Vinci





There are three kinds of men.
The one that learns by reading.
The few who learn by observation.
The rest of them
have to pee on the electric
fence for themselves.
Will Rogers





Culture



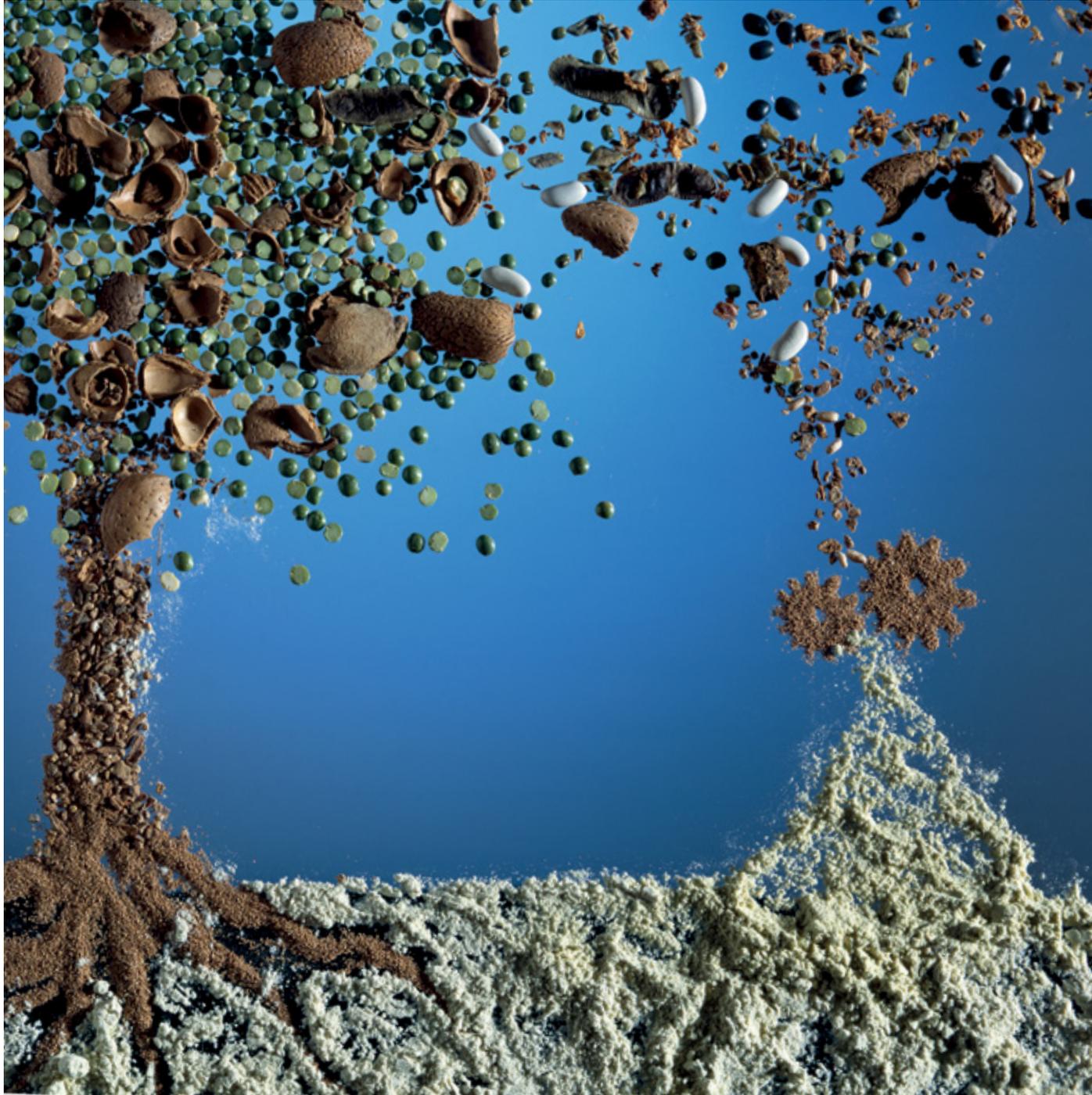
Books are as useful to a stupid person as a mirror is useful to a blind person.
Chanakya



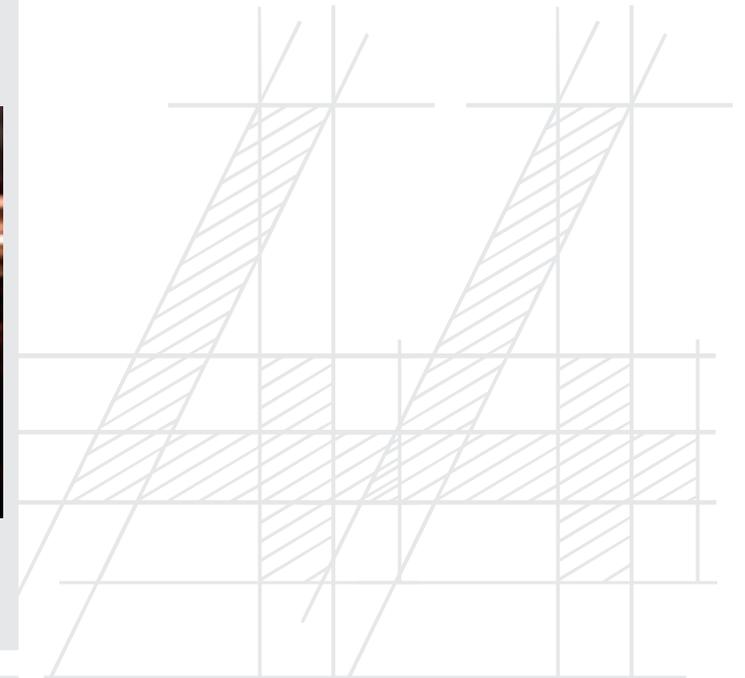


Music is a moral law. It gives
soul to the universe, wings to
the mind, flight to the imagi-
nation, and charm and gaiety
to life and to everything.
Plato

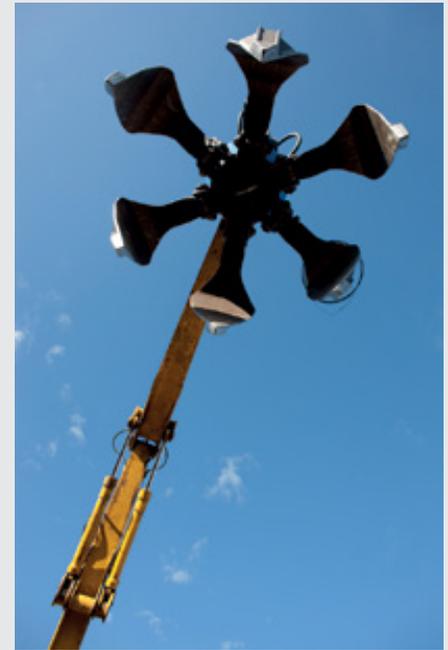


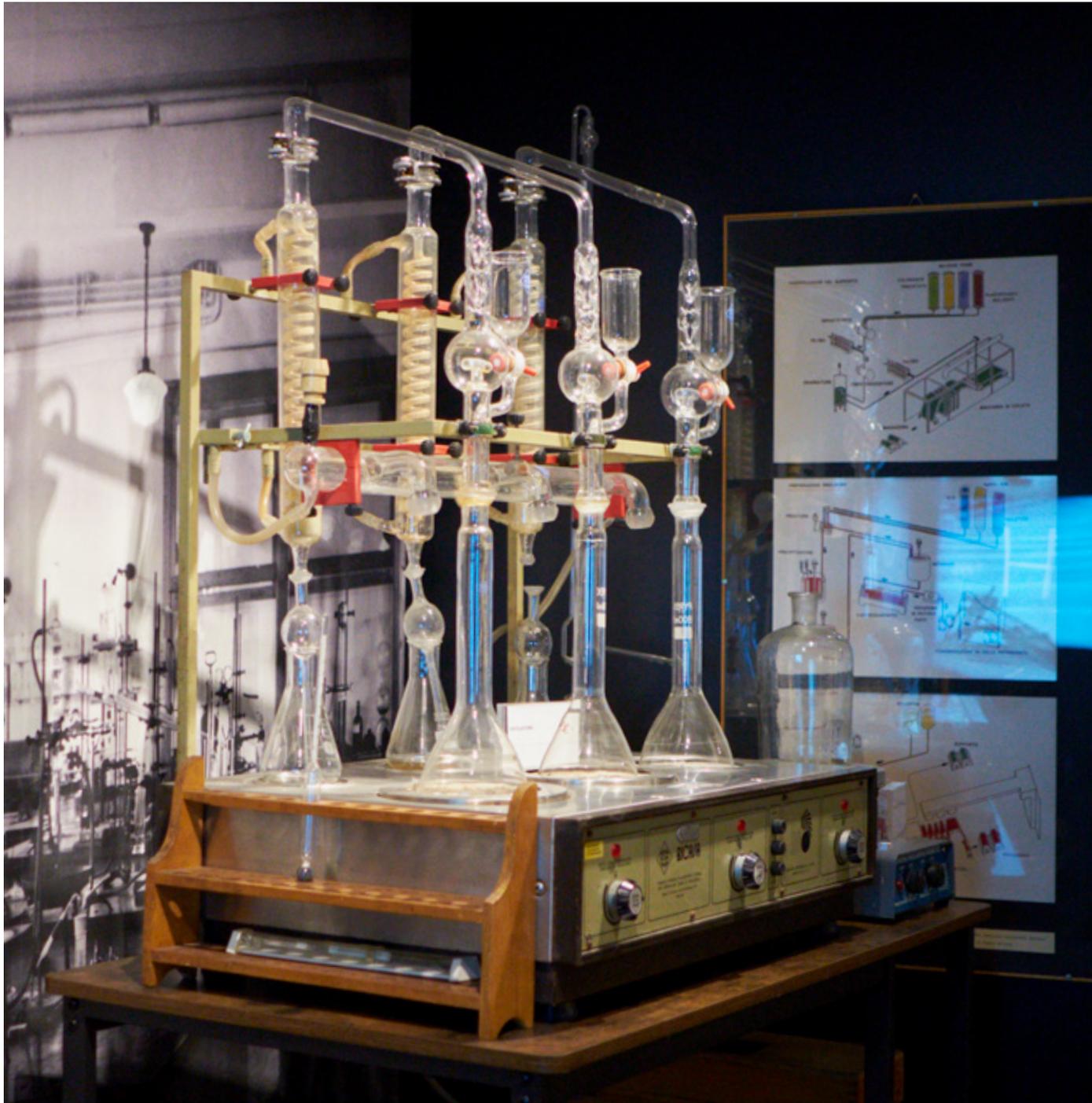


Recycling

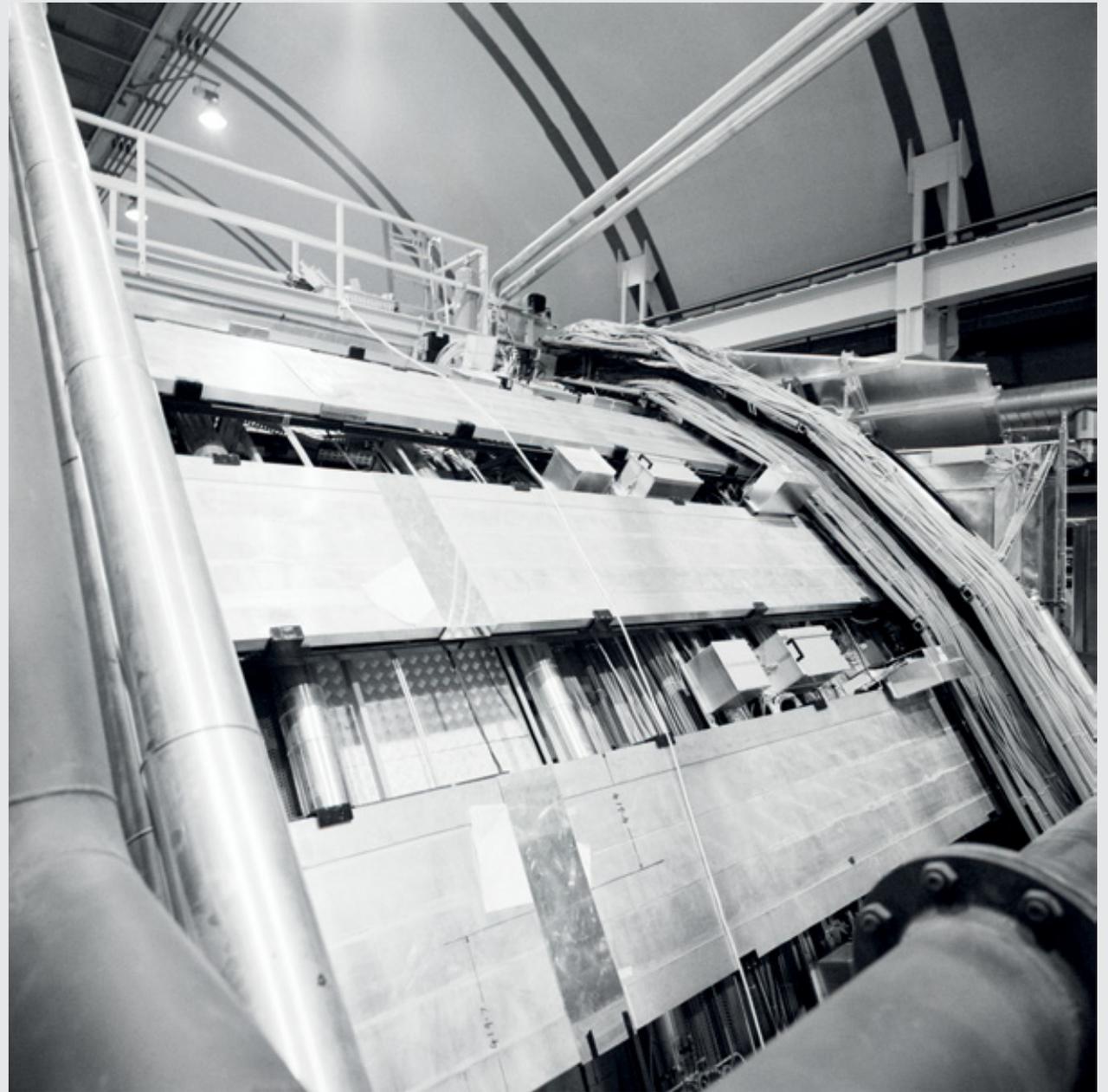


We live in a disposable society.
It's easier to throw things out
than to fix them. We even give
it a name - we call it recycling.
Neil LaBute





Research



If quantum mechanics hasn't
profoundly shocked you, you
haven't understood it yet.
Niels Bohr



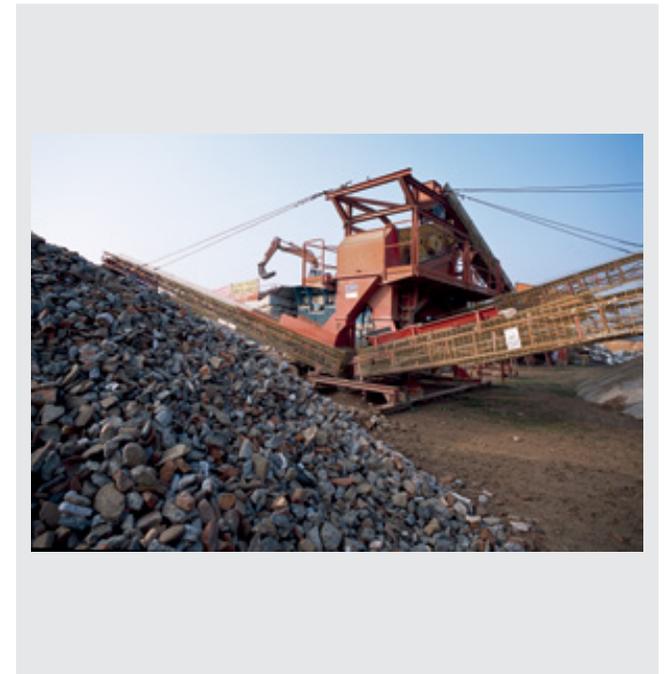
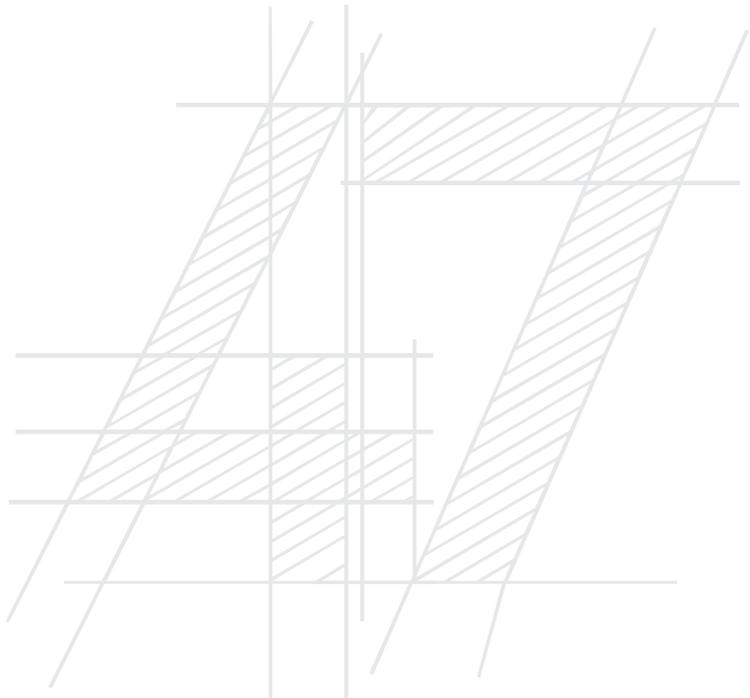
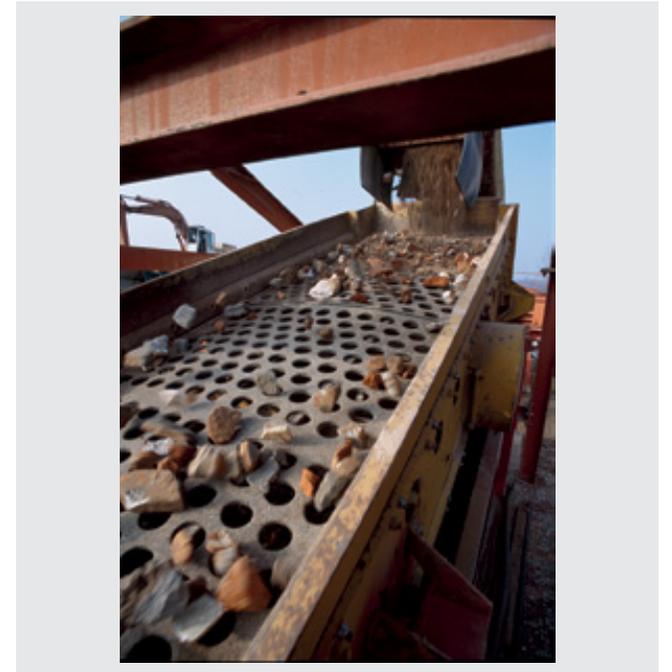






Roads are built for buses, cars,
and trucks.
Rob Ford

The four building blocks of the universe are fire, water, gravel and vinyl.
Dave Barry





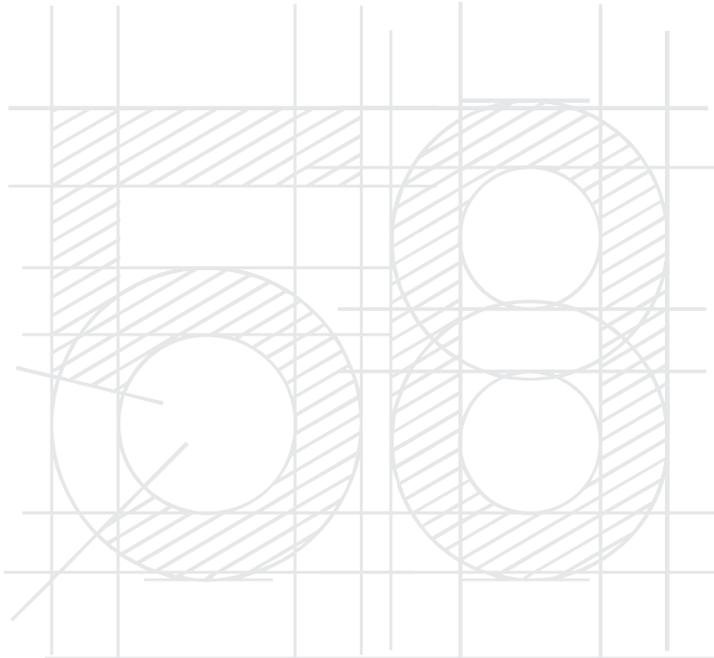


Once upon a time there was a piece of wood. It was not an expensive piece of wood. Far from it. Just a common block of firewood, one of those thick, solid logs that are put on the fire in winter to make cold rooms cozy and warm.
Carlo Collodi





It is only when they go wrong
that machines remind you how
powerful they are.
Clive James



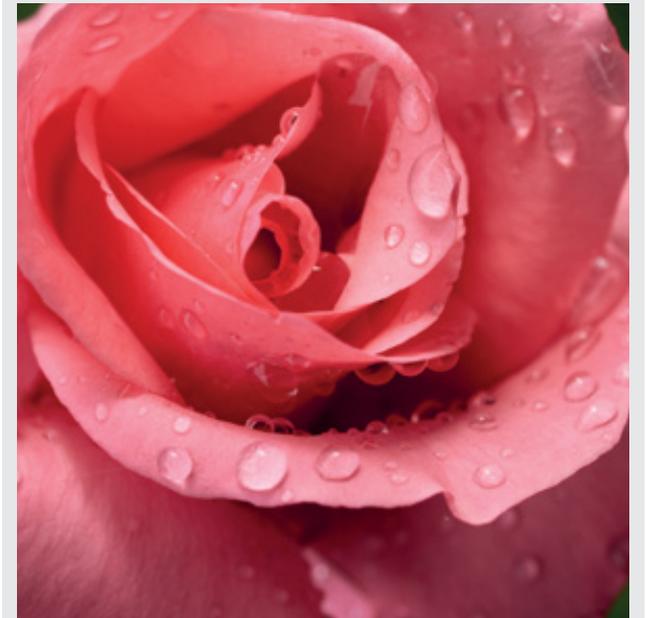
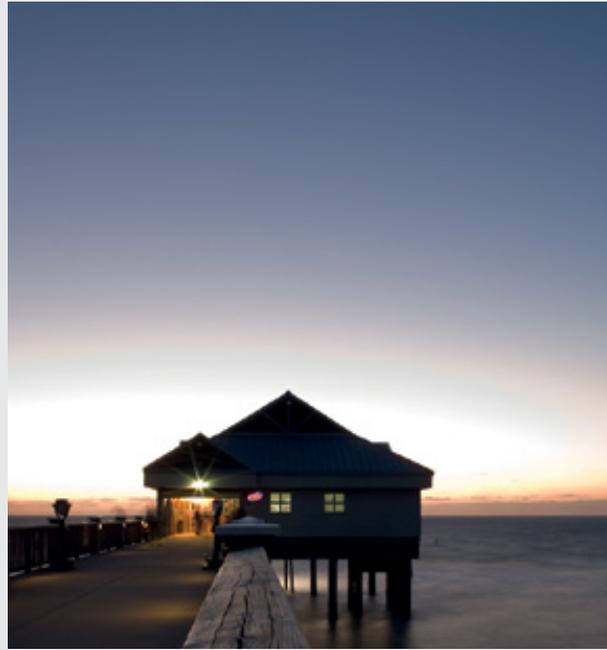
What I try to do is the art of building, and the art of building is the art of construction; it is not only about forms and shapes and images.
Peter Zumthor





To Infinity and Beyond!
Buzz Lightyear





	Description	Photography	Graphic Design	Books	Archive	Trade Show	Articles	Fine Art Prints	Offset Print Supervision	General contractor
1	Winsconsin Board of Ginseng	•		•	•			•		
2	Ovostura	•						•		
3	Brero	•								
4	Mohair Council of America	•			•					
5	Cranberry Association	•						•		
6	USAF Thunderbirds	•					•	•		
7	Sun'n Fun Airshow	•					•			
8	Comecart, Burgo Group	•	•		•	•			•	•
9	Falcone Fratelli	•								
10	CuneoInox	•	•							
11	Cavallera Costruzioni	•	•		•			•		•
12	Fino Costruzioni	•								
13	Dream Escape Realtor	•	•							
14	Electroparts	•								
15	Elca	•								
16	Protea Engineering	•								
17	Autostrada Cuneo-Asti	•								
18	Turin Airport	•					•			
19	Frejus Tunnel	•								
20	Munich Airport	•					•			
21	L'ALBI	•								
22	Restauro	•								
23	Vetreria Rua	•								
24	Hilton Hotels	•					•	•		
25	Salt Lake City Convention Center	•					•			

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