

**PRESS RELEASE Professional Lighting Design Convention, PLDC 2019**

**May 2019 – for immediate release**

**Book tickets for PLDC now before the early registration phase closes**

Conference programme released – focus on exchange of knowledge and views

- **Programme**
- **Pre-convention meetings**
- **Early registration phase (till 31. May)**

The programme for the Professional Lighting Design Convention 2019 in Rotterdam promises to be more diverse and exciting than ever before. Many topics cover such a broad spectrum of issues that they have been incorporated into the pre-convention meetings. Those who register for PLDC before 31. May, 2019, will be able to secure the best possible ticket rates for the overall event.

The programme for PLDC 2019 has been fixed for some weeks now. Visit the website to gain an overview of the programme: you will be amazed at the excellent and well-balanced mix of new and established speakers. The professionals who will be giving around 80 papers in four tracks represent just about every continent, with the exception of Antarctica.

The “Research” track comprises an especially high number of future-oriented theories. The “Philosophy and debate” track, which is part of the first day of the conference, goes beyond purely theoretical information and input. The papers and the arguments they are addressing are of a critical nature and designed to encourage attendees to think about specific topics – and, above all, to think ahead. The exhibition space continues along these lines, likewise encouraging attendees to communicate openly and share know-how and ideas. Which is why the organisers will also be including a Social Media area, the PLD Alliance lounge, the Pool Table area and a Partners area.

The final of the young designers’ speaker competition “**The Challenge**” will again be taking place at PLDC. This project supports and promotes young, talented lighting designers and researchers, giving them the opportunity to present their constructive ideas and well-founded observations to the professional lighting community.

To dedicate sufficient time to specific topics in order to be able to present and discuss them in greater depth, key issues have been incorporated into the **pre-convention meetings**. The meeting for Educators and Researchers, for example, will include a presentation and discussion on “Lighting modules for students of Architecture” plus how summarised research

outputs can contribute towards CPD for lighting designers. The Get Smart training session offered by this year's Cities' Forum addresses all those involved in the design and realisation of lighting projects in the urban realm. The "Let's all Get Smart together" format is extended to cover one and a half days.

The pre-convention day also includes **Excursions**, Rotterdam offering a wide range of fascinating destinations. Further workshops and activities are in the planning stage and will be published shortly. Some activities may only allow a limited number of participants.

Registration for PLDC 2019 is now open: the early registration phased closes on 31. May. **Register now to ensure you can enjoy PLDC 2019 to the full – and at the best possible ticket rates!**

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### At a glance:

**What:** Professional Lighting Design Convention (PLDC) 2019

**Where:** Ahoy Rotterdam, in Rotterdam/NL

**When:** 23. – 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

**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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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.