



## PRESS RELEASE

Professional Lighting Design Convention, PLDC 2015

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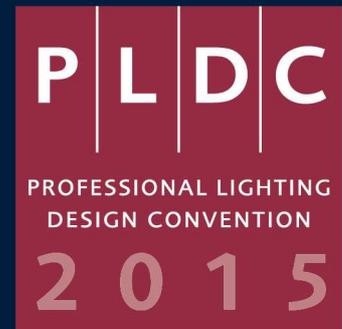
### **PLDC 2015 expands its programme of learning and networking opportunities**

The Professional Lighting Design Convention, PLDC 2015 will be held in Rome from 28. – 31. October, 2015.

The organisers are proud to announce that different work groups, association partners and independent entities are using PLDC as an occasion to hold meetings, inform the design community about ongoing activities and define the next steps towards their respective goals. These pre-convention meetings and hands-on workshops, including meetings on educational activities, visual ergonomics, programming, the status quo on the process to gain recognition of the profession, and other professional practice issues will take place on 28. October at the PLDC venue. More information can be found at [www.pld-c.com](http://www.pld-c.com).

In collaboration with the Italian Association of Lighting Designers APIL, together with PLDC, and the Master's Courses in Lighting Design at La Sapienza and Roma Tre University, the Italian Lighting Association AIDI have announced the launch of an international lighting ideas competition. The "Urban Landscape" competition, promoted by the National Council of Italian Architects, Planners, Landscapers and Curators, CNAPPC, along with the Order of Architects of Rome and its Provinces, requires teams of lighting designers and architects to design a lighting concept for the EUR district in Rome. The EUR district was built for the 1942 World Fair which, due to the war, never took place. Today it represents an outdoor museum of 1930's architecture, to which new structures and services have been added, underlining its potential role as the city's new «convention platform».

The lighting design should encompass public, artistic and environmental domains, meeting the needs of this historic city quarter and establishing links between all the elements that make up this complex site. The design solution should consider incorporating ICT (information and telecommunications)



technologies and be designed from a “smart”, systematic and intelligent viewpoint. The goal is to render the district sustainable both in terms of energy/environmental issues, and in terms of functionality, in order to meet users’ needs.

The competition offers prize money for the first three winning teams (€10,000, €5,000, €2,500). The best concepts will be exhibited in a dedicated Experience Room during the conference days at PLDC from 29. to 31. October, 2015. For more information and the complete competition brief and who is eligible, please visit [www.pld-c.com](http://www.pld-c.com) or <http://www.urban-lightscape.com/>

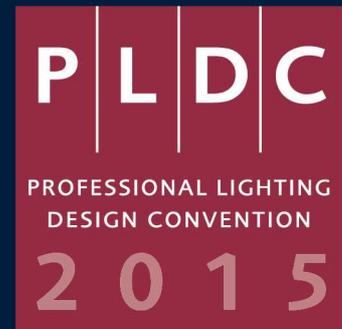
#### **PLDC attendance earns members CIBSE and CNAPPC credits**

Continuing Professional Development is of utmost importance for young designers and established professionals and a long-term commitment. CIBSE (Chartered Institution of Building Services Engineers) will be granting one credit per attended paper at PLDC this year. CNAPPC (National Council of Italian Architects, Planners, Landscapers and Curators) will be granting up to 6 points per conference day (max. 15 credits for complete attendance).

#### **Manufacturers’ exhibition sold out**

The PLDC organisers are proud to announce that the manufacturers’ exhibition at PLDC 2015 in Rome will be sold out! Long-term partners, but also new national and international partners, are using PLDC as a communication platform, to inform attendees about their latest developments and technical approaches, and to discuss solutions and trends with lighting designers, architects, city planners, researchers, clients and building owners, and of course students and newcomers from the above-mentioned and related professions.

**More information and updates on the programme, as well as reports on past warm-up events can be found at [www.pld-c.com](http://www.pld-c.com)**



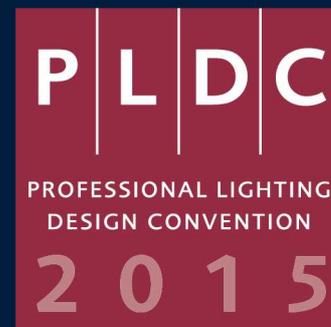
*An educated decision* – the motto for PLDC 2015 is a clear announcement and appeal for more design to be evidence-based and to address and incorporate current research findings. Education in the field of architectural lighting design is the key to quality designs. Lighting design is an independent profession, and the scope of work of a lighting designer, plus the added value of working with a lighting designer, needs to be communicated to related professions, clients and end-users. However, new technologies and the scope they offer, as well as the latest research findings, demonstrate the need for more education on the part of the lighting designer him/herself to ensure clients' needs and forthcoming standards can be met. PLDC 2015 will address education on all these levels, taking the lighting design community's efforts a step further and contributing towards all involved being able to make an educated decision in future.

PLDC 2015 will mark a further step in the pursuit to officially establish the architectural lighting design profession. The chosen location for this event is Rome, a city rich in culture, architecture, art. Culture, architecture and art will be the main topics for the conference and will offer a broad variety of focuses for presentations and discussions.

### **About PLDC**

PLDC is organised by VIA Events, the Educational Events Division of VIA-Verlag, publisher of the Professional Lighting Design magazine. Professional lighting associations and universities from around the world with Lighting Design programmes are invited to partner the event. This high-quality network guarantees to spread the word further and to reach newcomers and professionals from related fields of practice.

Based on the proven success of the PLDC concept, the convention will again be built around a three-day professional conference offering approximately 70 presentations given by high-profile speakers from the world of lighting design, architecture, research, city planning, daylight design and many other related professions. The convention will also include invited Keynote Speakers, a manufacturers' exhibition, excursions, Experience Rooms, pre-convention meetings including a Cities' Forum, social events, self-running electronic poster



presentations, the final round of *The Challenge*, a young designers' speaker competition conceived for the PLDC event, and a Gala Dinner during which the Professional Lighting Design Recognition Awards will be presented for outstanding achievements in Architectural Lighting Design. PLDC offers further and continuing education in the field of lighting design and the presentation of cutting-edge technologies. PLDC 2015 will comprise the next chapter in a history of successful conventions.

#### **Bringing together the Professional Lighting Design community**

PLDC 2015 is again expected to attract around 1500 attendees from all over the world. Professionals from different fields of practice and research will be coming together to discuss and exchange ideas, approaches and concepts. This international and interdisciplinary understanding of lighting design supports the continuing process to gain recognition for this specialist discipline and for the profession as a whole.

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