



LIGHTFAIR NAMES BEST OVERALL WINNER OF IALD-CURATED IMMERSIVE LIGHTING INSTALLATIONS

NEW YORK – May 23, 2023 – LightFair, in partnership with IALD, has named exhibiting manufacturer **Traxon e:cu** and design firm **Tillotson Design Associates** as the Best Overall winner from among seven finalists featured in the new “Immersive Lighting Installations” unveiled this morning on opening day of the Trade Show, running May 23 – 25, 2023, at the Jacob K. Javits Convention Center in New York.

"LightFair applauds the creativity and hard work of all of the finalists in our inaugural Immersive Lighting Installations program and recognizes the exceptional vision and outstanding presentation of the winning manufacturer-designer team," said Dan Darby, show director. "These collaborative lighting installations demonstrate how exhibitor product and design talent combine to create compelling visual showcases that inspire LightFair attendees."

At the 2023 LightFair, a panel of judges from IALD assessed all installations for conceptual clarity, collaborative presentation and thematic execution. The Best Overall winner was chosen from among seven finalists featuring teams of lighting designers and exhibiting manufacturers who were matched by an IALD panel and challenged to create "immersive lighting installations" upon the theme: *Circular Economy*.

The winners of the first-ever Immersive Lighting Installations are **Traxon e:cu** and design firm **Tillotson Design Associates**, whose "Seeds of Light" installation in Booth #3145 is constructed around the skeletal framework of a traditional greenhouse and features innovative fixtures and mounting systems that integrate light with the structure.



In addition to being presented with their awards at a special ceremony held at 5 p.m. today in the IALD Designery, **Traxon e:cu** receives a free 10'x10' booth for the 2025 edition of LightFair; and **Tillotson Design Associates** receives a Diamond Pass for LightFair 2025.

The six other finalists were:

- **Boca Lighting | Controls** and design firm **CM Kling + Associates**, whose "Net Transformation" installation in Booth #2657 uses repurposed materials that would have otherwise been disposed of, and those materials will be recycled at the conclusion of the show to keep the cycle going.
- **Casambi, in collaboration with Erco**, and design firm **Arup**, whose "Less, Please" installation in Booth #1445 explores how lighting is fabricated and used within the built environment, and how to do more by using less energy, fewer materials, lower illuminance levels and reduced light pollution.
- **Cooledge Lighting** and design firm **The Lighting Practice**, whose "Out of the (Light) Box" installation in Booth #1751 creates a captivating interplay of light, texture and materials. The minimal and sustainable design promotes a mindset of conserving and using resources minimally, rather than overutilizing them.

- **Focal Point** and design firm **Fisher Marantz Stone**, whose "The Image Left, Behind" installation in Booth #2339 invites attendees to collectively ponder and participate in an initiative that eliminates waste by reusing recycled material, and to support the circular economy so, in the end, only the image is left behind.
- **Lamp (Experience Brands)** and design firm **One Lux Studio**, whose "Activate the Circular Economy" in Booth #1109 is a physical manifestation of the circular economy, inviting viewers to envision themselves as a central and active part in achieving sustainability while also enjoying a brief natural respite.
- **Lumenpulse** and design firm **HLB Lighting Design**, whose "Renewal" installation in Booth #3005 uses components that have been thoughtfully selected specifically because they are being reused. None of the material is being damaged or manipulated so that it can be repurposed or recycled after the installation.

LightFair attendees are invited to participate in free IALD Immersive Lighting Tours held onsite on Wednesday, May 24, at 10:30 a.m., and Thursday, May 25, at 11 a.m. Registration is available at <https://www.lightfair.com/registration>.

Led and curated by IALD, participation in the Immersive Lighting Installations was open to manufacturers focused in architectural and commercial lighting. Selection was based on a statement of their vision around the program's theme. Entries were vetted by LightFair and IALD, with seven manufacturers selected and matched with a New York-based lighting design practice that includes at least one IALD member to bring their installations to life.

"ILI exhibitors and their partnered lighting design firms' abilities to take one theme and interpret it seven different ways is a testament to the design innovation and creativity at LightFair this year," said Christopher Knowlton, IALD CEO. "Traxton e:cu and Tillotson Design Associates exemplified the Circular Economy through their collaboration, and we look forward to using LightFair's network to further lighting design for years to come."

The 2023 LightFair Trade Show and Conference focuses on future-shaping innovations and an incredible attendee experience driven by new product discovery, networking and on-floor education, running today through Thursday, May 25, at the Javits Center in New York City. Trade Show access for LightFair 2023 is complimentary for IALD and IES members. Registration is 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 by International Market Centers (IMC). The event is produced and managed by International Market Centers. For more information, visit LightFair.com. Follow LightFair on Facebook, Twitter @lightfair, Instagram

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