



LIGHTFAIR LAUNCHES INDUSTRY NEWSLETTER

“The future. Illuminated”

ATLANTA – November 20, 2020 – LightFair is keeping the lighting industry connected and informed with a new digital newsletter, “The future. Illuminated.” Released quarterly, the newsletter presents informative content from industry thought leaders as well as product information from LightFair exhibitors and updates about the annual tradeshow and conference. It combines the knowledge of IES, IALD and the experts featured in LightFair’s events to be the voice of the lighting industry.

“LightFair provides a platform for lighting professionals to share ideas, discover trends and exchange knowledge. The newsletter allows us to extend that platform throughout the year,” said Dan Darby, LightFair show director. “As the new pulse of the lighting industry, we encourage our community to engage by subscribing, interacting and submitting content.”

The inaugural issue – available now at LightFair.com/newsletter – is themed around Lighting and Wellbeing with content by circadian lighting specialists, lighting designers, photo biologists and more. Articles include: “The Biology of Light” demonstrating how light enters and travels inside the human body; “Lighting for the Spectrum” exploring applying circadian lighting in the homes of children with autism; “Adapting Circadian Science to Circumstance” discussing the role of client and designer in health-focused lighting; “A Cleaner Ride in NYC” explaining how the Metropolitan Transportation Authority is using ultraviolet light lamps as disinfectant; and FAQs about GUV applications answered by the IES Photobiology Committee. Well-respected lighting practitioners Deborah Burnett and James Benya weigh in on the different dimensions of wellness in the “Reflections on Staying Well” series. Additionally, LightFair spotlights renowned lighting designer, past IALD president and president of CM Kling + Associates David Ghatan and cinematographer turned lighting designer and president of Innovative Lighting Concepts Michael Kershner.

Subscriptions for “The future. Illuminated” are free and available at LightFair.com/updates. The next issue is slated for early 2021. Story and profile proposals are being accepted now via a link in the newsletter.

In addition to the new newsletter, attendees and exhibitors can stay connected with LightFair via its social media channels: Facebook [@LightFair](https://LightFair), Twitter [@LightFair](https://LightFair), Instagram [@LightFair International](https://LightFair International), LinkedIn LinkedIn.com/company/lightfair/ and YouTube YouTube.com/LIGHTFAIRInternational. Additionally, on-demand LightFair Connect webinars are available through Dec 31 at LightFair.com/conference.

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

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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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