IALD LIGHTING PERSPECTIVES AT LIGHT + BUILDING
TWO FREE DAYS OF SEMINARS, PLUS DESIGNERS LOUNGE + ART INSTALLATION

LONDON, UK 23 DEC 2015 | The International Association of Lighting Designers (IALD) is pleased to announce the full program for IALD Lighting Perspectives, our two-day seminar at Light + Building 2016 this March in Frankfurt, Germany. This one-track conference features individual drop-in sessions provided to Light + Building attendees free of charge.

During IALD Lighting Perspectives, architectural lighting designers from around the world will give 60 minute talks – ranging from collaborative success stories to the latest technological discoveries – but the common theme among all of these perspectives is an insight on the light where these cutting edge designers work and live.

Next door to the sessions, IALD welcomes one and all to stop by the Designers Lounge, which will feature an installation by light artist Liz West. It will also provide a place for designers to gather and network – or just charge up your mobile phones and take a break from the busy show floor. See you in Frankfurt!

WHEN :
9.00 A.M. – 5.30 P.M.
14 + 15 March 2016

WHERE :
Aspekt Room, Hall 3 Westside, Level C
Messe Frankfurt

DESIGNERS LOUNGE :
Argument Room, Hall 3 Westside, Level C
Messe Frankfurt

IALD LIGHTING PERSPECTIVES SPEAKERS :
VICTOR PALACIO, IALD – MEXICO
LIZ WEST – UNITED KINGDOM
ANNE BUREAU, IALD – FRANCE
NICOLÁS FUENTES COLOMER – BELGIUM
CINZIA FERRARA, IALD – ITALY
DAVID BECKER, ASSOC IALD – AUSTRALIA
DR. GEOFF ARCHENHOLD – UNITED KINGDOM
GERD PFARRÉ, FIALD + ANDREAS SCHULZ, IALD – GERMANY
ANNA SBOKOU, IALD – GREECE
DONN SALISBURY – AUSTRALIA
KRISTEN BREDAL – NORWAY
RAFAEL GALLEGO VARGAS – SPAIN

For a full listing of session titles and summaries, see the attached pages, or visit the IALD web site at http://iald.me/lightperspectives.

The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of more than 1,200 lighting design professionals who satisfy its rigorous qualification process. Its members are distinguished by a unique blend of aesthetic and technical expertise, and operate at the highest level of integrity to create a better world through leadership and excellence in lighting design, to cultivate the universal acknowledgement and appreciation of the Power of Light in human life.
IALD LIGHTING PERSPECTIVES AT LIGHT + BUILDING

DAY ONE: MONDAY, 14 MARCH 2016

9:25 A.M. | OPENING WELCOME

9:30 A.M. – 10:30 A.M. | PERSPECTIVES ON THE FUTURE OF LIGHTING DESIGN
IALD President Victor Palacio, IALD
Ideas En Luz, México City, México

Is there a future for architectural lighting design? In this presentation, IALD President Victor Palacio will share information and personal views on possible scenarios for the profession and the potential ways of practicing it in the years to come.

Lighting design has left behind its childhood as a profession and faces the potential of young adulthood, where it is necessary to define strategies for the future.

Many questions arise: Will lighting design become a technical consultancy? Will there be room, time and money for a design-based profession in the built environment? Is there still a future for independent lighting design practitioners?

The challenges are big: an evolution from a ‘components’ based industry to an ‘integrated systems’ one; players in the market offering a wide variety of services, including design; codes and restrictions that ultimately limit the design approach; independent practitioners that find business opportunities under many different models.

On the other hand, lighting designers are becoming more aware of the immense potential of light to transform the world in more fields than we imagined before. As the profession evolves, its social role becomes more important – light has increasingly relevant implications in human health, environmental impact, the economies of cities, public communications, people’s wellbeing and more. Yes, there is a future for lighting designers. It’s up to us to provide vision and give direction to it.

10:45 A.M. – 11:45 A.M. | REAL COLOUR: LIGHT AS MATERIAL
Liz West
Lighting Artist, Manchester, UK

Within physical and architectural space, light artist Liz West uses light as a material that radiates outside of its boundaries and containers. She playfully refracts light using translucent, transparent or reflective materials, directing the flow of artificial light. In her presentation, Liz will discuss the role of light in her recent work, including the acclaimed Your Colour Perception, Manchester and An Additive Mix at the National Media Museum, Bradford.

Liz West is the artist in residence for the IALD at Light + Building and has designed the installation in the Designers Lounge in the Argument Room next door to the seminars. Come in and pay a visit to see her work in person.
12:00 P.M. – 1:00 P.M. | ACE, TWENTY YEARS IN FRENCH LIGHTING DESIGN DEVELOPMENT
Anne Bureau, IALD, ACE Past President
Wonderfulight, Bordeaux, France

The French association Association des concepteurs lumière et Eclairagistes (ACE) celebrated its twenty-year anniversary in 2015. Today, ACE has around seventy lighting designer members and thirty partners (manufacturers and sponsors). New members join the association every year, and although its members are competitors in their professional lives, a feeling of community has grown among ACE members during the past twenty years.

Anne Bureau will explain the objectives of the ACE and describe its actions and relationships during the last two decades. Her overview will also demonstrate the identity of the French lighting designer in their home country, and explore the commonalities they share with other countries’ communities.

Current and forthcoming ACE projects will be shared in this presentation, putting in perspective the future we envision for independent lighting designers in France and abroad. Anne Bureau is a lighting designer and one of the past presidents of ACE. She is also a Professional member of the IALD and the ILA, as well as a member of the organization board of EILD.

2:00 P.M. – 3:00 P.M. | WHERE PUBLIC POLICY AND LIGHTING MEET : EUROPEAN REGULATIONS THAT AFFECT LIGHTING DESIGN
Nicolás Fuentes Colomer
International Association of Lighting Designers, Brussels, Belgium

IALD’s European affairs consultant Nicolás Fuentes Colomer works with volunteer members of the IALD in Europe dealing with European public policy in the area of lighting. In this presentation, he will give an overview of how European regulations work from the moment they are born in the offices of the European Commission to the point where lighting designers are affected by them on the daily exercise of their professions.

Nicolás will review current and upcoming eco-design requirements for light sources and lighting systems and will give attendees a refresher on the ongoing debate on reparation and reusability of products. Leveraging his experience, lighting designers have an unmissable opportunity to participate and make their voice be heard in the European policy making process.

3:15 P.M. – 4:15 P.M. | LIGHTING DESIGN IN ITALY: IS SOMETHING CHANGING?
Cinzia Ferrara, IALD
Ferrara Palladino, Milan, Italy

New technologies and ongoing globalisation opens up new perspectives to lighting designers, nevertheless old habits tend to remain. Cinzia Ferrara’s survey analyses the Italian market and explains how Italian lighting designers approach their challenges, while outlining Italian identity in lighting design.

Her presentation will explore the history of the profession, its principal difficulties, and its perspectives, including case studies. Cinzia Ferrara is a past president of the Italian Lighting Designers Association. She is based in Milan, Italy.
4:30 P.M. – 5:30 P.M. | CERTIFIED LIGHTING DESIGNER (CLD): THE CREDENTIAL OF A MATURE PROFESSION
David Becker, Associate IALD
David Becker Design, Parade Seaforth, NSW Australia

Australian independent lighting designer David Becker, who is also Chair of the Certified Lighting Designer (CLD) governing board, will give a presentation on the imperative of the CLD credential to mark the maturity of lighting design as a profession. David will explain why a credential is so necessary as a global mark of proficiency, and will elaborate on the CLD’s value to individuals and its importance to fostering growth of the lighting profession.

The session is intended to give an overview of the CLD programme, and will be followed by an interactive session intended to take designers through the various steps of the application process. It will provide useful tips on how to approach the CLD application, providing an opportunity for attendees to ask questions on the mechanics of submitting an application.

DAY TWO : TUESDAY, 15 MARCH 2016

9:25 A.M. | WELCOME

9:30 A.M. – 10:30 A.M. | SMART LIGHTING: HOW TO BEST AVOID YOUR CONTROLS BEING HACKED OR DISABLED
Dr. Geoff Archenhold
IST Limited, InGaN Research, Birmingham, UK

Today, it seems everyone is talking about how intelligent lighting control systems will revolutionise the lighting industry with further energy savings, new services, unparalleled user control and connected buildings. The advent of smart connected lighting systems offers a unique opportunity for the lighting design community to be involved earlier on in the building decision making process. Lighting system security will be vital to ensure the maximum potential of future control systems are achieved.

The presentation will describe the main types of weaknesses and vulnerabilities found in wired and wireless lighting control systems, provide examples of systems that have been compromised, present and evaluate approaches that can help secure Ethernet-based lighting systems, and offer a simple checklist to assure yourself that suppliers of modern control systems understand the security challenges.

10:45 A.M. – 11:45 A.M. | A PRIVATE PUBLIC TALK: AN INSIDE VIEW OF THEIR PRACTICES
Gerd Pfarré, FIALD
Pfarré Lighting Design, Munich, Germany
Andreas Schulz, IALD
Licht Kunst Licht AG, Bonn, Germany

Award winning lighting designers Andreas Schulz and Gerd Pfarré do a double take on what it means to be a lighting designer in Germany over the past decades. They will also talk about
their views on applied creativity and the values of being independent, using past examples of their own work to demonstrate the highs and the lows.

Gerd Pfarré is a fellow of the IALD, and his practice pfarré lighting design is based in Munich, Germany and has been honoured with numerous awards internationally.

Andreas Schulz is the owner of Licht Kunst Licht, a multi-practice design firm based in Bonn and Berlin, Germany. He is also a guest lecturer at the Peter Behrens School of Architecture and founding professor of lighting design at the University for Applied Sciences and Arts in Hildesheim.

12:00 A.M. – 1:00 P.M. | SPICE WITH A TOUCH OF LEMON
Anna Sbokou, IALD
Anna Sbokou Lighting Design, Athens, Greece

This talk will focus on the different forms of practice and conduct that a lighting designer in Greece adopts. Lighting design has a universal base that allows its practitioners to easily move and work around the world; nonetheless, cultural and local characteristics vary substantially and affect the work process and dynamics of a designer. In countries where independent lighting designers are not widely recognised, the work process can vary even more.

A panel of lighting designers living and working in Greece will be formed prior to the talk, so that a wide range of views and experiences can be heard. Designers will give an overview of the current situation lighting designers face in the Greek market. This session encourages participation. Come and sample some spice with a touch of lemon.

2:00 P.M. – 3:00 P.M. | SO YOU WANT TO BE A LIGHTING DESIGNER? BRILLIANT!
Donn Salisbury
Electrolight, Sydney, Australia

Lighting designers often begin their careers in other fields - architecture, industrial design, interior design, theatre or engineering. Most applicants for lighting design jobs have a degree in one form of design or engineering, or a Master’s degree in lighting design with relevant experience. There really are some very good people out there - you’re going to be up against some stiff competition.

So how are you going to nail that job in the practice that inspires you most? What’s going to make you stand out from the crowd? You may only get one shot at this; you owe it to yourself to make it a good one.

Donn Salisbury is a Director of Electrolight, an international lighting design consultancy with studios in Australia, the UK and USA. He has seen hundreds of CVs, portfolios and applications over the past 20 years. Donn will share his insights into the qualities he and other similar employers are looking for when they interview candidates. And it’s probably not what they told you at school.
3:15 P.M. – 4:15 P.M. | BABY, IT’S DARK OUTSIDE : A POSTCARD FROM NORWAY
Kristin Bredal
Zenisk, Oslo, Norway

Kristin will communicate the values of Lyskultur: The Norwegian Lighting Association. Lyskultur is a member organization with the mission of stimulating increased knowledge and expertise within lighting and lighting design in Norway. The organisation was established in 1936. Lyskultur is an accredited member of the international lighting organisations CIE and CEN, The European Committee for Standardisation.

Lyskultur operates nationwide with regional representatives around Norway. Their members are leading players within the lighting industry, including lighting designers, consultants and suppliers.

Lyskultur’s main objective is to contribute to the continuous development within the area of light and illumination. In a country where the winter is long and dark there is a need for good lighting solutions. Lyskultur works continuously to provide municipalities and contractors with sufficient information regarding master plans for lighting in town- and urban environments. The objective is to put lighting on the economic, environmental and health agenda when implementing lighting in the early stages of planning.

In this session, Kristin Bredal will give an overview of the work of Lyskultur from her unique perspective. Kristin’s company Zénisk is a member of Lyskultur, The Norwegian Lighting Association and she was elected as a board member in 2015.

4:30 P.M. – 5:30 P.M. | SPANISH LIGHTING DESIGN : A CASE OF SUCCESS
Rafael Gallego Vargas
AUREOLIGHTING, Madrid, Spain

The 2015 International Year of Light was also the most successful year for the Spanish Lighting Design community. More than seven awards at international and national programmes were secured, even though the small professional community of Spanish lighting designers are almost “endangered.”

Lighting design in Spain really is a small community: no more than 5 medium size studios and a bunch of freelance professionals are trying to make a living in a country with more than 48 million inhabitants. The Spanish market does not appreciate the quality of lighting and is not ready to pay for lighting design services, although we have a strong roster of professionals and masters in lighting design. It is a pity that many new professionals must move away from Spain to find work.

So what is it that made Spanish lighting design so successful in 2015? Come and hear about the tradition and history of Spanish design, including the large quantity of renowned architects and specialists in Spain. Learn how we have developed quality proposals with small budgets, and delivered simple lighting options that add value to our projects – even in a less-than-welcoming market.

For more information, visit iald.me/lightperspectives, or send an email to IALD UK Projects Manager Emma Cogswell, Associate IALD, emma@iald.org.