

PRESS RELEASE Professional Lighting Design Convention, PLDC 2019

September 2019 – for immediate release

Online registration closes on 18. October

- **Pre-convention meetings complete**
- **All Keynote Speakers announced**
- **PLDR Award nominees released**

The programme for the Professional Lighting Design Convention 2019 in Rotterdam promises to be more diverse and exciting than ever before. And the programme for the pre-convention meeting days is just as good!

The Cities' Forum has become a traditional part of the pre-convention meeting day. This year the session, targeting municipalities and all involved in the planning and design of lighting the urban realm, has been extended to a two-day session, including presentations, work-in progress reports, discussion workshops and an excursion.

At the end of the training session, participants will have gained an understanding of the importance and responsibilities in urban planning and amending lighting strategies / masterplans so that there is a positive context for designing lighting for and in the public realm. They will also gain an understanding of their role in the design process / decision-making and the impact that well designed lighting can have on people living and working in their towns and cities.

The full programme of the Get Smart session is available at 2019.pld-c.com.

Further meetings taking place on the pre-convention meeting day are the Educators' and Researchers' meeting, and a workshop on "Element: light and water", hosted by Filix.

All six Keynote Speakers have confirmed their participation – and they are as diverse as the overall programme. Itai Palti from Israel will start off on Thursday morning, opening the overall event. Itai is a practising architect and researcher, based in Israel and the UK, focusing on science-informed design with the human experience in mind. Janet Echelman is an inspirational American artist who reshapes urban airspace with monumental, fluidly moving sculptures that respond to environmental forces including wind, water and sunlight.

The second conference day will be opened by Sascha Pfau, who will provide insight into his strategic ideas for digital advertising locations and what this has to do with lighting.

For Jan Rotmans PLDC is a home game. The socially engaged scientist encourages individual action to promote a better and sustainable society and the approach necessary to achieve this transition. This can be directly projected to the status quo in the world of lighting!

Ute Besenecker is a researcher and educator, who was recently appointed Professor at KTH University in Stockholm/SE. She will be sharing anecdotes describing and illustrating some of the interesting challenges and opportunities that she discovered/encountered during interdisciplinary work endeavours.

The last session at PLDC in Rotterdam will be introduced by Keynote Speaker Marc Engenhardt. AI is developing at a seemingly unstoppable rate and becoming more and more part of our everyday lives. But what does this have to do with light, lighting or (for better or for worse) lighting design?

PLDC will conclude with a Gala Dinner on Saturday. The evening comprises a seated dinner and the Awards Show, during which the Professional Lighting Design Recognition Awards will be presented to individuals, organisations and institutions to recognize their work, actions and achievements that have contributed to the advancement of Architectural Lighting Design. Awards will be presented in the categories

- Best Newcomer
- Best Partner in Industry
- Award for Research
- Award for Education
- Best Daylighting Award
- Best Project
- Award at Large
- Lifetime Award

The shortlisted nominees in the first seven categories can be viewed at 2019.pld-c.com.

There are no nominees for the Lifetime Award – all winners will be announced at the Gala Dinner.

- End -

PLDC stands for Professional Lighting Design Convention & for high quality knowledge transfer and international networking opportunities. The annual Convention was created for the global lighting design market. Lighting designers, architects, researchers, universities, industry and clients use it as a platform to meet, learn about the latest developments in lighting design, and discuss the future of the lighting profession.

At a glance:

What: Professional Lighting Design Convention (PLDC) 2019

Where: Ahoy Rotterdam, in Rotterdam/NL

When: 22. – 26. October, 2019

Motto: “merging masterminds”

Four tracks:

- a) Professional Practice Issues
- b) Lighting Case Studies
- c) Research
- d) Office & Retail – hospitality, shopping and office lighting

... incl. the Final Round of The Challenge – young lighting designers’ speaker competition

PLDC is organised by VIA Events, the Educational Events Division of VIA-Verlag, the publishing house of the Professional Lighting Design magazine.

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