

## **ELDA+ Light Focus 2005**

14. and 15. April 2005 on the occasion of EuroLuce in Milan, Italy

### **"Let's talk about... Light"**

Light is a key factor in the design of architectural spaces. The 2005 ELDA+ Light Focus conference will define, explain, address and celebrate quality lighting solutions and lighting design approaches in a series of papers given by lighting design professionals. The conference language will be English. There will be a translation into Italian.

ELDA+ Light Focus 2005 has four main themes:

- 1. Lighting for work and leisure**
- 2. Commercial Lighting**
- 3. Urban Lighting**
- 4. Light and Shadow**

14 April, 2005

Moderators: Alison Ritter, ELDA and Prof. Susanne Weber, ELDA

10.00 - 11.00 Paper 1 (Europe) - **Lighting for work and leisure**

**Biological effect of lighting: recent discoveries and how it will change our thinking about lighting for work**

Speaker: Prof. ir Wout van Bommel/NL

A large number of research projects that compare the effects on health, well-being and alertness as a result of people working under different lighting have been carried out by medical, biological and lighting institutes. From this research it is evident that the rules governing the design of good and healthy lighting installations are different from the conventionally held rules: we have to start thinking differently. Thanks to some recent sensational discoveries about a novel photoreceptor in the eye and its probable distribution within the eye we can now begin to define these new rules.

11.05 - 12.05 Paper 2 (Oceania) - **Lighting for work and leisure**

**Holland Casino in Breda - historical building with state-of-the-art lighting**

Speaker: Rienk Visser, ELDA/NL

A part of the Holland Casino building dates back to 1304 and served about three hundred and forty years as a convent. In 1805 the military moved into the building until the end of the nineteenth century. From that time it has had many uses and the municipality of Breda did not know what to do with the building. After an invitation, Holland Casino became more and more enthused about the possibilities of using the old building in combination with a new part. The paper describes the particular challenges of this project and the innovative solutions the lighting design team came up with.

12.05 - 12.40 Lunch

12.40 - 13.40 Paper 3 (Europe) - **Lighting for work and leisure**

**Light, color and composition**

Speaker: Al Borden, IALD, ELDA/USA

Light renders color and form, and creates visual composition. By changing the intensity, direction and color of light, the designer builds the visual and emotional texture of a space. This program will examine the nature of light, its effect on our perception of space, and various techniques for producing specific visual impressions. Color theory and the colorful nature of white light sources will be discussed. Lighting will be shown, through project examples, to be a definer of space, a means to focus and guide attention, and a builder of emotional imagery.

13.45 - 14.45 Paper 4 (Oceania) - **Commercial Lighting**

**Quality vs. quantity: new trends in retail lighting**

Speaker: Theodore Kontorigas/GR

Retail is a very demanding and at the same time fast moving world, and as a consequence, so is the 'art' of designing retail lighting. Operating in highly competitive markets, retailers need to ensure excellent presentation of their products and that the overall atmosphere is appropriate for their market positioning. To this end, merchants are realizing the importance of lighting as a versatile tool that can dramatically enhance the aesthetics and the performance of most retail environments.

The paper addresses both, the functional (circulation, safety, energy efficiency and maintenance) and aesthetical (innovative details, new technologies, creative solutions, integration, theatrical effects) issues that are involved in the design of retail lighting. Recent advances in lamp, luminaires and control systems technologies are also presented.

14.50 - 15.50 Paper 5 (Europe) - **Commercial Lighting**

**Shopping for Lighting Ideas**

Speaker: Maida Hot/UK

The paper sets out key requirements for the lighting of shopping centres/malls and examines how current trends in lighting design are succeeding to fulfil these. It also aims to address the role of lighting in the overall success of the project: How can we create exciting new spaces? How can we successfully refurbish shopping malls by painting with light? What is the role of lighting in food courts within the overall scheme? Does coloured light add interest or create clutter? How important is the external lighting? What about global/cultural differences? Case studies of the existing and proposed projects are presented supporting the presentation.

15.55 - 16.55 Paper 6 (Oceania) - **Commercial Lighting**

**The development of shop lighting design over the last 20 years**

Speaker: Andrea Nusser/D

The paper will address elements such as advertising, materials, security, and customer guidance. Trends will be pinpointed: uniform lighting is being replaced by light and shadow, shop windows are becoming more exciting, stage effects and productions are being used in the retail environment and reflectors coated to avoid glare. The speaker will also discuss the psychological component of lighting design and how customers' feelings can be coupled with categories of commodities.

17.00 - 18.00 Paper 7 (Europe) - **Commercial Lighting**

**The new movement in commercial architecture**

Speakers: Bruno Demeester/B

The speaker's work in commercial lighting and more specifically in commercial centres is a part of a movement that he has noticed is taking place in commercial architecture. Commercial centres not only provide space for gathering a certain amount of shops, they are also designed to become an attraction in itself. The lighting of commercial centres has to be of a high architectural quality, increase the perception of the space and materials and create a more exclusive feeling in malls. This has to be done in a subtle way to keep a balance between the commercial needs and other more civic and urban requirements.

15 April, 2005

Moderators: Alison Ritter, ELDA and Joachim Ritter, FELDA

10.00 - 11.00 Paper 8 (Europe) - **Urban Lighting**

**Light, Art and the Regeneration of Urban Spaces**

Speaker: Mark Ridler, ELDA/UK

The speaker will use award winning projects in Walthamstow, London, and Whitehaven, Cumbria to illustrate how the team of lighting designers have forged co-operative partnerships with artists, and used such collaborations to seed urban regeneration with demonstrable economic benefits. Additionally he will show how light is used integrated with architecture to illuminate streetscapes, moving away from the use of lighting poles. Current major city centre designs for Exeter and Cardiff, will be used to show how these principles are being developed now and into the future.

11.05 - 12.05 Paper 9 (Oceania) - **Urban Lighting**

**The use and misuse of coloured light in the urban environment**

Speaker: Carl Gardner/UK

The last few years have also seen a huge increase in the uncontrolled and often random transfer of dynamic coloured lighting from the entertainment and theatre sector into exterior architectural lighting. While some commentators feel that this brings new life and vitality to the urban nightscape, others see considerable aesthetic and perceptual dangers in this growing trend.

Using images drawn from contemporary lighting practice, this paper surveys the lighting technologies behind this development; analyses the positive and negative manifestations of coloured lighting effects; critically examines the 'theatrical' model of lighting that underlies it; and tentatively poses some methods of tackling what has been called 'colour blight'.

12.05 - 12.40 Lunch

12.40 - 13.40 Paper 10 (Europe) - **Urban Lighting**

**The development of urban lighting in European cities**

Speaker: Georgios Paissidis/GR

The development of urban lighting in European cities testifies the historical transition from the age of artificial light to the age of light art. A new need emerges for covering functional requirements of lighting by the same concept while aiming at highlighting aesthetical values. There is a new need for the development of functional aesthetics related to the demand for a united urban nightscape.

13.45 - 14.45 Paper 11 (Oceania) - **Urban Lighting**

**Renovation of the "Paseo del Óvalo, Escalinata and its surroundings" in Teruel**

Speaker: José Cardona/E (young generation slot)

The paper is a project report describing how the lighting designers used light to revitalize an historical urban site in a Spanish town. The Mudejar-style buildings with their Spanish-Arabian charm now enjoy a new setting. The project covers three levels and the lighting design team developed interrelated solutions for the avenue, the new square and the magnificent set of steps known as La Escalanita.

The speaker will show how the new lighting project was developed, how the colours of the different materials were lit to integrate into the architecture to create different ambiances, and at the same time how maintenance and energy consumption costs were reduced.

14.50 - 15.50 Paper 12 (Europe) - **Urban Lighting**

**Economic aspects of Urban Public Lighting**

Speakers: Susanna Antico, ELDA/I + Bianca Tresoldi, ELDA/I

Starting from the way a public administration calculates the budget necessary for a lighting project the speakers will present a project on a Unesco site pointing out the costs of an installation which was marked by constraints. Susanna Antico will present a lighting masterplan project where a very accurate survey and a study of possible solutions enables the administration to plan interventions for many years to come. Special attention will be given on the way those budgets were calculated and how this can be really useful for the client. Bianca Tresoldi will then discuss a street lighting project which appears to be a simple task, but in fact required some custom-design solutions. An analysis of the costs for the project and the installation will be given.

15.55 - 16.55 Paper 13 (Oceania) - **Light and Shadow**

**Daylight as an Inspiration**

Speaker: Christian Breil, ELDA/D

The sun - being the only evolutionary source of light - provides a variety of light effects. Direct sunlight arouses a discrepancy to the global celestial light. Changing combinations of these two sorts of light concerning the direction of light, luminous intensity and the colour of light produce a differentiated design of natural light.

During the long process of evolution, human perception has adapted to this celestial light. A few decades of using electric light(ing) have not changed our way of seeing. Is designed electric light(ing) able to embrace the expectations of the human perception? Recommendations for lighting design in imitation of natural light effects can be defined from the applied methodology.

17.00 - 18.00 Paper 14 (Europe) - **Light and Shadow**

**Silk Road of Light**

Speaker: Tawei Lin/TW

For many centuries communication between Eastern and Western cultures moved at a snail's pace along a transcontinental link - The Silk Road. At the dawn of the 21st Century, the power of globalization in the lighting profession is flash-fusing cultural identities.

In this paper, Tawei Lin will share his experiences on the modern Silk Road of lighting: how lighting becomes an interpreter of Chinese culture and Buddhist beliefs in the Chung-Tai Temple project, how the concepts of Feng Shui and modern lighting technology can be subtly woven, as illustrated in various other lighting projects