

City Planners' Forum during PLDC 2009 in Berlin!

Current activities in the lighting market indicate interesting developments and changes. Public clients are beginning to show a huge interest in LED technology. International observations show that current developments and offers from leading manufacturers are interesting for the wide public. The demand to save energy in the public domain is the driving force for cities' openness to replace existing installations and street lighting schemes using new LED technologies. City planning and lighting is a new impulse for investments and can be described as a dynamic future market.

For this reason, on **Wednesday, 28. October, 2009** and prior to the three-day Professional Lighting Design Convention, PLDC in Berlin, the PLDC team will be staging a one-day forum dedicated to urban planners and decision makers at local government level.

The forum will comprise lectures on **Urban Lighting Strategies**: What they are and what benefits they incorporate; reports on **Urban Lighting Solutions** that demonstrate the economic and social benefits of designed lighting schemes; real information about **Energy Issues**: What is energy efficient lighting, which technologies are sustainable and what perspectives do LEDs offer?

The CPF will also offer a first-time-ever opportunity for public clients to meet lighting consultants and designers in a unique **Client Meets Designer** format.

In this day and age urban lighting strategies are the intelligent way forward for towns and cities that wish to enhance their respective urban environments for people living and working there, improve the town's economy by attracting people to spend more time and money in town centres, and make their urban centres interesting and attractive for visitors and tourists.

Attendees at the City Planner's Forum, CPF can **upgrade their knowledge** in all matters regarding designed lighting in the urban environment. It will put people in a position to make an educated decision when it comes to the lighting in their town or city.

The Forum will be held in English, but professional lighting designers from different countries will be available to consult. Your personal **Client Meets Designer** meeting can therefore be held in a language of your choice.

Internationally renowned speakers will give lectures on and discuss the topics stated above. The pre-convention meeting is a joint project of the Professional Lighting Designers' Association, PLDA, the Lighting Urban Community International, LUCI and VIA-Publishing which is an ideal partner with its new magazine for city planners.

We are proud to present the schedule for the CPF on 28th October, 2009.

City Planners' Forum at PLDC 2009

Co-partners: PLDA, LUCI

Moderated by Martin Lupton, PLDA/UK

Registration starting at 9.30.

10.30 – 10.45

Welcoming speeches from Joachim Ritter, FPLDA, and representatives from PLDA and LUCI

Lectures + Round Table

10.45 – 11.30

Urban Lighting Strategies:

- Mark Major, RIBA, PLDA, IALD/UK will share his experience of urban lighting with the audience and address the added value of having an experienced lighting professional as part of a dedicated urban project team. By describing the role of the professional lighting designer as a partner in the creative process he will describe how lighting master plans can meet the specific needs and goals of respective urban areas and help greatly improve the experience and well being of those who engage with the city after dark.

11.30 – 13.00

Urban Lighting Round Table: reports on solutions/case studies/ approaches from different countries (6 mins. each followed by a moderated discussion)

- Roger Narboni, PLDA, ACE/F – "It started in France"
- Ian McCarthy / Jon Dawson/UK: Liverpool – research carried out by the city to evaluate and verify the benefits of their new lighting schemes
- Allan Stewart Baillie / Simon Smith, Glasgow/UK – a new approach to a lighting strategy
- Ong Swee Hong/SGP – Singapore lighting master plan: what has been learnt
- Ulrike Brandi, PLDA, IALD/D – lighting strategies in mainland Europe, Lighting Detectives' findings

Lunch



14.00 – 14.45

**Responsibility towards the population and the environment:
social identity and energy issues**

- Jöran Linder and Erik Olsson, Jönköping/S – St. George's Square, Liverpool example + some Swedish experience.
- Tor Mjøs / Eirik Bjelland/N: Energy saving through dimming – overview of the experience gained in Scandinavia.
- Kevan Shaw, PLDA, IALD/UK: real information about what energy efficient lighting is with input from Jean Sundin/Enrique Peiniger regarding the New York LED street luminaire.

Coffee/tea available until 16.30

14.45 – 16.30

Networking session

The City Planners Forum offers a first-time-ever opportunity for public clients to meet lighting consultants and designers, and to seek/find assistance and advice for their respective communities. This will take the form of a moderated interactive session, whereby public clients and urban planners attending may also formulate enquiries and request introductions up front, or simply mix and mingle with professional lighting designers on the day.

16.45

Conclusions

More than 550 tickets have already been allocated. This number again underlines the enormous success of PLDC 2007; the rush on the tickets has begun.

Tickets are available for the City Planners' Forum and/or for PLDC online at www.pld-c.com -> City Planners Forum -> Registration