

light

MIDDLE EAST

Light Middle East Conference

7 – 8 October, 2015

Dubai International Convention and Exhibition Centre
Dubai, UAE

Benefits of Attending

- Gain a better understanding of evolving standards and changing regulations impacting the industry
- Hear from leading architects and industry experts about the next big idea for value lighting
- Learn from the world's foremost lighting designers on latest lighting technology shaping environments
- Discover new innovations in cutting-edge lighting solutions such as achieving the balance between sustainability and creativity, mixing LED technology, human centric lighting and more
- Learn first-hand about the major projects being undertaken in the Middle East region
- Access the most up-to-date industry information: What's new and what's the way forward

Register Now

Join the industry leaders and discuss the trends shaping the future landscape of the regional lighting industry

To register:

- 📞 +971 4 38 94 621
- ✉ conference@uae.messefrankfurt.com
- 🌐 www.lightME.net/conf

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A unique high-profile gathering of global thought leaders in the lighting industry - The most comprehensive and engaging programme ever!

Recent reports indicate that projects worth US\$ 2.87 trillion are in the design and bid phase in the GCC, with US\$ 1.53 trillion worth of real estate projects under construction. Fuelled by increased demand from the fully revived construction sector and increase government spending, the Gulf lighting fixtures market is expected to grow between 8 - 10 per cent annually between 2014 - 2018. Reports indicate that the GCC lighting sector saw significant growth hitting the US\$ 2.5 billion mark in 2013.

This creates major opportunities for global manufacturers and designers in the lighting industry to capitalise on renewed investment across the region.

GCC countries are also increasingly looking towards sustainable and environmentally responsible developments. The growing emphasis in green building practices and energy efficiency is attracting significant attention

from the governments across the region, and is expected to further power demand for ecologically friendly lighting solutions.

Shifting trends in the regional lighting industry calls for designers, architects, manufacturers and end-users to discuss the key factors that will be critical to drive further growth. It is against this dynamic backdrop that the **Light Middle East Conference 2015** is set.

To be held on **7 – 8 October 2015** alongside the **Light Middle East Exhibition**, the conference is a unique platform for key leaders in the international and regional lighting industry to analyse innovative technologies, changing global trends and evolving regulations impacting the industry.

Featuring more than **20 high-profile international speakers and industry experts**, the conference is set to be a comprehensive and engaging programme – **one not to be missed!**

A must attend for lighting industry professionals

Light Middle East is suitable for anyone involved in light, construction and project development from architectural and urban lighting to outdoor and indoor, retail, theatrical and decorative lighting including:

- Architects
- Architectural Students
- Light Consultants
- Lighting Designers
- Lighting Students
- Lighting Manufacturers
- Lighting Engineers
- Government Officials
- Developers
- System Solution Providers
- Lighting Suppliers



For further information on the conference, please visit www.lightME.net/conf or call +971 4 38 94 621

➔ Email: conference@uae.messefrankfurt.com

An unparalleled line up of international speakers: Engage the industry thought leaders, specifiers and key influencers



Abdulaziz Al-Azem
Managing Director
DTS Arabia, KSA



David McNeil
Director and Lighting
Consultant, DPA Lighting
Consultants, UAE



Lawrie Nisbet
Managing Director,
LDPI, UK



Abhay Bhargava
Associate Director, Energy
and Environment Practice,
Frost & Sullivan, India



Dr. Jürgen Waldorf
MD - Product Division Lighting,
ZVEI e.V.- German Electrical
and Electronic Manufacturers'
Association, Germany



Lee Barker-Field
Head of Lighting Design,
AECOM, UK



Andreas Danler
Director Lighting
Applications, Bartenbach
GmbH, Austria



Eleni Savvidou
Design Director, Delta
Lighting Solutions, UAE



Michael Beckert
Project Director / Senior
Architect, Snohetta, Norway



Amol Kotwal
Director, Energy and
Environment Practice,
Frost & Sullivan, India



Graham Large
Head of Architectural
Lighting Design,
ChapmanBDSP, UK



Mitja Prelovsek
Managing Director, The
Invisible and LightAct,
Slovenia



Anish Jain
Executive Vice President
Jain & Partners, UAE



Granville McAnear
President, GMLD, USA



Nathan Thompson
Principal, The Flaming
Beacon, Australia



Bill Johnson
Principal, CD+M Lighting
Design, UAE



Ion Luh
Lighting Designer IALD
/ Senior Associate,
Consullux Lighting
Consultants, Canada



Preetam Panwar
Executive Director, ZAS
Group of Companies, UAE



Carla Wilkins
Founding Partner,
Lichtvision Design,
Germany



Isabel Pintado
Managing Director,
LWDesign Group, UAE



Quentin Thomas
President, Quentin Thomas
Associates, USA



Charles G. Stone
President, Fisher
Marantz Stone, USA



Kevin Grant
Director,
LightAlliance, UK



Shaun O'Mahoney
Technical Director, Black and
White Engineering, UAE



David Gilbey
Director, EPOS Design,
Austria



Kristian Krogh
Director, Lighting Design
Collective, UK



Simon Berry
Partner, Illuminate Lighting
Design, Singapore



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Day 1 – Wednesday: October 7, 2015

10:00 *Registration and Refreshments*

10:30 **Opening Remarks by the Conference Chair**

10:45 **Session Title to be Confirmed**

Bill Johnson

Principal, CD+M Lighting Design, UAE

11:15 **Contrast Between Rough Luxe and Deluxe Focusing on Lighting Aspect**

Isabel Pintado

Managing Director, LWDesign Group, UAE

11:45 **Human Centric Lighting – Benefits Beyond Energy Saving**

- What we think we know: Biophilia is not legal, right?
- Science, measurements and application: Staying ahead of kruithof's curve
- Reality, architecture and people: Low pressure sodium, classrooms and candles

Granville McAnear

President, GMLD, USA

12:15 *Coffee and Networking Break*

12:30 **Light and Beauty**

- The influence of aesthetics on the arrangement of brightness
- Returning to beauty as a primary design criteria for our work
- The personal joy of beholding the beautiful

Nathan Thompson

Principal, The Flaming Beacon, Australia

13:00 **Synergies of Daylight and Artificial Lighting Design**

- Strategies for holistic lighting design concepts
- Inspired by museum lighting
- Azimuth depending lighting control

Carla Wilkins

Founding Partner, Lichtvision Design, Germany

13:30 **Telling Stories with Light in Space**

- How light can help create an inspiring narrative that lifts the architecture and connects it to time and place
- Capturing the essence of a project – looking beyond the drawings
- Applying local culture and history to project lighting strategy

David Gilbey

Director, EPOS Design, Austria

14:00 *Prayer and Lunch Break*

14:45 **Case Study: Sustainable Lighting in the Workplace Environment**

Graham Large

Head of Architectural Lighting Design, ChapmanBDSP, UK

15:15 **Energy Efficiency, Smart Infrastructure, Innovation to Zero - Lighting: A Key Enabler of Mega Trends in the GCC**

Amol Kotwal

Director, Energy and Environment Practice, Frost & Sullivan, MENASA

Abhay Bhargava

Associate Director, Energy and Environment Practice, Frost & Sullivan, MENASA

15:45 **Bright Lights Big City**

- Bringing illuminated composition to the night time city
- The conflicts of commercial demands of high impact visibility against quality lighting design
- Understanding and working with the urban night time environment and economy

Lawrie Nisbet

Managing Director, LDPI, UK

16:15 *Coffee and Networking Break*

16:30 **Latest Lighting Technology Shaping Environments**

- Architectural trends of public spaces design
- Technology, lighting and applications
- Public interactions

Eleni Savvidou

Design Director, Delta Lighting Solutions, UAE

17:00 **Light Pollution as an Aspect of Urban Master Planning**

Preetam Panwar

Executive Director, ZAS Group of Companies

17:30 **Interactivity and Digital in Lighting**

- Interactivity and digital in lighting: Why would we want to do it anyway?
- Light Well project: The process and the result
- NUI, CV, Latency, UX, Pixel Pitch: Interactive terminology crash course

Mitja Prelovšek

Managing Director, The Invisible and LightAct, Slovenia

18:00 *Closing Remarks by the Chair and End of Conference Day 1*

Day 2 – Thursday: October 8, 2015

09:00 *Registration and Refreshments*

09:45 Opening Remarks by the Conference Chair

10:00 Cultural Light: The Instinctive and the Indigenous

- Exploring the similarities and differences in how various cultures perceive, express, and realise light in the built environment
- Effects and preferences seem to be instinctive, while others are unique and indigenous
- A sensitive understanding of these attributes will make us better ambassadors of light

Charles G. Stone

President, Fisher Marantz Stone, USA

10:45 Case Study: Wayfinding by Architecture

- Quasr Al Hokm Iconic Metro, Riyadh, Saudi Arabia
- Dubai-I, Giant Wheel on Bluewaters Island
- King Abdelaziz Center for World, Dhahran, Saudi Arabia

Michael Beckert

Project Director / Senior Architect, Snohetta, Norway

11:15 Embracing and Applying New Technologies to Large Scale Projects Whilst Exercising Due Diligence and Caution

Quentin Thomas

President, Quentin Thomas Associates, USA

11:45 *Coffee and Networking Break*

12:00 Case Study: Lighting for Sport and Event Venues

- Infrastructure and commercial considerations
- Technology developments and application opportunities
- Phasing and operational models

Lee Baker-Field

Head of Lighting Design, AECOM, UK

12:30 Mixing LED Technology: Lasers, Coding, Biomimicry, Sensing and Human Errors

- Introducing concepts and technologies in the vanguard of lighting design
- A backdoor access to LDC's development lab and reveals in detail unseen works of light art and technology
- "Anonymous" a participatory public laser installation

Kristian Krogh

Director, Lighting Design Collective, UK

13:00 How Sustainable Lighting Technologies are Shaping Architectural Design

- A holistic approach to sustainable lighting design
- Advances in materials, forms and the integration of light
- Opportunities and limitations to consider and explore

Kevin J Grant

Director, LightAlliance, UK

13:30 *Prayer and Lunch Break*

14:15 Lighting the Skies of Arabia: A Visual Journey through Advanced Lighting Projects

- Overview of professional lighting control system
- Advantages of LED technology
- A pictorial Journey throughout DTS projects, highlighting different lighting design applications

Abdulaziz Al-Azem

Managing Director, DTS Arabia, KSA

14:45 Combination of Daylighting Design and Artificial Lighting

Andreas Danler

Director Lighting Applications, Bartenbach, Austria

15:15 Energy Efficient Controls and Integration

Shaun O'Mahoney

Technical Director, Black and White Engineering, UAE

15:45 Case Study: Performing Arts Center and the Integration of Light Arts

- Detroit Symphony Orchestra, Detroit, Michigan
- State Academy Mariinsky Theater II, St. Petersburg, Russia
- Burlington Performing Arts Center, Burlington, Ontario, Canada

Ion Luh

Lighting Designer IALD / Senior Associate, Consullux Lighting Consultants, Canada

16:15 *Coffee and Networking Break*

16:30 Session Title to be Confirmed

David McNeil

Director and Lighting Consultant, DPA Lighting Consultants, UAE

17:00 Hospitality Lighting – Achieving the Balance Between Sustainability and Creativity

- How an interior can still create the right ambiance and be sustainable
- Identifying some of the potential pitfalls along the way

Simon Berry

Partner, Illuminate Lighting Design, Singapore

17:30 An Overview of the German Market Underlining How the Manufacturers Have Positioned Themselves for New Technologies

- German lighting market
- LED lead market initiative in Germany
- Human centric lighting – quantified benefits

Dr. Jürgen Waldorf

Managing Director - Product Division Lighting, ZVEI e.V.- German Electrical and Electronic Manufacturers' Association, Germany

18:00 *Closing Remarks by the Chair and End of Light Middle East Conference 2016*



Registration form

4 Ways to Register:

Web: www.lightME.net/conf

Tel: +971 4 389 4621

Fax: +971 4 358 5511

Email: conference@uae.messefrankfurt.com

Conference Fees:

Event	Date	Early Bird Rate 1 Until 12 Aug 2015	Early Bird Rate 2 Until 09 Sept 2015	Final Price
Light Middle East Conference	7 – 8 October, 2015	US\$ 445	US\$ 470	US\$ 495

Personal Details:

	Title	First Name	Last Name	Job Title	Department	Mobile	E-Mail
1 st Delegate							
2 nd Delegate							
3 rd Delegate							
4 th Delegate							
5 th Delegate							

To assist us with future correspondence, please supply the following details

	Title	First Name	Last Name	Job Title	Department	Mobile	E-Mail
Booking Contact							
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Head of Department							
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Company: _____

Telephone: _____ Fax: _____

Postal Address: _____ Country: _____

To process your registration please sign, stamp and return this form to Messe Frankfurt Middle East

Authorising Signature: _____ Company Stamp: _____

4 Easy Payment Methods: Credit Card Cheque Bank Transfer Cash

Credit Card Payment:

If you would like to pay by credit card, please tick the box above and a member of our team will contact you to take the details

Cheque: Kindly send a crossed cheque payable to "Messe Frankfurt Middle East GmbH" along with the completed registration form to:
Messe Frankfurt Middle East GmbH, P.O. Box 26761, Dubai, UAE.
ONLY CHEQUES DRAWN ON AED CURRENCY WILL BE ACCEPTED.

Bank Transfer: Please remit the payment to the following account

Beneficiary Name: Messe Frankfurt Middle East GmbH

Beneficiary Address: P.O. Box 26761 Dubai, UAE

Bank: HSBC Bank Middle East Limited

SWIFT Code: BBME AEAD

UAE Account Number: 035 - 881614 – 001
IBAN: AE62020000035881614001

USD Account Number: 035 - 881614 – 100
IBAN: AE08020000035881614100

Cash: Payments in cash can be made at the Messe Frankfurt Middle East office at the following location:

H Hotel Office Tower, 14th Floor, 1 Sheikh Zayed Road, Dubai, UAE,
Timings: Sunday – Thursday, 09:00 – 17:00

Terms and Conditions

In the event you are unable to attend the event, we would be happy to welcome a substitute delegate at no extra cost. Please do let us know within 5 working days before the conference in writing to confirm the change. Should substitution not be possible cancellations made before 7 working days before the event will be subject to an administration fee of AED 200. Cancellations made within 7 days of the event will be charged in full

Messe Frankfurt Middle East GmbH reserves the right to change the programme, speakers, sessions and/or venue in the event of unforeseen circumstances

Avoid Visa Delays – Book Now: Delegates requiring visa to the UAE should contact the hotel they wish to stay at directly as soon as possible

Visas for non-GCC nationals may take several weeks to process