



Light Focus on Milan

“The Lighting Designer and New Technologies”

- Professionalism through competence -

On the occasion of the Euroluce fair in Milan/I from 12. - 17. April, 2011 the Professional Lighting Designers' Association, PLDA and the Italian Lighting Designers' Association Associazione Professionisti dell'illuminazione, APIL will once again be staging an international Light Focus conference from 14. to 15. April, 2011.

The profession of the Architectural Lighting Designer is developing and gaining in significance and recognition.

However, the profession is still not officially established, leaving broad scope for definition.

Light Focus on Milan at Euroluce will be providing answers to the definition of Architectural Lighting Design and a lighting designer's work, providing best-of-practice examples of lighting design projects.

Thursday, 14. April, 2011

10.00 – 10.55	Room Libra	Giovanni Traverso, PLDA/I The “natural” value of light in a sustainable design process
11.00 – 11.55	Room Sagittarius	Andrea Ingrosso, APIL/I Lighting design and the renaissance – a bet for the future of a profession
12.00 – 12.55	Room Libra	Anusha Muthusubramanian/USA Gestalt theory in lighting design
13.00 – 13.30	Lunch	
13.30 – 14.25	Room Sagittarius	Dr. Cristiano Guarnaschelli, APIL/I Piazza della Palma Project - Grosseto
14.30 – 15.25	Room Libra	Dr. Riad Saraiji/UAE Urban lighting and architecture
15.25 – 15.55	Coffee break	
16.00 – 16.55	Room Sagittarius	Diana Galic, PLDA/HR Light design of ancient city cores under rigorous supervision of conservators – how to find a compromise?
17.00 – 17.55	Room Libra	Rudolf Teunissen, PLDA/NL Project Broken Light Atjehstraat Rotterdam



Friday, 15. April, 2011

10.00 – 10.55	Room Sagittarius	Philip Rafael, PLDA/UK and Chris Lowe/UK Lighting Design – Tha dark art
11.00 – 11.55	Room Libra	Mark Harris, PLDA, IALD/USA Lighting design worldwide
12.00 – 12.55	Room Sagittarius	Alison Ritter, FPLDA/D Continuing Professional Development/Education – expanding professional knowledge and skills to make a difference
13.00 – 13.30	Lunch	
13.30 – 14.25	Room Libra	Paulina Villalobos/RCH Bring back the night – technology and the future of darkness
14.30 – 15.25	Room Sagittarius	Marinella Patetta, PLDA, APIL/I Designing light with L.E.D.: a challenge
15.25 – 15.55	Coffee break	
16.00 – 16.55	Room Libra	Karolina Zielinska, PLDA/UK Lighting for enhancing business in shops & restaurants – Do's & Don'ts of retail lighting
17.00 – 17.55	Room Sagittarius	Laura Schröder/D Shop Lighting Concept in correlation with the human visual room perception