

1. Through intensive dialogue with professionals on this theme, each with their own specific variables of 'sensorials' design: color, light, sound, aromas and tactile surface are the indispensable compositional elements.

2. Starting from these parameters, various disciplines come into play, relying on academic and scientific research, to foster collaboration of various professional figures, experimenting in the field to create spaces of a new generation, where people feel engaged and stimulated.

3. The perception of visual stimuli is one of the prime coordinates capable of influencing the way live in a space, and precisely for this reason color and light become fundamental factors in interior design.

4. Color is a power means with which to define spaces: it acts on multiple parts of the sensorial apparatus, from dimensional to thermal perception, just to mention the most important.

5. There are general rules of color distribution that influence the perceptive size of a room, as well rules regarding saturation and brightness, which instead act on the system of perception, although individual perceptive variations are frequent, due to the presence of about 6 million cone photoreceptors in the ocular bulb, which can process colors in different ways.