## **Supporting Information**

## DFT/TDDFT investigation on the UV-vis absorption and fluorescence properties of alizarin dye

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5	50	S <sub>1</sub>			
ALZ	ALZ_PT	ALZ	ALZ_PT		
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	6         2.440514         0.971810         0.000014           6         1.291540         0.206091         -0.000024           6         0.018250         0.864248         -0.000045           6         -0.066006         2.292032         -0.00247           6         1.174477         3.041599         -0.000017           6         2.386891         2.387985         0.000079           6         1.357677         -1.268378         -0.000031           6         0.047098         -2.001053         -0.000037           6         -1.190564         -1.315421         -0.000026           6         -1.30570         0.142204         0.000045           6         -2.394411         -2.036258         -0.000037           6         -3.69582         -3.427177         -0.000031           6         -1.46429         -4.107269         -0.000027           6         0.052835         -3.397364         -0.000024           8         2.419512         -1.887940         0.000091           8         1.419512         -1.887940         0.000091           8         1.062271         4.381275         -0.000022          1         -1.131276				

**Table S1.** Optimized structures in Vacuo using B3lYP/6-31G\*\*

**Table S2.** Optimized structures in Benzene using B3lYP/6-31G\*\*

ALZ         ALZ_PT         ALZ_PT         ALZ         ALZ_PT           6 0.04046 -2.002134 -0.000044         6 2.439992 0.972143 0.00009         6 0.0456 -1.9849 -0.00001         6 2.46648 0.9823 -0.00003           6 0.069201 -3.399853 -0.000106         6 1.290373 0.206474 -0.000026         6 0.06218 -3.39046 0.         6 1.24847 0.2481 -0.00002           6 -1.119247 -4.127083 -0.000176         6 0.017571 0.865065 -0.000043         6 -1.11795 -4.11853 0.00001         6 -0.06879 0.89732 -0.00001           6 -2.350751 -3.462771 -0.000077         6 -0.066713 2.292475 -0.000241         6 -2.35827 -3.44194 0.00001         6 -0.06927 2.31028 0.00003           6 -2.391972 -2.071118 -0.000010         6 1.174048 3.041259 -0.000021         6 -2.40698 -2.06063 0.         6 1.19222 3.02371 0.00002           6 -1.201520 -1.333628 0.000003         6 2.386730 2.387867 0.000069         6 -1.21471 -1.29475 -0.00001         6 2.44142 2.36358 -0.00002           1 1.034614 -3.893632 -0.000136         6 1.355883 -1.26766 -0.000038         1 -1.02604 -5.20331 0.00002         6 1.31732 -1.2534 0.00002           1 -1.088619 -5.212338 -0.000175         6 0.047662 -2.001348 -0.000038         1 -1.09004 -5.20331 0.00002         6 0.04434 -1.919188 0.00002	S	50	$S_1$			
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	ALZ	ALZ_PT	ALZ	ALZ_PT		
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $		$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$  \begin{array}{ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c} 6 & 2.46648 & 0.9823 & -0.00003 \\ 6 & 1.24847 & 0.2481 & -0.00002 \\ 6 & -0.00879 & 0.89732 & -0.00001 \\ 6 & -0.06927 & 2.31028 & 0.00003 \\ 6 & 1.19222 & 3.02371 & 0.00002 \\ 6 & 2.44142 & 2.36358 & -0.00002 \\ 6 & 1.31732 & -1.2534 & 0.00002 \\ 6 & -0.04434 & -1.99188 & 0.00002 \\ 6 & -1.20811 & -1.29671 & 0.00002 \\ 6 & -1.22712 & 0.12514 & 0. \\ 6 & -2.40566 & -2.05433 & 0.00001 \\ 6 & -2.45973 & -3.43838 & 0.00001 \\ 6 & -1.2657 & -4.11764 & 0.00002 \\ 6 & 0.06013 & -3.39081 & 0.00002 \\ 8 & 2.38887 & 0.77086 & -0.00008 \\ 8 & 2.42081 & -1.80329 & -0.00004 \\ 8 & 1.14758 & 3.01467 & 0.00014 \\ 8 & 1.10243 & 4.34553 & 0.00005 \\ 1 & 1.02292 & -3.89089 & 0.00002 \\ 1 & -3.35511 & -1.53116 & 0. \\ 1 & 3.3506 & 2.95516 & -0.00002 \\ 1 & 3.3953 & 0.42582 & -0.0004 \\ \end{array} $		

**Table S3.** Optimized structures in Ethanol using B3lYP/6-31G\*\*

	S <sub>0</sub>	S <sub>1</sub>			
ALZ	ALZ_PT	ALZ	ALZ_PT		
$\begin{array}{c c c c c c c c c c c c c c c c c c c $	6         2.439149         0.972386         -0.000036           6         1.288621         0.207064         -0.00036           6         0.016492         0.866216         -0.000047           6         -0.067583         2.293170         -0.000174           6         1.173911         3.040869         -0.00005           6         2.386817         2.387585         0.000050           6         1.353555         -1.266450         -0.000027           6         -0.48425         -2.001505         -0.000027           6         -1.190750         -1.315899         -0.000027           6         -1.190738         0.140211         0.000027           6         -2.33786         -2.037706         -0.000020           6         -2.369468         -3.429453         0.000002           6         -2.369468         -3.429453         0.000012           8         -2.336166         0.770945         0.000012           8         -2.336166         0.770945         0.000054           8         -1.17962         2.934759         0.000062           8         1.069021         4.382601         -0.000061           1         1.008760 <td>6         0.046649         -1.982421         0.000024           6         0.061688         -3.390427         -0.000002           6         -1.117694         -4.118047         -0.000012           6         -2.358764         -3.443014         -0.000018           6         -2.358764         -3.443014         -0.000018           6         -2.358764         -3.443014         -0.000023           1         -1.235266         -1.295817         0.000023           1         -1.025173         -3.889311         -0.00002           1         -1.089470         -5.202835         -0.000044           1         -3.282465         -4.013840         -0.000034           1         -3.282465         -0.135693         0.000036           6         0.000685         0.879721         0.000026           6         1.245542         0.000026         1.241124         0.245542         0.000026           6         1.235550         0.81235         0.000026         1.241124         0.245542         0.000021           6         -2.363556         0.812235         0.000025         8         2.427747         -1.799610         -0.000019           6         -0.04212</td> <td>6         2.460952         0.985727         0.000021           6         1.243797         0.243240         0.000035           6         -0.008847         0.890357         0.000029           6         -0.067456         2.313460         -0.000004           6         1.192420         3.029146         -0.000004           6         1.192420         3.029146         -0.00008           6         1.316045         -1.25264         0.000066           6         0.045612         -1.990749         0.000020           6         -1.208493         -1.299301         0.000017           6         -2.361324         -3.441002         -0.000028           6         -2.406233         -2.057059         -0.000012           6         -2.4181         -4.118265         -0.000014           6         0.059610         -3.392098         -0.000018           6         -2.392741         0.764647         0.000058           8         -1.150281         -3.1807660         0.000001           8         -1.150281         -3.39244         -0.000066           8         1.15008         4.354164         -0.000066           8         1.15008</td>	6         0.046649         -1.982421         0.000024           6         0.061688         -3.390427         -0.000002           6         -1.117694         -4.118047         -0.000012           6         -2.358764         -3.443014         -0.000018           6         -2.358764         -3.443014         -0.000018           6         -2.358764         -3.443014         -0.000023           1         -1.235266         -1.295817         0.000023           1         -1.025173         -3.889311         -0.00002           1         -1.089470         -5.202835         -0.000044           1         -3.282465         -4.013840         -0.000034           1         -3.282465         -0.135693         0.000036           6         0.000685         0.879721         0.000026           6         1.245542         0.000026         1.241124         0.245542         0.000026           6         1.235550         0.81235         0.000026         1.241124         0.245542         0.000021           6         -2.363556         0.812235         0.000025         8         2.427747         -1.799610         -0.000019           6         -0.04212	6         2.460952         0.985727         0.000021           6         1.243797         0.243240         0.000035           6         -0.008847         0.890357         0.000029           6         -0.067456         2.313460         -0.000004           6         1.192420         3.029146         -0.000004           6         1.192420         3.029146         -0.00008           6         1.316045         -1.25264         0.000066           6         0.045612         -1.990749         0.000020           6         -1.208493         -1.299301         0.000017           6         -2.361324         -3.441002         -0.000028           6         -2.406233         -2.057059         -0.000012           6         -2.4181         -4.118265         -0.000014           6         0.059610         -3.392098         -0.000018           6         -2.392741         0.764647         0.000058           8         -1.150281         -3.1807660         0.000001           8         -1.150281         -3.39244         -0.000066           8         1.15008         4.354164         -0.000066           8         1.15008		
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	1         -3.33492         -1.499948         -0.000014           1         -3.32922         -1.499948         -0.000014           1         3.302602         2.969469         0.000029           1         3.399581         0.469155         0.000027           1         -0.10114         4.572169         0.000144	1.117306         4.372402         -0.000034           1.3325012         2.980232         -0.000039           1.3394688         0.465325         0.000001           1.921897         2.128416         0.000043           1.0180603         4.64098         -0.000027	1         -3.35676         -1.53581         -0.000001           1         -3.349561         2.952952         -0.000001           1         3.349561         2.952952         -0.000024           1         3.392595         0.434229         0.000031           1         -2.176727         1.754456         0.000121           1         0.150064         4.554690         -0.000066		

**Table S4.** Computed main electronic absorption transition for ALZ and ALZ\_PT using B3IYP/6-31G\*\*

	ALZ			ALZ_PT		
	Trans.	f	МО	Trans.	f	МО
Vacuo	435 (2.85)	0.0923	$97\% H \rightarrow L$	511 (2.45)	0.1404	$97\%~{\rm H}~\rightarrow~{\rm L}$
Benzene (LR)	440 (2.81)	0.1358	98% H → L	520 (2.38)	0.2056	$98\% \text{ H} \rightarrow \text{L}$
Benzene (SS)	441 (2.81)	0.1362	98% H → L	520 (2.38)	0.2061	98% H → L
Ethanol (LR)	439 (2.83)	0.1336	97% H → L	512 (2.42)	0.2018	$98\% \text{ H} \rightarrow \text{L}$
Ethanol (SS)	449 (2.76)	0.2026	98% H → L	534 (2.32)	0.3015	99% H → L

**Table S5.** SS Emission energies and relative stabilities in S1 of both tautomers (minima structures of the SS curves) in Benzene and Ethanol computed using different functionals and basis set.

				Rel. Stability	
	Emission Energies (eV)			(kcal/mol)	
	ALZ	ALZ_PT	$\Delta E(ALZ-ALZ-PT)$	ALZ-ALZ-PT	
B3LYP/6-31G** (Benz.)	2.12	1.89	0.23	-0.78	
B3LYP/6-31G** (Eth.)	2.03	1.9	0.13	1.46	
B3LYP/6-311++G** (Benz.)	2.10	1.85	0.25	-1.08	
B3LYP/6-311++G** (Eth.)	2.00	1.86	0.13	1.70	
PBE0/6-311++G** (Benz.)	2.19	1.91	0.28	-1.53	
PBE0/6-311++G** (Eth.)	2.08	1.92	0.15	1.41	
M06/6-311++G** (Benz.)	2.20	1.91	0.28	-1.82	
M06/6-311++G** (Eth.)	2.08	1.92	0.15	1.69	

**Table S6.** Computed main electronic emission from S<sub>1</sub> transition nm (eV) for ALZ and ALZ\_PT using B3LYP/6-31G\*\*.

	LR – LR optimized geometry		SS – LR optimized geometry		SS – SS curve minimum geometry	
	ALZ	ALZ_PT	ALZ	ALZ_PT	ALZ	ALZ_PT
Vacuo	575 (2.15)	657 (1.89)				
Benzene	575 (2.15)	657 (1.89)	596 (2.08)	656 (1.89)	585 (2.12)	657 (1.89)
Ethanol	577 (2.15)	662 (1.87)	614 (2.02)	653 (1.90)	611 (2.03)	653 (1.90)







**Figure S2.** Main distances and angles of the optimized structures in Benzene



Figure S3. Main distances and angles of the optimized structures in Ethanol



**Figure S4.** Potential  $S_1$  energy curves computed using B3LYP/6-31G\*\* in acetonitrile as a function of the  $O_{10}H$  distance computed in benzene (top) and ethanol (bottom). The red and black lines are obtained using the LR and SS approaches, respectively. (B3LYP/6-31G\*\*)



**Figure S5.** Emission spectra computed using B3LYP/6-31G\*\* in ethanol of ALZ (left) and ALZ\_PT (right) with the main vibronic transitions involved (top) and decomposition of the spectra in contributions from the 0-0 transition and the n (n=1,5) simultaneously excited oscillators (bottom).