



FOR IMMEDIATE RELEASE

FINALISTS ANNOUNCED FOR FIRST-EVER LIGHTFAIR IMMERSIVE LIGHTING INSTALLATIONS At the LightFair Trade Show, May 23 – 25

NEW YORK – February 3, 2023 – Following an exhaustive review of applications, LightFair and International Association of Lighting Designers (IALD) have selected seven exhibitors to create *Circular Economy*-themed Immersive Lighting Installations (ILIs) in collaboration with New York-based lighting designers. The installations will be one of the many offerings at the LightFair Trade Show, May 23 – 25, 2023, at the Javits Center in New York City.

“With so much interest from such design-focused and innovative brands, we nearly doubled the number of exhibitors selected for our first-ever Immersive Lighting Installations from what we had planned originally,” said Dan Darby, show director. “Seven ILIs means seven opportunities for attendees to go on an unforgettable, experiential journey of discovery, crafted by brands and design firms that exemplify excellence.”

Each of the seven brands were paired with different New York-based lighting designers by members of the IALD. Project plans and design styles were considered when making the pairings. The seven selected designer and brand pairs are:

1. Brian Stacy, ARUP Lighting Design with Casambi
2. David Ghatan, CM Kling Dynamic Architectural Lighting Design with Boca Flasher
3. Teal Brogden, HLB Lighting Design with Lumenpulse
4. Carla Ross Allen, Fisher Marantz Stone with Focal Point Lights
5. Suzan Tillotson, Tillotson Design Associates with Traxon e:cue
6. Emad Hasan, The Lighting Practice with Cooledge Lighting
7. Jack Bailey, One Lux Studio with Experience Brands

Each designer and brand pair will create unique installations in 400 square feet of exhibit space in locations across the show floor. Each ILI will take attendees through a different journey using unique applications and installations of lighting products, brought to life by each exhibitor/designer pair’s original designs.

A panel of judges from IALD will assess all seven installations for conceptual clarity, collaborative presentation and thematic execution on the opening day of the Trade Show, May 23, and one winning manufacturer and design team will be named as “Best Overall”. There will be daily tours to each

installation location, and IIL presentations and winners will be announced Tuesday, May 23 at 5:00 PM in the IALD Designery, located on the show floor within the Design Pavilion. Prizes for the winning exhibitor include a physical award, exposure in LightFair marketing and a free 10x10 booth for the 2025 edition of LightFair. The winning designer will receive a Diamond Pass for LightFair 2025, redeemable for complimentary exhibition floor access and unlimited conference sessions.

For more information on the selected brands and designers or the Immersive Lighting Installation program, visit <https://www.lightfair.com/immersive-lighting-installations-finalists>.

The 2023 LightFair Trade Show and Conference will focus on future-shaping innovations and an incredible attendee experience driven by new product discovery, networking and on-floor education, Sunday, May 21, through Thursday, May 25, at the Javits Center in New York City. Registration for LightFair 2023 opens in February, with complimentary Trade Show access for IALD and IES members, at www.lightfair.com.

About LightFair

LightFair, North America's largest architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD), the Illuminating Engineering Society (IES) and is produced and managed by International Market Centers (IMC). For more information, visit LightFair.com. Follow LightFair on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube. To stay up to date on lighting industry news leading up to LightFair, visit the LightFair Blog at <https://www.lightfairblog.com/>.

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Media Contact: Amanda Merritt, AMerritt@imcenters.com, 404.220.2153