

Madrid

Professional Lighting Design Convention

19.–22. October,
2011

i vamos!

PLDC

PROFESSIONAL LIGHTING
DESIGN CONVENTION

2011

Mark the date

The third Professional Lighting Design Convention, PLDC 2011 will take place in Madrid in October 2011.

- PLDC 2007 and PLDC 2009 have set high expectations for the third convention which will take place in Madrid, Spain from 19.–22. October, 2011.
- PLDC is organised by VIA Verlag, publisher of the Professional Lighting Design magazine and co-organised by the Professional Lighting Designers' Association, PLDA. Lighting associations and universities with lighting design programmes from around the world will be invited to as further partners.

What does PLDC offer?

- The convention will be built around a three-day professional conference offering approximately 60 speakers with high-profile papers. A call for papers will be issued in mid-2010. All submissions will be reviewed by an independent jury of experts from the lighting business.
- The convention will also include invited Keynote Addresses, a manufacturers' exhibition, pre-convention meetings, social events, self-running electronic poster presentations, the Vox Juventa conference and a Gala Dinner during which the Professional Lighting Design Recognition Awards will be given for outstanding achievements in Architectural Lighting Design.
- The third convention will follow in the footsteps of PLDC 2007 and PLDC 2009, aiming at the further establishment of the Architectural Lighting Design profession, further education in the field of lighting design, and the presentation of cutting-edge technologies. PLDC offers a networking platform for established lighting designers, students, manufacturers, city planners, architects and related professions to network, exchange and share knowledge and new approaches in the field of light, lighting and architectural lighting design.

■ PLDC 2009 facts

- Four conference tracks with more than 70 speakers
- 1100 registered participants
- 500 guests at the PLD Recognition Awards

■ Partners

- 46 partners from industry
- 16 international associations
- 17 universities



PLDC 2011, Berlin attracted even more attendees than the premiere in London 2007.



Opinions of PLDC 2009



- "Every presentation I went to had value, and the conversations throughout the event were fun, interesting and informative."

Mary Claire Franzier, IALD, LEED | Candela/USA

- "PLDC is a superior event with excellent, very informative and educative presentations from top level professionals of the lighting branch from all over the world. It also provides a great opportunity to exchange thoughts and ideas between the lighting designers and the industry. XAL is pleased to be an active supporter of this event.

Dr. Christian Schraml | XAL/A

- It was a pleasure to see one of Italy's biggest lighting manufacturers at PLDC Berlin. Many years ago I tried to convince this manufacturer to join the lighting designers' world, without success.

What happened in Berlin, I did not believe was possible:

- a) The strength of PLDC convinced this manufacturer to be present with a booth and congratulate the Lighting Designers' Community for what has been achieved in the lighting world in the past years.
- b) To quote the manufacturer's CEO: "I have heard a lot about PLDC, which is why I decided to come personally to see it with my own eyes. Congratulations for what you have done for the lighting world!" (This person is the current president of ASSIL)."

Francesco Iannone, FPLDA | Consuline/I

- "PLDC offers me a platform to see how my colleagues use light – what are the "pluses" they use, what are the "minuses" they have eliminated from their work. PLDC is a chance for me to seize upon new ideas."

Serena Tellini, PLDA | Consuline/I

- "I would like to congratulate you on the perfect management and organization of PLDC! It was an unforgettable convention with many special events and a very high scientific level; both speakers and topics were extremely interesting and it was a challenge for us as participants to attend as many sessions as we could!"

Olympia Ardavani | Atlantis Design/GR

- **The founder of the event, Joachim Ritter, envisioned the convention bringing together designers, manufacturers and clients and offering a network platform to formulate an official declaration documenting the existence of the profession!**

The first PLDC staged in London in autumn 2007 exceeded all expectations. Participants from more than 50 countries made their way to London to visit the largest international conference dedicated to professional architectural lighting design. Two years later the number of participants was again increased and with Berlin attracting more than 1100 attendees. Expectations for the third convention are high, new targets will be set and the development of the profession enhanced yet another step!



PLDC Steering Committee

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For the latest news on
PLDC 2011 please visit
www.pld-c.com

PLDC is organised by VIA Verlag
in cooperation with the Professional
Lighting Designers' Association, PLDA



Madrid Professional Lighting Design Convention 19.–22. October, 2011

- PLDC attendees in 2009 came from Australia, Austria, Belgium, Brazil, Canada, Chile, China, Croatia, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Ivory Coast, Japan, Kuwait, Lebanon, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Oman, Poland, Portugal, Romania, Russia, Singapore, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom and the USA.