



LIGHTFAIR LAUNCHES BLOG

The LightFair Blog

ATLANTA – February 1, 2021 – LightFair has launched the **LightFair Blog**, a new online journal covering important topics in the lighting industry, showcasing thought leaders and highlighting elements of the annual conference and trade show. The LightFair Blog is another development in LightFair’s commitment to providing a year-round platform for discovery, networking, learning and conversation. It joins the recently launched e-magazine ***The future. Illuminated.*** and redesigned LightFair.com as digital resources for education and inspiration for the lighting industry.

“As the leader in educational programming for the lighting industry, LightFair’s introduction of this blog is the perfect addition to our offerings. It is a showcase of the thought leadership that emerges from the LightFair trade show and conference and an opportunity for our industry to use LightFair as a resource all year long,” said Show Director Dan Darby. “We are grateful to the enthusiastic response to the launch of our e-magazine and look forward to presenting this new part of our brand.”

The LightFair blog and quarterly *The future. Illuminated.* offer a range of voices, opinions, perspectives, case studies and other content to be informative, inspiring and thought provoking for the lighting industry. Contributors include past and present LightFair speakers and exhibitors plus industry professionals and members of the LightFair team.

Content in the next edition of *The future. Illuminated* includes “Designing for Darkness” outlining the search for a clearer definition and approach for lighting-at-night (LAN) concerns; “Is Light Pollution Killing Us” exploring the effects of light pollution and what can be done about it; a case study on Hei Technologies’ off-grid solar light poles installation in Dubai, UAE; a profile of Glenn Heinmiller FIALD, LEED AP, LC, principal/Cambridge Director of architectural lighting design firm Lam Partners; a conversation with Eric Miller, CEO + CTO of Avi-on Labs, on lighting controls, sensors and the future of energy savings, and more.

Additional stories on the LightFair Blog include “10 Reasons to go to LightFair 2021: Part 1” and information about submitting products to the 2021 LightFair Innovation Awards.

As a forum for the lighting industry, LightFair is accepting content submissions for its blog and e-magazine. Those interested in contributing may submit their interest at LightFairBlog.com/contributors/.

The LightFair Blog is at LightFairBlog.com. Access to the blog is free. Previous issues of *The future. Illuminated* and free subscription information is available at LightFair.com/newsletter.

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LightFair 2021 will showcase new innovations in lighting design during new dates: October 27-29, 2021 (Conference October 25-29) at the Jacob K. Javits Center in New York. Space selection is open now for LightFair 2021 with more information at [LightFair.com/exhibit](https://lightfair.com/exhibit). Information about the LightFair Conference and registration information will be announced in mid-2021. For more information, visit [LightFair.com](https://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), the Illuminating Engineering Society (IES) and International Market Centers. For more information, please visit [LightFair.com](https://lightfair.com). Join the #LightFair conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

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