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Preliminary overview

Conference programme

– an educated decision –

PLDC 5th Global Lighting Design Conference,
28. – 31. October, 2015 in Rome/I

PLDC is a brand of the **VIA** GROUP



Welcoming address



The fifth edition of the Professional Lighting Design Convention, PLDC 2015 in Rome will continue in the vein of what has proven to be a highly effective and successful modern convention concept. The educational event is built around communication and the active sharing of knowledge and know-how. This year we are anticipating welcoming more than 1500 attendees. Besides the

groups we have targeted to date – lighting designers, educators, researchers, students and representatives from the lighting industry – a larger number of architects, as well as public and private clients, are expected to be present in Rome. Expanding our target groups in this way illustrates our medium-term strategy to encourage all those involved in architectural projects to understand more about light, and how and why it is applied.

The motto of this year's event, "an educated decision", points to the fact that lighting design is a specialist discipline which is based on scientific findings and knowledge from the fields of medicine and technology – and that it can be learned. Whereas in the past some people have referred to lighting design as something you are born with, we have now come to recognise that architectural lighting, like any other design disciplines, is based on design principles that can be learned. That is to say: every decision made during the design process is an educated decision and not exclusively subjective or arbitrary.

We again received more than 260 paper submissions, however only 71 could be selected for PLDC in Rome. Everyone knows when they respond to the Call for Papers that not every paper can be accepted, but needless to say those who were not chosen were disappointed. Basically, only one in three submissions received is included in the final programme. This does not mean to say that two thirds of the paper submissions were not important or relevant. It means that the 71 papers presented at PLDC were triple blind reviewed and their topics and content were assessed as being most important for the lighting design world right now.

But PLDC offers far more than a high-quality conference programme. This year attendees can sign up for excursions to architecturally significant projects in Rome, visit a series of Experience Rooms, take part in moderated discussions outside the conference rooms, join social networking events, attend pre-convention meetings, witness Round IV of our young speakers competition *The Challenge*, visit the manufacturers' exhibition, and book a seat at the traditional gala evening that concludes the overall event.

From start to finish, there are ample opportunities to expand your personal knowledge and skills and develop your professional career, all in line with Jim Rohn's philosophy: "Formal education will make you a living, but self-education will make you a fortune!"

Joachim Ritter



Conference Overview

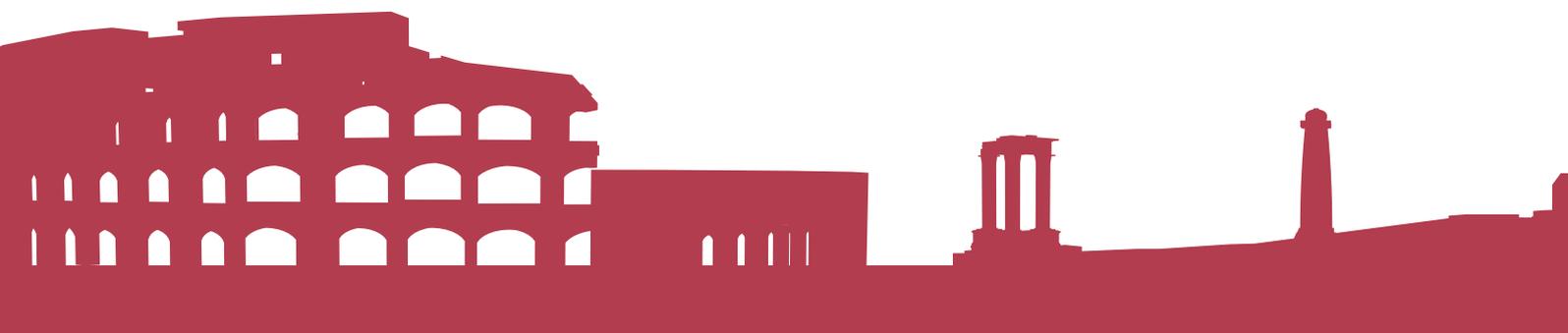
Wednesday, 28. October, 2015	
Programme	Times
Educators' Meeting – main topic: Blended Learning	11.30 - 14.00
Wireless programming workshop – supported by Wireless Solution Sweden AB	10.00 - 13.00
Cities' Forum	10.30 - 15.15
The politics of establishing the profession	15.00 - 18.00
Excursion #1: Maxxi + Auditorium	14.30 - 19.30
Visual Ergonomics workshop	13.00 - 16.00
Press conference (trade press)	18.45 - 19.30
Official opening reception + final warm-up – partnered by iGuzzini	20.00 - 23.00

Thursday, 29. October, 2015	
Programme	Times
Conference	09.30 - 18.30
Manufacturers' Exhibition	09.30 - 18.30
Self-running poster presentations	09.30 - 18.30
Experience Rooms	09.30 - 18.30
Professional Lighting Design community lounge	09.30 - 18.30
Moderated discussion: Light + Culture	13.30 - 14.00
Excursion #2: Sistine Chapel – partnered by Osram	18.30 - 21.30
Get-together – partnered by Osram	21.00 - 24.00

Friday, 30. October, 2015	
Programme	Times
Conference	09.30 - 18.30
Manufacturers' Exhibition	09.30 - 18.30
Self-running poster presentations	09.30 - 18.30
Experience Rooms	09.30 - 18.30
Professional Lighting Design community lounge	09.30 - 18.30
Moderated discussion: Early Career Researchers	13.30 - 14.00
Students "Happy Hour" – to be confirmed	18.30 - 20.30
Individual evening events organised by PLDC 2015 Industry Partners	18.30

Saturday, 31. October, 2015	
Programme	Times
Conference	09.30 - 18.30
Manufacturers' Exhibition	09.30 - 18.30
Self-running poster presentations	09.30 - 18.30
Experience Rooms	09.30 - 18.30
Professional Lighting Design community lounge	09.30 - 18.30
Moderated discussion: Creating daylight spaces	13.30 - 14.00
Final Round (IV) of <i>The Challenge</i>	09.30 - 17.30
Gala Dinner + PLDR Awards Show – partnered by iGuzzini	20.00 - 23.30
Cool-down Party	23.30

Please note that some of the above activities require registration or an invitation.



Thursday, 29. October, 2015

	Lighting Application Research	Lighting Application Case Studies	Light + Culture	Professional Practice Issues	
08.30	Registration, Coffee, Juices & Pastries				
09.30	Keynote Speaker: Prof. Dr. Arnold Nesselrath/D/I				
10.15	SESSION 1	Malcolm Innes/UK Digital lighting for analogue museums	Roger Narboni/F Recent evolutions in lighting master planning	Alberto Pasetti/I Enhancing our perception of art – how LED light is facing the challenge	Andrew Sainsbury/AUS From chaos to clarity
11.15		Allan Ruberg/DK Myth-busting LED technology	Shuyu Chen/TWA Every exhibition is a map: designing light to shape an environment and creating the visual experience in museum exhibition spaces	Ya-Hui Cheng/TWA/AUS Lanterns – yesterday, today and tomorrow	Tapio Rosenius/FIN/E The lighting design practice in 2020
12.15		Prof. Dr. Claude Demers/CDN Lighting diversity and adaptability to climate: a quantitative and qualitative urban survey methodology	Cinzia Ferrara/I Museum lighting laboratory at the Poldi Pezzoli Museum	Susanna Antico/I LED technology for cities – what is the role of lighting designers?	Roberto Corradini/I and Prof. Marco Palandella/I The language of lighting design – exploring a new alphabet for transforming cities
13.00	Lunch				
15.00	Keynote Speaker: Riccardo Marini/I/UK				
15.45	SESSION 2	Nona Schulte-Römer/D Intelligent lights, dumb users? Introducing smart systems in obdurate cities	Phil Supple/UK Light as inspiration in monumental public art performance	Arve Olsen/N Imitating or developing a design culture	Martin Valentine/UK/UAE Understanding the consequences of Abu Dhabi's Sustainable Lighting Strategy
16.45		Cehao Yu/RC/UK Configuring dynamic feature lighting / staging the social	Piergiorgio Ceregioli/I and Fabio Aramini/I A new LED lighting system for a Renaissance masterpiece	Dr. Craig Bernecker/USA Sojourn to Senegal: a perspective on lighting for the developing world	Rachael Nicholls/UK/AUS Australian attitudes to lighting: global lessons to be learnt
17.45		Dr. Elettra Bordonaro/I/UK Urban Lightscapes/Social Nightscapes – a call for social research in design	Pablo Martinez-Diez/E Preserving Natural History Collections: the Barcelona experience	Iain Ruxton/UK The twilight zone: light and the liminal	Nathan Savage/UK/UAE How the other half light
18.30	Evening programme partnered by Osram				

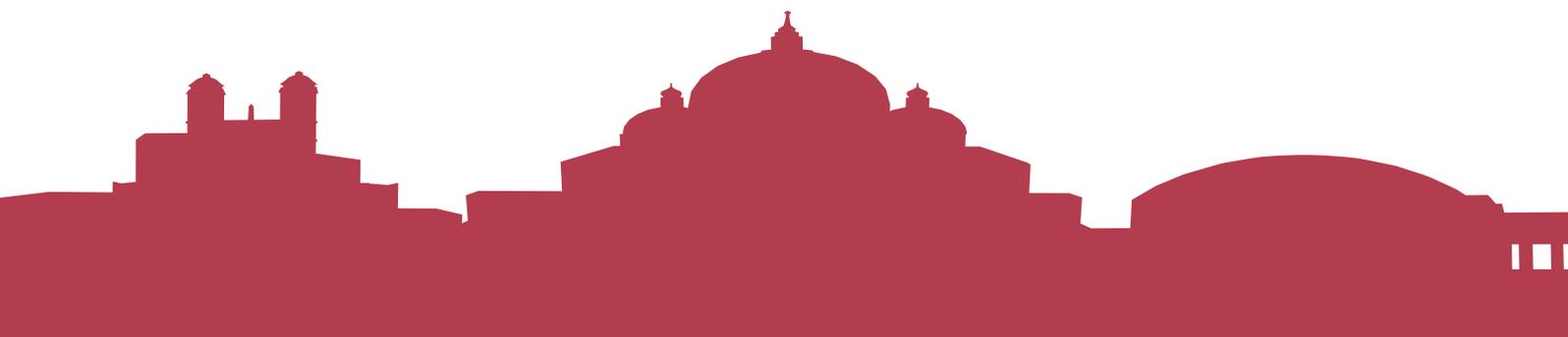
Manufacturers' exhibition and self-running electronic poster presentations



Friday, 30. October, 2015

	Lighting Application Research	Lighting Application Case Studies	Light + Culture	Professional Practice Issues	
08.30	Registration, Coffee, Juices & Pastries				
09.30	Keynote Speaker: Ilaria Abbondandolo/I				
10.15	SESSION 3	James Duff/UK A new methodology for interior lighting design: on-going research	Chris Precht/A Architecture follows state-of-the-art lighting design	Paul Traynor/UK and Joe Vose/UK The search for the tools of light v3.0	Isabel Villar/RCH/S Daylight analysis as a basis for 24-hour design
11.15		Peter Raynham/UK Moving away from general task lighting in offices	Brett Anderson/USA 1717 Broadway – designing for the skyline	Marco Frascarolo/I Guidelines for lighting cultural heritage - a detailed analysis and lighting concept for the Colosseum	Sophie Caclin/F Form lighting strategy to lighting scheme: innovative support for a street lighting project
12.15		Claire Hamill/UK Shining lighting on skin tone	Katja Schiebler/D and Arne Hülsmann/D Designing darkness	Anne Bureau/F Light on Mars... A cultural overview of the light on another planet	Marina Silkina/RUS Visual communication in the urban environment
13.00	Lunch				
15.00	Keynote Speaker: Klaus Obermaier/A				
15.45	SESSION 4	Dr. Kevin Houser/USA, Dr. Michael Royer/USA, Dr. Aurélien David/USA The IES method for evaluating light source colour rendition	Abhay Wadhwa/IND/USA The impact on the varying scales of the built environment	Kerem Ali Asfuroglu/TY/UK Light Years – a journey with light	Dr. Simon Simos/CH Using daylight shading devices for the night time façade illumination of a transparent building
16.45		Johann Gielen/D Contrast is content – media architecture without artificial light sources	Maurice Asso/RL Cinemacity in Lebanon – architect and lighting designer collaborate and achieve a unique outcome	Athanassios Danilof/GR and Aleksandra Strati-mirovic/SRB/S Scotopic nightscapes: revealing cultural heritage in the Cycladic darkness	Gillian Treacy/UK Exploring daylight – new learning technologies in lighting education
17.45		Prof. Dr. John Mardaljevic/UK The colours of daylight: adventures with a spectrometer	Tomasz Klimek/PL New seat of the Polish Radio National Symphony Orchestra in Katowice. Unusual requirements, unusual approach	Paul Boken/CDN Lighting design for theme parks and interactive environments	Michael Grubb/UK Recycle, reduce & reuse
18.30	Free evening				

Manufacturers' exhibition and self-running electronic poster presentations



Saturday, 31. October, 2015

	Lighting Application Research	Lighting Application Case Studies	The Challenge	Professional Practice Issues	
08.30	Registration, Coffee, Juices & Pastries				Manufacturers' exhibition and self-running electronic poster presentations
09.30	Keynote Speaker: TBC				
10.15	Veronika Mayerböck/A The use of light as a therapeutic tool	Neil Harbisson/UK/USA Life without colour	Stephanie Denholm/UK Hide the brightness, see the light	Jonathan Rush/UK Circadian lighting – commentary regarding design and human impact: a lighting designer's quiet trepidation	
11.15	Dr. Anadi Martel/CDN Research update on the therapeutic applications of light	Carlo D'Alesio/I Light and horticulture – lighting technology applications for cultivating plants	Roslyn Leslie/UK Positive camouflage in pedestrian lighting	Deborah Burnett/USA and James Benya/USA LED autopsy	
12.15	Oliver Stefani/D How computer screens and tablets impact our circadian rhythm	Carolina de Camillis/I 2000 years after: Light on the centre of power – the House of Augustus	Mahdis Aliasgari/IR/S Illuminating the non-place	Prof. Dr. Techn. Günther Leising/A Human Centric Lighting: the future of the lighting industry	
13.00	Lunch				
15.00	Keynote Speaker: Michele Molè/I				
15.45	Werner Osterhaus, Inger Erhardtson, Lone Stidsen, Astrid Poulsen/DK Lighting for the treatment of bipolar disorders in psychiatric health care	Marinella Patetta/I Large-scale luxury spaces: tailor-made lighting design for the lounges at New Doha International Airport	Isabel Sanchez Sevillano/E/USA Enhancing human experience in a confined environment through light	Dr. Karolina Zielinska-Dabkowska/PL/CH and Dr. Amardeep Dugar/IND Towards Defragmented Lighting Design: concatenating research theories	
16.45	Dr. Carlo Volf/DK Healthier asymmetrical solar architecture	Claudia Paz/PER and Cesar Castro/PER Interactive installations – light with meaning – light for the people	Pernille Krieger/DK and Eik Lykke Nielsen/DK Lighting design for the elderly	Majid Miri/IR/S Luminance-based HDR photos to help lighting designers in their everyday work	
17.45	Nitika Agrawal/UK Lighting for senior care home facilities: recommendations for aging vision and dementia	Lars Oliver Grobe/CH, Dr. Katrin Müllner/D and Björn Meyer/D Calgary Airport: BSDF model to assess the performance of daylight redirection		Anne Bay/DK Glare – the missing link of lighting	
20.00	PLDR Awards Ceremony and Gala Dinner				
PARTY!!					



Partner Associations:

- ⇒ ACE – Association des Concepteurs Lumière et Éclairagistes/F
- ⇒ APDI – Asociación de Diseñadores de Iluminación/E
- ⇒ APIL – Associazione dei Professionisti dell'Illuminazione/I
- ⇒ AsBAI – Associação Brasileira de Arquitetos de Iluminação/BR
- ⇒ Assodel/I
- ⇒ Connecting Cities/D
- ⇒ DCL – Dansk Center for Lys/DK
- ⇒ IESI – Illumination Engineering Society of Iranians/IR
- ⇒ IES of Iceland/IS
- ⇒ ILA – International Light Association/N
- ⇒ ILP – Institution of Lighting Professionals/UK
- ⇒ Lighting Europe/B
- ⇒ Ljusforum/S
- ⇒ Lyskultur/N
- ⇒ RULD – Creative Association of Lighting Designers/RUS
- ⇒ SLG – Swiss Lighting Association/CH
- ⇒ SLL – Society of Light and Lighting/UK
- ⇒ Sydljus/S
- ⇒ Valosto – Illuminating Engineering Society of Finland/FIN
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