

FOR IMMEDIATE RELEASE

***LIGHT!* EXPO OFFERS ATTENDEES THE VERY BEST
AT NEOCON® WORLD'S TRADE FAIR**

CHICAGO (May 5, 2009) –*Light!*, the newest boutique contract lighting pavilion and conference, will debut June 15-17 at the NeoCon® World's Trade Fair. The event will introduce lighting products and technologies specifically developed for the hospitality, commercial, health care, education and government industries, along with emphasizing environmental sensitivity.

Light! includes lighting exhibitors, Best of NeoCon Awards for lighting and networking events. In addition, 15 LEU/CEU-accredited educational sessions specific to lighting will be held during the three day event, and include:

EDUCATIONAL PROGRAMING

Keynote Speaker:

Shawn Sullivan, sponsored by TAMBIENT, presented by *Light!*

Wednesday, June 17, 8 a.m.

Holiday Inn Chicago Mart Plaza, Wolfpoint Ballroom

In this keynote "The Art of Lighting: An Exploration of the Necessity and Power of Light in Design," Shawn Sullivan, a principal architect at Rockwell Group, will discuss the incredible power and importance of light in design. Sullivan will discuss the spectacle and theatricality of light not only in terms of Rockwell Group's own work, but also in the context of other sources of inspiration.

Lighting in the Post-Incandescent Age [M109]

Eleanor McKay, CEO, Niermann Weeks Company, Millersville, Md.

Monday, June 15, 9:30–10:30 a.m.

During this session, attendees will learn how lighting designers create lighting fixtures, how various available replacement bulbs work and how to compare choices with regard to esthetics.

Illuminating Designs [M121]

Dr. Kevin Dowling, vice president of innovation, Phillips Color Kinetics, Burlington, Mass.

Monday, June 15, 11 a.m.–Noon

Paint colors, fabric swatches and floor samples play a large part in determining the design schematic for a room, and light is a part of the consideration process as well. Attendees will learn how LED-illumination technology has created a near-infinite number of possibilities for designers with regard to the color, drama, efficiency and flexibility of their lighting designs.

Fitting a Square Peg into a Round Hole—How the Knowledge Gap in Solid State Lighting Meets Real World Expectations [M133]

David Shepard, IESNA, Luxo Corp, Elmsford, N.Y.

Martin Holmberg, chief product engineer, Luxo ASA, Oslo, Norway.

Monday, June 15, 1–2 p.m.

Attendees will learn how LED lighting fixtures meet the performance standards of the interior market, and also satisfy the quality and esthetic expectations of designers. The seminar will also address the issues of color, heat, lamp life, light output and energy consumption, as they relate to solid state lighting design.

The Technology of Sustainable Lighting [M145]

James Benya, PE, FIES, FIALD, LC, principal, BENYA LIGHTING DESIGN, Portland, Ore.

Monday, June 15, 2:30–3:30 p.m.

This seminar will focus on the technical issues of sustainable lighting, such as efficiency, color, life and controls. The emphasis will be on LED lighting, but will also include fluorescent, compact fluorescent, ceramic metal halide, plasma metal halide and infrared.

Lighting and a Specifier's Responsibility [M157]

Stefan Graf, IALD, LC, IES, Illuminart, Ypsilanti, Mich.

Monday, June 15, 4–5 p.m.

The new Design Guide by IES has created a set of new best practices for lighting specifiers. Attendees will learn how to meet the new standards and discover how raising the bar has affected project cost and potential liability.

Breakthrough in Office Lighting [T209]

Terry Clark, IESNA, CEO, Finelite, Inc., Union City, Calif.

Tuesday, June 16, 9:30–10:30 a.m.

This seminar will focus on the design approach that features LED task lighting as the central element in office lighting. Attendees will find out how you can deliver 50 percent energy savings and overwhelming user satisfaction at no increased cost to them.

The Design of Sustainable Lighting [T221]

James Benya, PE, FIES, FIALD, LC, principal, BENYA LIGHTING DESIGN, Portland, Ore.

Tuesday, June 16, 11 a.m.–Noon

This seminar will teach the use of modern light sources and luminaries to light typical spaces using less energy. Attendees will discover designs that surpass old styles of lighting in both appearance and efficiency.

LEED Lighting: Green Lighting is Not Just for the Cast of Wicked Anymore! [T233]

Avraham Mor, AIA, IES, IALD, LEED AP, senior lighting designer, Lightswitch Architecture, Chicago, Ill.

Deborah Steimel-Clair, LC, senior associate, Primera Chicago, Ill.

Laura Roman, LC, IES, IALD, Associate AIA, LEED AP, senior lighting designer,

Lighting Design Alliance, Chicago, Ill.

Tuesday, June 16, 1–2 p.m.

This seminar will discuss LEED lighting case studies including schools, libraries, theaters, retail spaces, hospitality projects and tenant build-outs.

The Sense and Nonsense of Colored Light [T257]

Steven Klein, IALD, LC, IESNA, owner, Klein Lighting, Milwaukee, Wis.

Tuesday, June 16, 4–5 p.m.

Offering the chance to learn how colored light has been tested on people and what the implications are for health and wellness. Attendees will receive information on the use of colored lights in designs to make a meaningful difference.

Efficiency is in the Details [W309]

Giulio Pedota, IALD, IESNA, LC, LEED AP, principal, Schuler Shook Lighting Designers, Chicago, Ill.

Jim Baney, IALD, IESNA, LC, LEED AP, partner, Schuler

Wednesday, June 17, 9:30–10:30 a.m.

Guests will learn how to use energy efficient technologies to create lighting details that traditionally would have used large amounts of energy. Additionally, this seminar will explore the benefits and challenges of more efficient technologies, and view case studies of completed projects.

Sustainable Lighting: Watts it All About? [W321]

Dr. Dorothy Fowles, LC, FASID, FIIDA, FIDEC, IES, designer and owner, Fowles Design, Iowa City, Iowa

Wednesday, June 17, 11 a.m.–Noon

Attendees will review numerous components of environmentally responsible lighting design, focusing on quality light as well as quantity of light. This session will dispel myths, raises conflicts and provides strategies to achieve effective and efficient lighting.

Focusing Light on Sleep! The New Frontier in Human Health, Performance, Concentration and Productivity [W333]

Deborah Burnett, ASID, AASM, president, Design Service Inc., Springfield, Tenn.

Wednesday, June 17, 1–2 p.m.

Attendees will get a working knowledge of the circadian system including new information on how light affects the brain. They will also learn about sleep supportive design that can be applied to any interior—including workplace, hospitality, health care and home.

From Design to Construction: How to Maintain Control of Your Lighting Design [W340]
Avraham Mor, AIA, IES, IALD, LEED AP, senior lighting designer, Lightswitch Architecture, Chicago, Ill.
Wednesday, June 17, 2:30–3:30 p.m.

Attendees will learn how to facilitate a successful lighting design by keeping communication open between the interior designer, lighting designer, electrical contractor and electrical distributor.

NeoCon World's Trade Fair 2009

NeoCon 2009 will host more than 1,000 exhibitors and industry professionals from around the world, including: architects, interior designers, facility managers, space planners, dealers/distributors, manufacturers/ reps, corporate real estate executives, office managers, purchasing managers, project managers, operations managers, engineers, building owners/managers, press and students.

NeoCon will also feature unique show components: The Stone and Tile Pavilion, GREEN//ife™, Buildings Show®, Fine Design, LuxeHome, OFDA and NEWHospitality. In tradition with the past 15 years, the International Interior Design Association (IIDA) will host its international conference at NeoCon. This is the first year the American Society of Interior Designers (ASID) will hold its national conference in conjunction with NeoCon.

Trade professionals interested in attending keynote presentations, luncheon programs, special events and seminars must register in advance at www.neocon.com/registration.

For more information about NeoCon, visit www.neocon.com or call (800) 677-6278 (MART). Outside of the United States call (312) 527-7600. NeoCon is only open to trade professionals with proper credentials. Online registration is available at www.neocon.com.

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