

Professional Lighting Design Convention 2015

Rome, Italy

28. – 31. October, 2015



Press release Professional Lighting Design Convention,
PLDC 2015
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PLDC conference programme released

The Professional Lighting Design Convention, PLDC 2015 will be held in Rome from 28. – 31. October, 2015.

The final list of speakers and topics has been selected from more than 260 submissions and the PLDC organisers are proud to present a high-class, future-oriented and innovative conference with speakers from 25 different countries!

The conference programme for PLDC 2015 was released on 23. February, 2015 and is available at www.pld-c.com.

As in previous years, PLDC will be built around a four-track conference. Traditionally, the first three tracks will cover Lighting Application Case Studies, Lighting Application Research and Professional Practice Issues. The fourth track varies from convention to convention and is dedicated to a topic that is currently key to lighting design developments worldwide. For PLDC 2015 in Rome, the Steering Committee has selected a topic in response to on-going market developments and studies: “Light and Culture”. The track will feature presentations on recently completed projects, indicate how lighting has changed in cultural spaces (museums, art galleries, cultural heritage sites, etc.), how different cultures perceive light and consequently how this influences lighting design. The impact of new technologies on the culture of light, and how their application is shaping design or lighting strategies, will also be addressed in this track.

Austrian media-artist, director, choreographer and composer Klaus Obermaier has been announced as the first Keynote Speaker. His interactive installations

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offer great inspiration for lighting designers, architects and all related professions!

Supporting programme

As in previous PLDC editions, the conference will be accompanied by an informative, inspiring and innovative supporting programme.

The manufacturers' exhibition from the partners in the industry is developing at a fast pace – to date almost 75% of the exhibition is already sold out!!

The pre-convention meeting day is shaping up to be a full additional conference day: The Cities' Forum will be inviting lighting designers, architects and city planners to gather and learn about latest developments. Partner Cities of PLDC will be presenting their ongoing and planned activities and will be joining in the Face2Face talks to network with lighting specialists and discuss cutting-edge topics in city planning and lighting in the public realm.

The first excursions have been announced and more will follow shortly. Visit www.pld-c.com For the excursion to the Sistine Chapel, Osram will be inviting the first 300 independent lighting designers, architects, researchers, educators and students! Make sure you register now and apply for a free ticket!

Based on the evaluations provided by the Paper Reviewing Committee, 15 authors of self-running poster presentations have been selected by the Steering Committee to add additional value to the conference programme. The poster presentations are also classified according to the four conference tracks Professional Practice Issues, Lighting Application Case Studies, Lighting Application Research and Light + Culture.

PLDC 2015 will offer a new component: Experience Rooms. These spaces are designed to allow attendees to become actively involved in specific activities, experience light and darkness, or play a part in ongoing research studies.

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The grand final of *The Challenge* will be held on Saturday, 31. October as an official part of the PLDC programme. The finalists were selected during Round III of *The Challenge* at a mini-conference in Edinburgh at the beginning of February.

Participants of *The Challenge* are young talents, some still students at renowned universities around the world, some newly qualified professionals who recently started working for established professional lighting design practices in the USA and Europe.

As Iain Ruxton, lighting designer at Speirs and Major/UK summed up after the event in Edinburgh/UK: “The standard of the papers has been very high and it leaves me thinking the future of the profession is in good shape!”

The following talents will be competing against each other in Rome:

Team Brendan: Pernille Krieger/DK and Eik Lykke Nielsen/DK

Team Emrah: Roslyn Leslie/UK

Team Florence: Isabel Sanchez/E/USA

Team Iain: Stephanie Denholm/UK

Team Tapio: Mahdis Aliasgari/IR/S

CIBSE credits for PLDC attendance

Continuing Professional Development is of utmost importance for young designers and established professionals and a long term commitment! CIBSE (Chartered Institution of Building Services Engineers) will be granting one credit per attended paper at PLDC this year.

More warm-up events confirmed – save the dates!

Evening reception in Milan/I: April 2015: in preparation

Get-together in New York/USA, 5. May 2015, partnered by iGuzzini USA

Casino night in London/UK: 14. May, 2015 partnered by iGuzzini UK

Evening event in Paris/F: 25. June, 2015 partnered by iGuzzini France

Evening reception in Barcelona/E, September 2015, partnered by iGuzzini Spain

More information and updates on the programme, as well as reports on past warm-up events can be found at www.pld-c.com

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An educated decision – the motto for PLDC 2015 is a clear announcement and appeal for more design to be evidence-based and to address and incorporate current research findings. Education in the field of architectural lighting design is the key to quality designs. Lighting design is an independent profession, and the scope of work of a lighting designer, plus the added value of working with a lighting designer, needs to be communicated to related professions, clients and end-users. However, new technologies and the scope they offer, as well as the latest research findings, demonstrate the need for more education on the part of the lighting designer him/herself to ensure clients' needs and forthcoming standards can be met. PLDC 2015 will address education on all these levels, taking the lighting design community's efforts a step further and contributing towards all involved being able to make an educated decision in future!

PLDC 2015 will mark a further step in the pursuit to officially establish the architectural lighting design profession. The chosen location for this event is Rome, a city rich with culture, architecture, art. Culture, architecture and art will be the main topics for the conference and will offer a broad variety of focuses for presentations and discussions!

About PLDC

PLDC is organised by VIA Events, the Educational Events Division of VIA-Verlag, publisher of the Professional Lighting Design magazine. Professional lighting associations and universities from around the world with Lighting Design programmes will be invited to partner the event. This high-quality network guarantees to spread the word further and to reach newcomers and professionals from related fields of practice.

Based on the proven success of the PLDC concept, the convention will again be built around a three-day professional conference offering approximately 70 presentations given by high-profile speakers from the world of lighting design, architecture, research, city planning, daylight design and many other related

professions. The convention will also include invited Keynote Speakers, a manufacturers' exhibition, excursions, Experience Rooms, pre-convention meetings including a Cities' Forum, social events, self-running electronic poster

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presentations, the final round of *The Challenge*, a student speaker competition conceived for the PLDC event, and a Gala Dinner during which the Professional Lighting Design Recognition Awards will be given for outstanding achievements in Architectural Lighting Design.

PLDC offers further and continuing education in the field of lighting design and the presentation of cutting-edge technologies. PLDC 2015 will comprise the next chapter in a history of successful conventions.

Bringing together the Professional Lighting Design community

PLDC 2015 is again expected to attract around 1500 attendees from all over the world. Professionals from different fields of practice and research will be coming together to discuss and exchange ideas, approaches and concepts. This international and interdisciplinary understanding of lighting design supports the continuing process to gain recognition for this specialist discipline and for the profession as a whole.

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