

# light

## MIDDLE EAST

October 31 – November 2, 2010

Dubai International Convention and Exhibition Centre  
Dubai, UAE

Register by  
30<sup>th</sup> September 2010  
and receive a  
30% discount

The region's leading event for urban, architectural,  
theatrical and retail lighting solutions

### Benefits of Attending:

- Hear high profile lighting designers presenting innovative solutions;
- Be a part of the debate surrounding sustainability and focus on promoting enhanced awareness;
- Gain knowledge about new lighting systems and technologies and how these integrate with current building methods and guidelines;
- Network with like minded professionals in the lighting and design field;
- Receive a certificate of attendance approved by PLDA (for attendance of Light Focus Conference only).



#### Supported by:



#### Green Middle East Conference

##### PLATINUM Sponsor:



##### SILVER Sponsors:



#### Light Focus Conference

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 messe frankfurt

Dear Colleague,

We are pleased to share with you the **Light Middle East Conference Program**.

This year, Light Middle East will feature 3 individual conferences, each with a different theme but with an overriding focus on **Sustainability & Innovation in Design**.

Day 1: **Green Middle East: What Makes You Green**

Day 2: **Light Focus Conference and Industry Networking Evening**

Day 3: **Philips LED Forum**

All three days promise to deliver internationally renowned lighting experts in their field and other industry professionals who are authorities in green building standards, energy savings, and intelligent lighting solutions. The conference brings together architects, designers, specifiers, lighting consultants, manufacturers, distributors, and government officials to learn about the latest lighting trends and technologies.

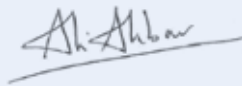
Pre-register online for the conference today to receive a **30% discount**.

Should you have questions about the conference, please do not hesitate to contact us. Register today and be part of this unique networking event!

Sincerely,



Jessica R. Minton  
Senior Show Manager  
Light Middle East



Syed Ali Akbar Zaidi  
Sales Manager  
Light Middle East

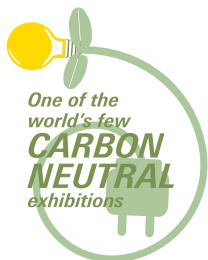


## Who Should Attend

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
- Light Consultants
- Lighting Manufacturers
- Engineers
- Government Officials
- Developers
- System Solution Providers
- Lighting Suppliers

## Carbon Neutral



Light Middle East is one of the first exhibitions in the region to go carbon neutral!

### Light Middle East to be Carbon Neutral for 2010 and beyond; Partnership with EcoVentures to calculate Carbon Footprint and Redeem Emission Reduction Credits

With today's increased concern over the environment, Epoc Messe Frankfurt GmbH has announced that their up-coming Light Middle East event will be carbon neutral. The carbon footprint for the shows will be calculated and the equivalent amount worth of emission reduction credits will be purchased in order to counter these emissions.

# Conference Programme Overview

## Day 1: Green Middle East: What Makes You Green Conference

Supported by Sesam Business Consultants, this will feature keynote lighting speakers from the corporate sector and regional experts on energy efficient lighting who will present their sustainable lighting solutions with case studies from the GCC and Middle East region.

Additional keynotes will include a focus on the garden and landscaping sectors.

### Speakers and topics confirmed to-date:

#### Architecture vs. Light

Ivar Krasinski, Principal/Design Director, **Burt Hill**, UAE

#### Sustainability Analysis of Lighting Solutions

Iain Macrae, Head of Global Lighting Application Management, **Thorn**, UK

#### The World's Largest Chandelier Reflective Flow officially inaugurated in the Gulf; Sustainability need not affect Scale or Design

Beau McClellan, **Beau McClellan Design**, Portugal

Alan J. Ruud, Chairman and CEO, **Ruud Lighting Inc.**, USA

Mario Seneviratne, Managing Director, **Green Technologies FZCO**, UAE

#### Abu Dhabi Lighting Strategy for the future of the Emirate

Martin Valentine, MSLL PLDA, Lighting Expert, Municipal Infrastructure & Assets, **Abu Dhabi Municipality**, UAE

Armen Vartanian, Director, **Ecoventures**, UAE

#### Natural Light: An Exciting Challenge

Speaker TBD, **Targetti Poulsen**, UAE

For up-to-date speaker list, please visit [www.lightme.net](http://www.lightme.net)

(Day 1 – FREE TO ATTEND\*)

\*As seating is limited, please pre-register to avoid disappointment. Priority will be given to those who also register for Day 2.

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## Day 2: Light Focus Conference: Innovation & Sustainability in Design

09:30 **Welcome Address**

Joachim Ritter, FPLDA, Editor-in-Chief  
**Professional Lighting Design**, Guetersloh, Germany

09:45 **Defining low-carbon lighting**

- What does low-carbon lighting really mean
- Why the lighting industry is at a turning point
- Impact of the sustainability movement on the lighting design profession

Martin Lupton

**Light Collective**, West Midlands, UK

10:45 *Coffee Break*

11:00 **Lean and Green: Lighting in the Next Age**

- Impact of the energy and economic crisis on the future of lighting design
- Light vs. dark
- Less is more

Paul Marantz, FIALD, IES, LC

**Fisher Marantz Stone**, New York City, NY, USA

12:00 **Energy isn't everything**

- Discussion about the impact of lighting components on the environment
- The impact of mercury use in light sources
- How to make informed choices about re-use, refurbishment of fittings rather than replacement

Kevan Shaw, PLDA, IALD - KSLD

**Kevan Shaw Lighting Design**, Edinburgh, UK

13:00 *Lunch Break*

14:00 **Darken our Brightness - Light Master Planning in the Post-Kyoto Age**

- Pros and cons of the 2008 EU mandate for phasing out incandescent lamps
- Sustainability as the key priority in the design of urban lighting
- Measures being taken in current and future projects addressing sustainable lighting design and application

Mark Major, PLDA, IALD, RIBA

**Speirs & Major Associates**, London/Edinburgh, UK

15:00 **The Sheikh Zayed Bin Sultan Al Nahyan Grand Mosque, Abu Dhabi and Celebration Lighting for the Burj Khalifa**

- A case study on the philosophy, design, and approach of the lighting application for the Grand Mosque in Abu Dhabi as well as the Burj Khalifa opening celebration
- Architectural challenges in lighting design

Jonathan Speirs, PLDA, RIBA

**Speirs & Major Associates**, London/Edinburgh, UK

16:00 *Coffee Break*

16:30 **Atlantis - A Legend Becomes a Project**

- A case study on the lighting design applications for the ATLANTIS hotel resort

Paul Gregory

**Focus Lighting**, New York City, NY, USA

17:30 *Close*

(Day 2 – Fee will apply. To attend, see back page for details)

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SUSTAINABILITY Sponsor: **PHILIPS**

SILVER Sponsor:



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## Day 3: The Philips LED Forum

### Reliability of LEDs: What is fact and what is fantasy?

LED is the light source of the future and it will change the lighting world. LEDs are expected to have a huge efficiency, long lifetime and give design freedom. LEDs will most probably change the business models of many companies in the lighting industry. The workshop will give an insight on what is real now and what will be expected for the near future and will highlight some examples where businesses are already changing.

This Forum will be held at the following times:

Session 1 – 10:30-11:30

Session 2 – 14:30-15:30

Presenters for the morning and afternoon tracks will be announced on [www.lightme.net](http://www.lightme.net) in due time.

### Also on Day 3: Exhibitor Experts' Forum: A Lighting Industry Powwow on Innovation & Sustainability in Design for the Gulf region.

The Exhibitor Experts' Forum will give exhibiting companies the opportunity to educate visitors on the show floor about their activities in the areas of innovative lighting control methods, user interface design controls, success factors and trends in LED lighting, dynamic lighting, and eco-friendly lighting solutions. The focus is specifically on innovations and solutions relevant to the Middle East region replacing traditional product demonstration presentations.

For more information, please visit [www.lightme.net](http://www.lightme.net) (Day 3 - FREE TO ATTEND\*)

*\*As seating is limited, please pre-register to avoid disappointment. Priority will be given to those who also register for Day 2.*

Supported by: **PHILIPS**

## SPEAKER LIST

### Green Middle East: What Makes You Green



**Ivar Krasinski**, Architect/Design Director, Burt Hill, UAE  
Ivar is an architect and process designer. His work targets a balance between inputs from various disciplines and creative solutions optimised for cost, comfort and commodity.

He uses various digital modeling and energy analysis tools, creating feedback loops which enable small adjustments in building systems to reinforce one another, reducing capex, opex and energy use while creating unique custom environments.



**Iain Macrae**, Head of Global Lighting Application Management, Thorn, UK

Iain Macrae graduated in Mechanical Engineering and somehow found his way into lighting. Since starting with Thorn over 22 years ago he has gained twenty years design and technical experience including a whole range of projects in most

market sectors. Iain is Head of Global Lighting Application Management at Thorn Lighting working with a team of specialist technical staff to give strategic, legislative and product application advice for the company and customers globally; he is Vice President of the Society of Light and Lighting and tutors at the Thorn Academy of Light.



**Beau McClellan**, Beau McClellan Design, Portugal  
Beau McClellan's light sculpture and product designs are amongst the world's most respected. Through his team at Beau McClellan Design, he has developed exclusive one-off pieces for many discerning clients, celebrities and international sports personalities, mastering the art of forged steel sculpture and high-end light installations of all proportions. He is based in Portugal but his lighting creations are sold worldwide. He has just finished building the world's largest chandelier "Reflective Flow" in Qatar, as well as numerous bespoke chandeliers and art pieces for important clients in the Middle East and Europe. Beau is also to launch his own branded range of lights in the spring of next year.



**Alan J. Ruud**, Chairman and CEO, Ruud Lighting, Inc, USA

Alan J. Ruud founded Ruud Lighting in 1982. Ten years later, he expanded the company to include Beta Lighting and Kramer Lighting. Ruud was instrumental in creating the BetaLED™ and KramerLED™ brands. Alan J. Ruud is a professional engineer and lighting designer, nationally recognised for his expertise in the lighting industry. Ruud has been awarded numerous patents for his innovative designs. He often travels the world to share his knowledge with other organisations and businesses such as Illuminating Engineering Society of North America (IESNA), Department of Energy (DOE) and Emerging Technologies Summit.



**Mario Seneviratne**, Managing Director, Green Technologies FZCO, UAE

A graduate, summa cum laude of the University of Alabama, Birmingham, USA, and a post graduate from the same institution, Mario is a Professional Engineer with registration in North America, Europe and the Middle East. His career spans the Mechanical and Electrical Engineering disciplines, with specialisation in HVAC Design, Construction, Operation and Maintenance. His passion and drive for engineering excellence and sustainability has led him to integrate many features to achieve energy and water conservation in the numerous residential, industrial and commercial buildings he has been involved with, through their design, construction, operation and maintenance phases. Mario is responsible for numerous LEED certified projects in the Middle East and continues to promote educational awareness about LEED standards in the GCC region.



**Martin Valentine**, MSL PLDA, Lighting Expert, Municipal Infrastructure & Assets, Abu Dhabi Municipality, UAE

Martin has recently joined the Municipality of Abu Dhabi City as Lighting Expert. He was formally Lighting Group Director of AECOM and has worked in the field of specialist lighting design for over 24-years. A Masters graduate from the Bartlett School of Architecture University College London, with a degree in Light & Lighting in the Built Environment; his experience encompasses a multitude of sectors from government buildings through to national museums and in environments as uniquely diverse as Antarctica and the Middle East.



**Armen Vartanian**, Director, EcoVentures  
Mr. Vartanian brings to EcoVentures significant expertise on a range of environmental advisory areas as well as experience in venture capital. Prior to joining EcoVentures, Mr. Vartanian was a Vice President with Manara Capital in Beirut, an Associate with Asia West Funds in Connecticut, and the founder of two technology companies, Office.com and Service-Planet.com.  
Mr. Vartanian holds a BS in civil engineering from the Massachusetts Institute of Technology and an MBA from the Johnson School at Cornell University.



**Paul Marantz**, Fisher, Marantz, Stone, New York, NY, USA  
With training in architecture, architectural history, and industrial design as well as in lighting, Paul brings a multi-disciplinary background to architectural lighting. He received his B.A. degree from Oberlin College with graduate work at Case/Western Reserve University and Brooklyn College. He is the recipient of numerous awards including the IES Lumens Citations and the IALD Award for Excellence on numerous projects in the US. Paul has also been involved in work on the Burj Khalifa in Dubai.

## Light Focus Conference: Innovation & Sustainability in Design



**Paul Gregory**, Light Focus, New York, NY, USA  
Paul Gregory is the founder and president of Focus Lighting, Inc. of New York City. He has spent the last twenty-five years revealing and highlighting architecture by "painting pictures with light." Paul's designs reflect the belief that a sense of drama and theatre is inherent in successful architectural projects.  
Projects designed by Paul Gregory and the Focus Lighting team may be seen all across the United States and internationally in Copenhagen, Columbia, the Bahamas, Athens and Dubai.



**Martin Lupton**, Light Collective, West Midlands, UK  
Martin's interest in lighting actually began in Academia when he undertook a PhD in Lighting Design Methods for Commercial Interiors at Liverpool School of Architecture. From there he started work as an independent lighting designer in London and seven years ago joined Building Design Partnership to head their specialist lighting team until most recently forming his own company.  
Martin has earned an international reputation as a passionate ambassador for professional sustainable lighting design, not just within the lighting profession itself, but across all of engineering and the built environment sector. Martin is past President of the Professional Lighting Design Association.



**Mark Major**, Speirs and Major Associates, London, UK  
Mark Major was born in 1961 and was educated in the UK and overseas. He trained and practised as an architect prior to focusing on the unique relationship between light and architecture.  
He first met Jonathan Speirs at Lighting Design Partnership before opening his own practice in 1989. In 1993 he formed a working association with Jonathan Speirs and Associates which developed into Speirs and Major Associates. He is the Director responsible for running the day to day activities of the London studio.  
Honored with a number of prestigious lighting awards, including the Lighting Designer of the Year 2007, Mark has worked on a diverse range of international projects from architectural lighting to urban master-planning and light art.



**Joachim Ritter**, FPLDA  
Joachim Ritter, FPLDA is a free-lance journalist with 26 years' professional experience. Special topics: architecture, lighting design and lighting technology.  
Joachim is the owner of the VIA publishing company and editor-in-chief of the Professional Lighting Design magazine. He is a Founding Member and was a board member of the Professional Lighting Designers' Association, PLDA for 13 years. He also co-organises international workshops, conferences and other educational activities to promote the lighting design profession. He is the organiser and founder of the Professional Lighting Design global convention, PLDC, in London in 2007, in Berlin in 2009 and in Madrid in October 2011.  
Joachim Ritter also served as a Member of the Board of the IALD Education Trust Fund of the IALD, International Association of Lighting Designers from 2005 to 2006.



**Kevan Shaw**, KSLD, Edinburgh, UK  
Kevan was born and educated in Edinburgh, Scotland. He graduated from Loughborough University of Technology with a BSc (Hons) in Economic and Technological History and Social Psychology. His career in architectural lighting began as a trainee Building Services Engineer with Max Fordham and Partners working on projects in the Middle East.  
Kevan's lighting design work was mainly in Television and Video but he also developed a number of architectural and exhibition lighting schemes. Kevan established Kevan Shaw Lighting Design in 1989 and since then has led the design team on numerous substantial and award-winning projects.



**Jonathan Speirs**, Speirs and Major Associates, Edinburgh, UK  
Jonathan Speirs was born in Scotland in 1958. He trained as an architect and developed a passion for working with light from early on in his career.  
The recipient of numerous prestigious lighting awards, Jonathan co-founded Lighting Design Partnership in 1984. In June 1992 he left to form Jonathan Speirs & Associates in Edinburgh. The following year he formed a working association with Mark Major which developed into Speirs and Major Associates. He is the Director responsible for running the day to day activities of the Edinburgh Studio.  
Jonathan has worked on a diverse range of projects all around the world from architectural lighting to urban master-planning and light art. He lectures widely on lighting design around the world and is actively involved in lighting education.

### Exhibition

Running alongside the conference will be the Light Middle East Exhibition. This will provide the perfect platform to meet new contacts, source products, and discuss new trends and technological developments. The trade show brings together a unique international talent of industry professionals involved in projects in the GCC region.  
For further information on exhibiting, please visit [www.lightme.net](http://www.lightme.net) or email: [Jessica.minton@uae.messefrankfurt.com](mailto:Jessica.minton@uae.messefrankfurt.com).

### Industry Networking Evening

For the first time, the exhibitors' evening will be open to conference speakers, delegates, and exhibition visitors enabling them to mix and mingle with exhibitors in a social environment. The event will take place on November 1, 2010 at the ATLANTIS Hotel, THE PALM from 7.00 pm onwards.

*To attend, tickets can be purchased by completing the form on the back page.*

