



FOR IMMEDIATE RELEASE

LIGHTFAIR INTRODUCES DESIGN SYNERGIST PRESENTATIONS DURING OCTOBER 2021 SHOW

NEW YORK – September 28, 2021 – The LightFair Design Pavilion returns this October with decorative lighting exhibits and a new design theater – dubbed as the “Designery” – showcasing daily Design Synergist presentations, led by industry-leading lighting designers, architects, specifiers and interior designers, during the LightFair trade show October 25 – 29 at New York City’s Jacob K. Javits Convention Center.

“Education is one of the hallmarks of the LightFair experience, and we are thrilled to introduce the Designery in the Design Pavilion, where attendees are able to extend their learning past the conference into exploration of emerging innovations,” said Dan Darby, show director. “The addition of the Designery enables hands-on learning inside the Design Pavilion in the exhibit hall.”

LightFair’s Design Pavilion is a brand-new networking hub for connections, conversations and exploration in lighting design and education. Exhibitors in the Design Pavilion are required to showcase decorative fixtures and/or installations that are aesthetically driven and final applications. Exhibitors in the design pavilion are Access Lighting, Artika, Bock Lighting, Blackjack Lighting, Custom Contract Lighting, Jesco Lighting Group, Modern Forms and Oxygen. For more information on Design Pavilion exhibitors, visit the [Design Pavilion Show Site](#).

Eleven one-hour long Design Synergist presentations will take place as moderated discussions, conversations, case studies, presentations and leadership panels in the Designery. Each session offers quality education on the trade show floor to attendees who may not have the opportunity to attend conference sessions. Select presentations offer CEU credits: **Voices of WILD**, 1.5 CEUs; **Riveting Revit Enhancements and Other Lighting Design Digital Tools**, 1.0 CEUs; **Lighting Design +**, 1.0 CEUs; and **Designed for Sex: Lighting to Enhance Dermal Features for Reproductive Behavioral Response**, 1.0 CEUs. (NOTE: A full list of Design Synergist presentations follows.)

Access to Design Synergist presentations in the Designery is granted with trade show floor access. In addition to the eight exhibitors and 11 Designery sessions in the Design Pavilion, the trade show floor will showcase a total of 240+ lighting exhibitors. Trade show attendance is complimentary for the 2021 edition and attendees are encouraged to register online at [Lightfair.com/registration](https://lightfair.com/registration). All participants who register before Friday, October 15, will be automatically entered to win one of five pairs of tickets

to The Edge, the highest outdoor sky deck in the Western Hemisphere with 360-degree views of New York City.

Admission to the LightFair Conference, which runs October 25-29, ranges from \$90 to \$1,495. LightFair Conference attendees will have access to some 35+ sessions across six tracks, spanning over the five days of the conference. Sessions will range from 2-days, 1-day, daily workshops, 90-minute sessions and 60-minute sessions, offering near 90 CEUs. Full conference information and pricing is available at <https://www.lightfair.com/conference>.

Safer Floor. Safer Show.

LightFair 2021 will adapt to allow safer product exploration and education as outlined in its “Safer Floor. Safer Show.” guidelines. LightFair is working closely with the Javits Center to stay up-to-date on recommendations and guidelines from the CDC and New York State. The full “Safer Floor. Safer Show.” protocols are at [LightFair.com/attend/safety-protocols](https://www.lightfair.com/attend/safety-protocols).

For any further information on LightFair’s 2021 show and conference, visit [LightFair.com](https://www.lightfair.com).

About LIGHTFAIR

LIGHTFAIR, the world’s largest annual architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, please visit LIGHTFAIR.COM. Join the #LightFair2021 conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

LIGHTFAIR DESIGN SYNERGIST PRESENTATIONS

Wednesday, October 27, 2021

Write & Shoot to Win

Speakers: Megan Carroll, President IESNYC & Ashok Sinha, Architectural Photographer & Author

Attendees will hear from the professionals behind award winning lighting projects – the copy writers, the marketers, designers, architects and photographers - who often times collaborate on preparing the perfect award submittal to learn how to craft their own.

9:15 – 10:15 a.m.

Lighting Design + – 1.0 CEUs

Speaker: David Ghatan, CM King + Associates

This course explores the value of quality lighting design; investigating designs which are greater than the sum of their parts. Through project case study story telling we navigate the + in Architectural Lighting Design.

2:30 – 3:30 p.m.

Communications in the Lighting Industry

Speakers: Dane Sanders, Clanton & Associates & Chris Davis, The Lighting Agency

This conversation will explore the challenges with communication and the strategies to help break down communication barriers, build trust and understand how to maintain positive communication in the lighting and construction industries.

4:00 – 5:00 p.m.

Thursday, October 28, 2021

IALD Presentation - Certified Lighting Designer

9:15 – 10:15 a.m.

Designed for Sex: Lighting to Enhance Dermal Features for Reproductive Behavioral Response – 1.0 CEUs

Speakers: Deborah Burnett, Benya Burnett Consultancy

Humans are evolutionarily hardwired for sex: learn how modern lighting design can enhance reproductive and behavioral response via ambient light which enables our tristimulus visual system to recognize specific dermal and hemoglobin features.

10:30 – 11:30 a.m.

NYCxDesign hosted Conversation about Lighting

Speaker: Elissa Black, NYCxDESIGN executive director

Join NYCxDESIGN for a panel discussion exploring how New York City is a constant source of lighting inspiration. The discussion will be moderated by NYCxDESIGN's Executive Director.

11:45 a.m. – 12:45 p.m.

Voices of WILD: Rising for Social Change, Women in Lighting + Design – 1.5 CEUs

Speakers: Mariel Acevedo, Codeswitching; Luz Garcia, Traditional and Reverse Mentoring of Women by Women; Tanya Hernandez, Let's Talk Leadership; Brittany Lynch, The Secret Shame of Working Moms; Amber Watnik, Books as a Catalyst for Community; Alana Shepherd, LGBTQ+ By the Numbers; and Rachael Stoner, Life in Middle Management.

Join WILD for a round of fast-paced and engaging conversations focusing on diversity and inclusiveness in the lighting industry, and specifically issues that impact lighting professionals who identify as women.

1:00 – 2:00 p.m.

Riveting Revit Enhancements and Other Lighting Design Digital Tools – 1.0 CEUs

Speakers: Emlyn Altman, DLR Group & Travil Taullir, DLR Group

This session explores several of the latest lighting design tools available to designers and reveals unconventional ways of utilizing tools already in our lighting design repertoire.

2:45 – 3:45 p.m.

Connecting the Next Generation of Lighting Professionals

Speaker: Sam Koerbel, Lytei

This conversation will center around how to create content, how to distribute it and how social media should be a part of your business strategy no matter who you are. These powerful tools are free and will let you work smarter, faster and create measurable results.

4:00 – 5:00 p.m.

***Designing Lighting Magazine* presents Benya's Art and Science: Spectral Wars**

Speaker: Jim Benya, Benya Burnett Consultancy

Since the invention of the electric lamp, we have increasingly had the ability to determine at least some of the spectral content of the white light we intended to create. Now, we have better tools and options, so learn how to make the right design choices.

5:00 – 6:00 p.m.

Friday, October 29, 2021

Mentorship Q & A, Moderator Sam Koerbel

Six months ago, LightFair began its first ever Mentorship Program. Eleven mentors and eleven emerging lighting professionals looking to grow were hand matched. They will be connecting in person at LightFair to culminate or perhaps, continue the mentorship.

10:30 – 11:30 a.m.

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