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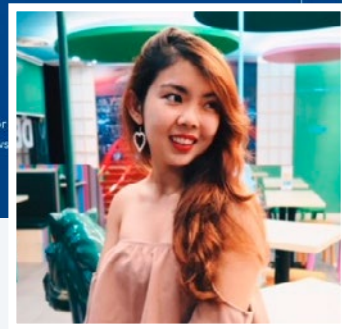
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Dear Readers,

Hope your first quarter of 2019 went well! This year is shaping up to be quite a splash for the lighting industry in Singapore, with a heightened number of events and launches compared to last year.

Our cover story dives into the hidden underground of the Madrilenian neighborhood under a refurbished palace of the eighteenth century where Hotel Axel Madrid is located, we find two vaulted spaces built in brick. It is in this provocative and secret location, where the Bala Perdida Club is located. Hop over to read the full spread!

Have something lighting related to share? Send it in! We welcome submissions and would be happy to feature pieces from loyal readers. Till then, happy reading!

Nicole Lee
Nicole Lee
Editor



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AUTHORITY IN LIGHTING DESIGN

It takes time to establish your authority in the lighting industry

This is my 40th year in the industry. It seems hard to believe but I started my career way back in 1979 in Eindhoven, Holland with Philips as a junior lighting designer. Freshly graduated from the Delft university with a masters' degree in Industrial Design I had great expectations for myself as I assume many of today's generation has when they leave school behind and dive into the real world of employment.

First of all, I had no idea I would end up in lighting let alone what the future would bring me but, about to get married, I obviously felt an important responsibility on my shoulders. Life is about making decisions...so having made the (unlikely) choice to take up lighting design as my profession for the future (how I decided to take up lighting design is another story all together...you can read about that in my book *Light Talk*), the next step was obviously how I would grow in the company and in the profession itself. At the time I knew literally nothing about lighting design and had obviously little authority, but I was super excited about what I had seen and the projects that the company was doing. Courtesy to my university degree I did start in the organisation with some managerial responsibilities.

My first year with Philips was mostly about learning, learning and learning, growing my knowledge about lighting and lighting design, gradually taking on more responsibilities but most of all building up confidence to allow me to interact with some authority and respect. In the beginning this was mostly with my colleagues but over time that expanded to meeting clients, doing presentations and even training. My language skills (Dutch, French, English and basic German) added to the understandable choice for traveling abroad and in the early days I was often travelling (with seniors in the beginning) within Europe, Middle East and the Northern African continent. When Philips took over Mazda (Compagnie des Lampes) and with that architectural lighting manufacturer LITA, I was posted in France to help develop the architectural lighting projects. Till then Philips had mainly been a functional lighting manufacturer. The new focus on architectural lighting and the need to move from product selling to application selling brought me to travel to Asia to educate our sales force and clients. There is no doubt that this period, where I had to find my footing in architectural lighting, travel to Asia by myself, represent the company and establish myself as an "authority" towards clients or others, all whilst being thrown into totally new cultural environments in the process, heavily influenced and formed the lighting design personality I am today.

Specifically in Asia there are big hierarchical differences. You don't "argue" with the boss...and till today this is very much engrained. "Losing face" or better, NOT losing face, is an important part of communication and hence we rarely see subordinates, or people perceived to be lower in hierarchy standing up. This has much to do with confidence and communication skills, something you generally only learn and acquire over time.

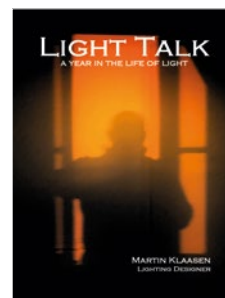
When my team goes out to site or to project meetings, they are at times confronted with bullying project managers, contractors, egocentric company directors, overzealous operators or my-

way-or-the-highway designers. It takes a strong confidence in your own abilities and belief in the strength of your design to stand up and defend your design with authority. All that with the diplomatic skills required to stick to the facts rather than turning to blaming or pointing fingers at others.

It is very common that staff is being bullied by say the project manager but when their boss comes in then suddenly there is no problem, I have experienced that many times, which I find quite disturbing, just because I am the boss and supposed to have more authority than my senior project manager or any other of my staff, they don't dare to confront me? Yes, ultimately the bug stops with me, but in these meetings my staff represent the company, they represent me, so they should be acknowledged and respected as much. Of course, authority comes with age, confidence and belief in yourself as well as your position in the company and that is a process that takes time. The other side of the medal is of course over-confidence and arrogance. I have seen many compensating insecurities that way.

In the end we have to assume that everyone in the company or project team is there to do a good job trying to achieve the best results and hence we need to treat everyone with respect, independently of their perceived authority or position in the company. It has always been my firm belief that treating people with trust and respect achieves more than bullying someone into submission or blaming them for "under-performing". That does not mean the person in charge can't be firm or direct, on the contrary, but a constructive approach always works better. It will help that other person grow, build more confidence and ultimately, with their growing track record of achievements, act with more authority.

Follow Martin's daily blog about lighting, *Light Talk*, at: <http://lighttalk.via-verlag.com>



Martin's Book, '*Light Talk, A Year in the Life of Light*'
(ISBN: 978-981-07-0120-8),
To order a hard copy →
email: lighttalk@kldesign.co
or log into the website at www.kldesign.co/media/lighttalk
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A soft copy of the book is now available for download from Martin's blog site.

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ELATION ADDS NEW FUZE AND PALADIN FIXTURES TO PROLIGHT + SOUND LAUNCHES

Elation Professional's list of world premiere product launches at the upcoming Prolight + Sound show just got longer. Elation is pleased to be showing at Stand D56-58 in Hall 12.1 new luminaires in its popular Fuze™ and Paladin™ series.

All new Fuze series fixtures include the Fuze Spot™, Fuze Profile™ with a full color spectrum LED engine, and Fuze Profile CW™ with Cold White LED engine, all automated LED moving heads. The Fuze Spot and Fuze Profile - designed for theater, television and a wide array of precision lighting applications - house a 92 CRI engine that utilizes a 5-color homogenized LED array of Red, Green, Blue, Mint and Amber sources. The carefully tuned LEDs ensure accurate color reproduction while delivering a powerful output of over 9,000 lumens. Virtual color temperature, magenta / green adjustment plus color gel emulation give designers access to an impressive LED color array. Compact, quiet and lightweight, both fixtures house a 7° to 46° zoom. Dual gobo wheels, animation wheel, frost, prism and iris round out their comprehensive feature sets.

The Fuze Profile CW™ with Cold White LEDs and framing system is designed for trade shows, stages, television and a wide array of AV event applications. A 91 CRI 380W LED engine ensures accurate color reproduction while delivering a powerful output exceeding 12,000 lumens. Designed to illuminate objects like exhibits and banners, texture areas, and keylight persons with its flat field of light and accurate framing, it can be used anywhere a fully automated ellipsoidal fixture is required. Housing a 7° to 46° zoom, its comprehensive feature set includes a rotating gobo wheel of breakups, two color wheels featuring solid colors and correction filters plus an iris.

Three new fixtures in Elation's Paladin series of versatile Blinder/Strobe/Wash lights will also be on display – the Paladin Cube™, Paladin Brick™ and Paladin Panel™ - all with IP65 protection. These compact and powerful outdoor flood lights are useful for a wide variety of applications and can flexibly be used from either a floor or truss position. Using 15W RGBW cells – 9, 24, and 50 respectively – they add vibrant and powerful color to outdoor events while individual cell control and strobe make them versatile effect lights or audience blinders. Certified to IP65 with IP rated connections and solid build quality, they eliminate any dust and water ingress worries.



From top to below
Paladin Panel™;
Fuze Profile CW™

About Elation Professional

Elation designs and manufactures a comprehensive range of innovative lighting and video products known for their excellent efficiency and outstanding performance. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere.

For more information, visit www.elationlighting.com.

IOT READY ALLIANCE DISSOLVES AND CAPITALIZES ON THE BREADTH OF THE NEW ZHAGA CONSORTIUM

Zhaga and the IoT Ready Alliance are pleased to announce that they have agreed to align their efforts and to proceed as a single organisation under the Zhaga Consortium. The objective is to foster a harmonized, global set of interface specifications for sensor-to-luminaire integration and to remove confusion in the industry.

In summer 2018, the Zhaga Consortium and the IoT Ready Alliance entered into a dialogue to explore the possibility of aligning their standardization activities for sensor-to-luminaire integration. At the beginning of 2019 the organizations agreed that it was best to harmonize their efforts with the objective of easing the adoption of a

singular set of interface specifications and of removing any confusion in the Industry.

As IoT Ready Alliance President Neeraj Purandare points out: "The best way forward was to capitalize on the breadth of the NEW Zhaga, to encourage them to carry the standard forward, and to dissolve the IoT Ready Alliance with the intent that its members join Zhaga."

Background to this decision was the fact that the NEW Zhaga went live in December 2018 with a widened scope of work to address new growth areas in IoT and the service economy. The NEW Zhaga focuses on interoperability and executes

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a.o. a strong program to address interfaces for smart components, such as sensors and communication modules.

“Zhaga invites all members of the IoT Ready Alliance to sign up for Zhaga membership and to participate in our working groups,” says Dee Denteneer, Secretary General of the Zhaga Consortium. “The harmonization will bring a clearer and stronger voice to the market and will fuel the adoption of smart lighting innovation. I look forward to strengthen the promotion of our new scope in the US market.”

Zhaga has experienced a strong interest in their latest specification, the Book 18, defining interoperability between outdoor luminaire and smart sensing/communication nodes. Another specification which is close to approval is Book 20 about a smart interface for indoor luminaires and sensing/communication modules.

About IoT Ready Alliance

IoT-Ready Alliance™ is an alliance of leading lighting, building

management, and Internet of Things (IoT) companies and organizations that are creating a common standard for IoT-enabled lighting fixtures. This standard will ensure all new LED lighting fixtures can be shipped with a standard socket to easily add intelligent IoT sensors to the fixture after the fixture has been installed.

About Zhaga

Zhaga is a global association of lighting companies that is standardizing interfaces of components of LED luminaires, including LED light engines, LED modules, LED arrays, holders, electronic control gear (LED drivers) and connectivity fit systems. This helps to streamline the LED lighting supply chain, and to simplify LED luminaire design and manufacturing. Zhaga continues to develop specifications based on the inter-related themes of interoperable components, smart and connected lighting, and serviceable luminaires.

For more information, visit www.zhagastandard.org.

LEDTRONICS NEW LED ‘DUAL MODE’ U-BEND TUBE LIGHTS WORK WITH OR WITHOUT BALLAST



LEDtronics® introduces the latest generation of ‘Dual Mode’ U-Bend LED T8 Tube Lights that work with or without a ballast. Installing the UL-Classified U-Bend tubes is as easy as taking the fluorescent out and popping our LED tube in.

For most LED lighting installations, a one-time ballast bypass would have been necessary for installation, but with the ‘Dual Mode’ LED U-Bend Tube Lights, it’s simply plug and play. The U-bends come in two sizes—the LED24T8U6BR series with 6-inch leg spacing and the LED24T8U2 series with 2-inch leg spacing. They directly retrofit into an existing 2-ft fluorescent fixture with an electronic ballast and inline 2-Pin/G13 base. When the ballast does go out eventually, there’s always the option to bypass it and wire directly to the line current.

These LED U-bend tube lights are ideal for such applications as ceiling lights in offices, schools, hallways, department stores, retail outlets, restaurants, fast food chains, hospitals and medical offices, as well as for light boxes and signage backlighting, to name a few.

The LEDtronics 2-ft, U-bend tubes operate in a voltage input range of 100 to 277VAC, and are offered in a choice of colour temperatures: 5000K pure white, 4000K natural white and 3000K warm white. The tubes use only 15 watts or less and replace fluorescent tubes up to 34W – energy savings of up to 55%. They provide a 120-degree wide beam of high luminosity – from 1380 lumens

for the warm white to 1780 lm for the pure white CCT, boasting an efficacy of up to 125 lumens per watt. And for lighting applications where accurate colour rendition is important, they have a CRI exceeding 80.

The U-bend LED tube lights have instant-on light with no buzzing or flickering and an even, directional distribution of light. While conventional fluorescent lamps typically have an ideal-condition rated lab life in the range 8,000 to 24,000 hours, our Dual Mode LED Tube Lights boast a real-world operating life of more than 50,000 hours with lumen maintenance of over 70 percent. Their solid-state construction renders them impervious to shock, vibration and frequent switching.

Unlike fluorescent tube lights, RoHS compliant LEDtronics LED tube lights do not produce toxic mercury or risk glass tube breakage hazard, nor do they emit UV or IR radiation. The series comes with UV-protected polycarbonate frosted-white lens and are suitable for damp environments, with a wide operating temperature range of ~-30°C to ~+50°C.

The LEDtronics series of LED T8 Dual Mode U-Bend Tube Lights come with an unconditional 5-year U.S. factory warranty. Different tube lengths, colour temperatures and voltage options are available for qualified volume offers. The series is available through LEDtronics distributors, and quantity discounts are available.

For more information, visit www.ledtronics.com.

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EILON ENGINEERING TO LAUNCH NEW RON STAGEMASTER 8000 HOIST LOAD CELL AT PROLIGHT + SOUND

Eilon Engineering invites visitors of the Prolight + Sound trade show in Frankfurt to Stand C44, Hall 12.0 to see the new Ron StageMaster 8000 Hoist Load Cell. This patent-pending load cell turns any hoist into a smart hoist, allowing for greater motion control, safer handling of complex loads, advanced data acquisition, increased productivity and reduced downtime. See video here.

Hanging tons of lighting, sound and video equipment above spectators and performers involves great responsibility. With ever-increasing load weight and movement, complex lifting of expensive equipment requires a highly accurate and advanced single/multi-point load monitoring solution. The Ron StageMaster 8000 can fit any hoist and is an ideal solution for safe and advanced motion control, industrial automation and complex lifting. It easily retrofits to existing hoists and includes a chain compensation mechanism, adjusting for hoist imbalance as the chain accumulates in the bag.

Two new load monitoring solutions are available: a donut hoist load cell with high load cell accuracy of 0.25% and zero headroom loss, and a hook hoist load cell with high load cell accuracy of 0.1% and minimal headroom loss. High load cell accuracy is crucial for early detection of overloads the moment they start to develop and allows for quick, preventive action like rebalancing the loads while minimal headroom loss is critical for indoor use.

The Ron StageMaster 8000 is not only a smart and efficient solution to increasing load safety, it can also reduce costs by justifying lower insurance premiums. The new Ron StageMaster 8000 is compatible with wireless Ron StageMaster 6000 and wired Ron StageMaster 5000 systems.



Join Eilon Engineering at the upcoming Prolight + Sound trade show Stand C44 Hall 12.0 to learn more about this cutting-edge load monitoring solution, as well as Eilon's complete range of load monitoring solutions.

Based on proven technologies in constant development since 1976, top companies worldwide have put their trust in Eilon products to deliver the high-quality, safety-conscious products required to safeguard valuable equipment and protect lives. In the entertainment world, Eilon products have provided an added layer of safety protection on shows for years while leading companies such as NASA, Disney, Boeing, GE, Siemens, Lockheed Martin, Rolls Royce and many more entrust their valuable assets to Eilon Engineering systems.

For more information, visit www.eilon-engineering.com.

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For more information, visit www.lucem.com.

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SEMI announced recipients of the 2018 European SEMI Award at the SEMI Industry Strategy Symposium Europe (ISS Europe 2019), recognizing their seminal work in the field of power technology, digital front-end manufacturing and lithography. The award winners' pioneering research and collaboration with academia and industry led to major advances in semiconductor technologies.

"The European SEMI Award recognizes key players in the global manufacturing supply chain for their leadership excellence and strategic contributions that led to critical advances in our industry," said Laith Altimime, president of SEMI Europe. "This year we are proud to honor Joël Hartmann, executive vice president of STMicroelectronics, Digital & Smart Power Technology and Digital Front-End Manufacturing, and Mart Graef, strategic program manager, TU Delft, for their tremendous work."

The European SEMI Award, established nearly 30 years ago, recognizes individuals and teams who make significant contributions to the European semiconductor, microsystems, photovoltaic or display manufacturing industries for at least three years. Recipients are either an originator of or contributor to significant semiconductor technology enhancements and their market adoption.

Joël Hartmann is executive vice president of STMicroelectronics, Digital & Smart Power Technology and Digital Front-End Manufacturing, a position he has held since February 2012. He manages ST's manufacturing operations in Crolles and Rousset, France, Technology and Design Platforms for the Company's digital products.

Hartmann sits on the Board of the SOI Industry Consortium Initiative and is a member of the IEEE Electron Device Society. In 2017, he became a member of the French Académie des Technologies. Hartmann has filed 15 patents on semiconductor technology and devices and authored 10 publications in this field.

Mart Graef is strategic program manager on the faculty of Electrical Engineering, Mathematics and Computer Science



at Delft University of Technology (TU Delft), The Netherlands. In this position, he developed technology partnerships with companies, institutes and universities, often within the framework of national and European cooperative projects. Since 1990, he has helped define and manage pan-European public-private collaborative programs, such as JESSI, MEDEA+, CATRENE, ENIAC and ECSEL.

Graef participates in initiatives aimed at defining strategies and technology roadmaps in nanoelectronics, such as the European Strategic Research Agenda for Electronic Components and Systems (SRA-ECS), and is a member of the International Roadmap Committee, which guides the International Roadmap for Devices and Components (IRDS). Prior award recipients hailed from companies including CEA-Leti, EV Group, Infineon, imec, Semilab, Deutsche Solar, STMicroelectronics, imec, and Fraunhofer Institute.

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GOOD THINGS COME IN THREES: ZUMTOBEL ENJOYS A TRIPLE TRIUMPH AT THE RED DOT AWARD 2019

A design award is always an honour. And the taste of success is even sweeter when it is served up several times – like at the Red Dot Award 2019, where three lighting solutions from Zumtobel's current portfolio caught the eye of the jury. A revolutionary classic was honoured in the form of CLARIS evolution, while the LINETIK free-standing luminaire claimed a prize for its blend of delicate elegance and intelligent lighting technology in the workplace. The TEELA functional light sculpture, which adds a unique elegance to any space, completed the winning trio.

The Red Dot Award has become a serial success story for Zumtobel. Having seen three luminaires awarded the coveted seal of quality in 2018, Zumtobel was this year once again able to enjoy a triple triumph by impressing an expert international jury that included designers and experts such as Dr Sascha Peters, Mårten Claesson and Saskia Diez. On a functional level, the three award-winning luminaires clearly have two things in common: innovative

technology and efficient sustainability. However, when it comes to aesthetics, the three solutions take very different approaches to spatial lighting, ranging from an artistic and poetic angle driven by architects to an austere revolution in office lighting and a proven design classic.

TEELA – Artistic Lighting Scenes

Zumtobel has used the editions #02 to forge a link between sculptural spatial objects and functional lighting for the third time. The special TEELA link between sculptural spatial objects and functional lighting for the third time. The special TEELA luminaire is one of three pioneering solutions that make up the latest incarnation of the editions, a special collection of lighting visions created by renowned designers and architects. A flexible fabric shell stretches over the slender, flat body and the slightly protruding spots, which transform the surface into a lighting landscape. A dynamic lighting landscape. The material itself shifts in line with the orientation of the spotlights – and TEELA as a whole

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TEELA

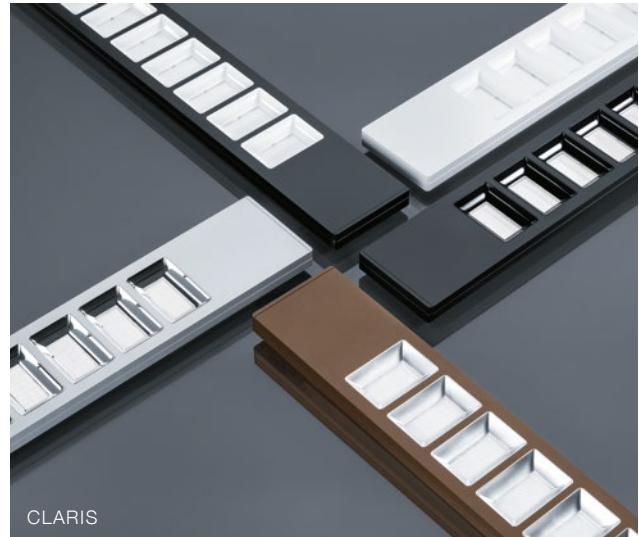
harnesses uniform backlighting to deliver atmospheric indirect illumination. From a distance, the almost invisibly installed pendant luminaire looks rather like a glowing, floating cloud. Carefully blending technological sophistication, acoustic effectiveness and an expressive character with emotional lighting effects, TEELA fulfils the overriding goal of the designers: to enable users to experience an affective approach to this exceptional light object. A team from the Delugan Meisslstudio has developed this special lighting solution out of the general space, establishing TEELA as an object that enhances both quality of life and the atmosphere of any room in which it hangs.

CLARIS – A Classic In The Future

The CLARIS louvre luminaire has been an integral part of the Zumtobel portfolio for two decades. And now CLARIS evolution – the third generation – is writing a fresh chapter in this seemingly endless success story. The pendant luminaire for workstations with visual display units (VDUs) not only demonstrates its timeless design, but also once again sets new standards in terms of technical features. Zumtobel has very much taken a sensitive approach to this modern makeover. Installing state-of-the-art lighting technology made it possible to slim down the body, while at the same time carefully maintaining the overall proportions of the original design. With a height of just 26 millimetres, the LEDs have been successfully placed in recessed light chambers, making the slender housing appear as though it has been cast from a single mould. In addition to aesthetic minimalism, the tailor-made individualisation is consistently reflected in all aspects of the design. Four colour variants, three light-chamber options and a matt or gloss finish ensure plenty of choice. A total of 24 different choices, to be precise.

LINETIK – A Reduced Form With Functional Versatility

Revolutionary design and profound technical innovations have enabled LINETIK to turn conventional thinking about office lighting on its head. Designers Simon Fischer and Matt Free from F Mark Ltd devised this trailblazing Zumtobel luminaire – and in doing so, have almost managed to somehow decouple light from its actual materiality. It is very much the lighting effect that first catches the eye, as the reduced cross-section of just 24 millimetres helps the LED free-standing solution remain discreetly in the background. The core element of the lighting technology is a specially developed reflector. This scales LINETIK back to an absolute minimum in terms of form and delivers uniform functional illumination for the workplace. With low energy consumption, naturally. A delicate silhouette means that this aluminium fitting stands in the room like an accurately drawn L-line, appearing to almost float above the work surface with its cantilevered luminaire arm. The precisely balanced



CLARIS



LINETIK

direct light output is tailored for use at single or double workstations, while indirect light is emitted atmospherically from an extrusion lens directed towards the ceiling.

About the Red Dot Award

Originally founded in the German city of Essen, the Red Dot Award has been recognising good design since 1955. A multi-disciplinary international jury is put together every year to honour outstanding design solutions. The "Red Dot" is a stamp of quality that is organised into three categories to thematically cover the core aspects of design: "Product Design", "Brands & Communication" and "Design Concept". The winning products are presented online and in an annual publication, as well as being shown in the three Red Dot Design museums at the Zollverein Colliery in Essen, in Singapore and in the Chinese coastal city of Xiamen.

For more information, visit www.zumtobel.com.

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SPOTRACK TO REVEAL NEW VERSION AT PROLIGHT + SOUND

Spotrack, manufacturers of the world's leading remotely operated follow spot system, will be exhibiting at this year's Prolight + Sound show at Messe Frankfurt from 2-5 April. Spotrack enables an operator to remotely control from any location, any number of moving lights as follow spots. It works with any moving light and any lighting console, in any performance space and can be used in all entertainment sectors for live production from anywhere in the venue. The Spotrack team will be on hand to explain and discuss all aspects of the hardware and software that comprise a system which is revolutionising the lighting industry's approach to spotlight control.

Spotrack systems have been in action on a number of high profile global events in recent months as more and more lighting designers and production managers acquaint themselves with the clear advantages the system provides. On the live rock and roll front, heavy metal giants Metallica used Spotrack to supplement their spotlights on a number of stadium gigs, before moving exclusively to the system for their subsequent arena tour. In Australia, where Kate Miller-Heidke won the first national televised selection show for Eurovision - Australia Decides - Spotrack played a key role in the delivery of a spectacular performance that featured ten very different acts and attracted a huge TV audience. In China, Simon Cowell's Syco Entertainment are working with Fremantle and Hunan TV on a 13-part "World's Got Talent" show to be aired in April - Spotrack will be illuminating the biggest stars from more than 30 of the 'Got Talent' franchises from around the globe.

CEO Liam Feeny is looking forward to Prolight + Sound,



which will see the Republic of Ireland based company unveil the latest version of Spotrack: "These are exciting times for Spotrack. The adoption of the system by highly-respected professionals of the calibre of Troy Eckerman and Paul Collinson, emphasises just what an impact we've had in this area of the lighting industry. We continue to develop the concept and at Prolight we'll be showing visitors the very latest edition of the system."

Spotrack will be exhibiting at Hall 12 F91 at Prolight + Sound show, Messe Frankfurt and look forward to discussing the next generation of spotlight technology with lighting professionals and enthusiasts from around the world.

For more information, visit www.soundmarketingltd.co.uk.

ASMC 2019 TO SHOWCASE SMART MANUFACTURING & SMART INNOVATIONS



SEMI Advanced Semiconductor Manufacturing Conference (ASMC 2019) will bring together more than 100 industry experts and highlight more than 35 technical presentations spanning all aspects of semiconductor manufacturing. From May 6 to 9, in Saratoga Springs, New York, ASMC 2019 gathers semiconductor professionals for the latest information on practical applications of advanced manufacturing strategies and methodologies.

ASMC 2019 features "Time to Yield vs. Time to Productivity: What Matters Most in the Age of Moore?," a discussion with a diverse panel of experts from Axcelis, GLOBALFOUNDRIES, SkyWater Technology

and TechSearch International. The program also includes a tutorial on contamination control by Intel Corporation.

ASMC is the premier venue for industry professionals to network, learn and share insights into the latest and best-method semiconductor manufacturing practices and concepts. The conference is co-chaired by Chris Ebert of Linde and Dr. Franz Heider of Infineon Technologies Austria.

The ASMC 2019 keynote program line-up includes Robert Czetina from Infineon Technologies Austria, Christine Dunbar from GLOBALFOUNDRIES and Robert Maire from Semiconductor Advisors.

Back by popular demand, the Women in Semiconductors program on May 6 in conjunction with ASMC 2019, will highlight the importance of workplace diversity as the global semiconductor industry works to grow its talent pipeline. Registration is complimentary for ASMC attendees.

ASMC 2019 is presented by SEMI with technical sponsors including Institute of Electrical & Electronics Engineers (IEEE), IEEE Electron Devices Society (EDS), and IEEE Electron Packaging Society (EPS). Corporate sponsors include Applied Seals, Edwards, GreeneTweed, Inficon, KLA and NOVA.

For more information, visit www.semi.org.

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TREVOR AHLSTRAND DESIGN FOR KANE BROWN TOUR INCLUDES SMARTY HYBRID

DCR Nashville supplies multifunctional CMY moving head for rising country music star's first headlining arena tour.

When lighting designer Trevor Ahlstrand was in search of a powerful yet compact lighting fixture to form the bulk of the floor package on Kane Brown's current "Live Forever" tour, Elation Smarty Hybrid effects grabbed his attention before he ever laid eyes on the light itself.

"I was at a demo and it really caught my eye - how wide it filled the room and the crisp gobo projection," the designer said. "When I looked to see what light was making the effects, I was surprised to see a fixture whose footprint was so small. I knew I needed a small fixture for Kane Brown so decided to take a closer look."

Brown is a breakout success story who came to fame on YouTube several years ago and has seen his popularity grow ever since. "Live Forever," which kicked off in Duluth, Georgia on January 10th, is the artist's first headlining arena tour and his first collaboration with Ahlstrand, who serves as production and lighting designer.

Ahlstrand worked with lighting and video vendor DCR Nashville to secure the Smarty Hybrid fixture, which he uses in an impactful lighting design. "We use 20 Smarty Hybrids in the design and they fit nicely in the setup," he says, noting that "Live Forever" is Kane Brown's biggest production to date. "They make up the bulk of the floor package and the output to size ratio of the fixture is excellent. We get a variety of looks out of them."

Small, lightweight and fast, yet with good power at 11,000 lumens, Ahlstrand exploits the CMY colour-mixing unit's spot/beam/wash capabilities on a show that, although country, can sometimes feel more akin to rock or pop. "It has great effects, the profile is clean and it has a nice prism, but it can also be beamy when it needs to be," he says. "The frost is also good and together with the zoom it lets me use it for big washes."

Twelve Smarty Hybrid units, positioned on a ramp at the backside of the set with a further eight located behind a wall of strobes, give an array of creative possibilities as an integral part of a larger lighting package. "They're competing with big lights and hold up well, even against some large strobes," the designer says,



adding that they also cut through the large 12' x 32' LED wall of Elation 9mm EPT9IP LED video panels. Used throughout the show, the Smarty's versatility allows them to go big for upbeat numbers or subtle like when they perform solo during some of Brown's acoustic numbers.

Full service event production company DCR Nashville is supplying the lighting and video package for the tour. Currently celebrating its 15th anniversary and counting acts such as Halsey, Chase Rice, Brantley Gilbert and Brett Young among their clientele, DCR has turned to Elation gear for years. "Not only is the price point good, Elation has grown tremendously in quality and road worthiness over recent years," states Jennifer Moore, VP of Sales & Marketing at DCR. "We're thrilled to have Kane Brown as a new client and are pleased to be able to put the new Smarty Hybrid in Trevor's capable hands." DCR's Smarty Hybrid's join an inventory of Elation gear that includes nearly 400 EPT9IP LED video panels and over 100 ACL Bar 360 LED batten effect lights, along with Colour Chorus' LED battens, Cuepix Blinders, Protron 3K Strobes and Platinum Beam 5R Extreme moving head beam lights.

The "Live Forever" tour sees the 2018 AMA Favorite Country Male Artist playing sold out dates into March. Brown will then be going back out on the road to support Jason Aldean, using a package that again includes Smarty Hybrids and a back wall of EPT9IP LED video panels.

For more information, visit www.elationlighting.com.

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HANERGY'S INNOVATIVE THIN-FILM SOLAR PRODUCTS WIN MULTIPLE iF DESIGN AWARDS

The world's largest thin-film solar power solution company, Hanergy Mobile Energy Holding Group, attended Germany's iF Design Award Night held in BMW Welt in Munich on March 15th, with 4 of its cutting-edge products winning prestigious 2019 iF Design Awards, also known as the "Oscar Awards in designing".

Hanergy's 4 prize winners include one Gold Award: Single-Glass Triple-Arch HanTile, and another three Design Awards: Single-Glass Spool HanTile, Fold Backpack for Business Travel, and Solartank Thin-film Solar Power Backpack. HanTile is Hanergy's rooftop solar solution while the solar backpack is Hanergy's creation of integrating solar power generation with backpacks.

Xie Tao, CEO of Hanergy's Global Application Product R&D Center attended the award ceremony and received the awards on behalf of Hanergy.

The iF Design Award committee comments the gold-winning triple-arch HanTile as, "This product combines a traditional appearance with the latest energy breakthrough. These tiles represent the world's most advanced thin-film solar energy technology. Any house or building covered in these roof tiles has the chance to be energy-self-sufficient or at least offset its energy footprint. The tiles have the look of glazed tiles and come in black or dark-green colors. This is the future of solar energy: integrated, efficient, attractive and unobtrusive."

Since launched in 2018, Hanergy has harvested many HanTile contracts, like a US\$130 Million HanTile contract in Japan, a US\$10 million contract in Malaysia, and US\$8 million contract in South Korea and so on.

Solar backpack is another line of business for Hanergy. By merging Hanergy's unique solar thin-films with traditional backpacks, it creates a new category of smart bags.

The iF Award committee comments Hanergy's Solartank, "this is much more than a backpack. It's an energy collector that instantly responds to your need to recharge electronic devices using solar power technology. Edgy and masculine, the backpack is designed to support a technological, fashionable, creative mobile lifestyle. Available in either solar or conventional recharge options, this product waves goodbye to the traditional power bank. It is made of EVA, a high-strength, impact-resistant, water-proof and wear-resistant material. The specially designed shoulder strap USB means you don't have to worry about tangled charging cables. The LED ultra-low power cold light panel ensures safe and visible cycling at night."

Receiving the awards at the ceremony, Xie Tao said: "We believe that these products make a perfect combination of advanced thin-film solar technology and sustainable product application, and the awards are an acknowledgement that Hanergy's product design deserves to be at the forefront of the industry. We are honored."

iF Design Award is one of the world's most celebrated and valued design competitions, recognized as a symbol for design excellence all around the globe. Since being founded in 1953, iF Design Award has rewarded innovative products deemed to have a significant influence on their respective industries.

Each year, after an extensive selection process, 67 design experts choose the most outstanding designs from a pool of over 5,000 submissions from 70 countries. Previous



winners include trailblazing products such as Apple's iPad Pro, Philips' 2-in-1 Purifier and Humidifier and AKG Y100 Wireless Ear Buds, but to name a few.

Hanergy's four award-winning products are all recent innovations launched in 2018 and designed in-house by Hanergy's product research & development team. By winning the highly-sought after iF Gold Award, Hanergy's Single-Glass Triple-Arch HanTile's innovative single-glass structure, light & durable design and beautiful appearance was recognized as one of this year's most outstanding entries.

With its thin, light-weight and flexible features and high conversion efficiency, Hanergy's five thin-film solar technology roadmaps have changed the landscape of the solar industry. The conversion rate of Gallium Arsenide (GaAs) technology manufactured by Alta Devices, Hanergy's California-based subsidiary, has set the world record for conversion efficiency several times, with the current rate standing at 29.1%. Likewise, Hanergy's flexible and glass-based large-area Copper Indium Gallium Selenide (CIGS) thin film modules produced by Germany's Solibro and USA's MiaSolÉ, also Hanergy's subsidiaries, have reached world record highs of 18.72% and 19.4% respectively.

For more information, visit www.hanergythinfilmpower.com.



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show preview

Hong Kong International
Lighting Fair (Spring Edition)

6th – 9th April 2019

Hong Kong Convention and Exhibition Centre
Hong Kong, China



The HKTDC Hong Kong International Lighting Fair (Spring Edition) steps into 11th edition this year, which marks the beginning of the second decade, and will be on stage from 6 to 9 April at the Hong Kong Convention and Exhibition Centre. It is expected that more than 1,400 exhibitors from nine countries and regions will gather at the fair, offering global buyers an exclusive sourcing platform for all finished lighting products, parts and accessories. Last year, the fair welcomed close to 21,000 buyers from 137 countries and regions.

Building Future with Environmental and Smart Lighting

HKTDC Research revealed that Hong Kong's total exports of lighting products accounted for HKD8.9 billion in 2018, majority of which were exported to the US (35%), the EU (21.2%), and Mainland China (15.7%).

In regard of the product trend, the lighting DIY market is booming than ever, particularly in North America and Western Europe. Decorative items are no longer limited to Christmas lighting but a variety of domestic lighting products, such as track lights, linear lights, spotlights of novelty designs are included. Another trend for the industry is highly linked with environmental concerns. Lighting products of higher energy efficiency and longer lifetime are preferable. On one hand, many countries, including Australia, the EU, the US, and the Chinese mainland have already phased out imports and sale of most incandescent light bulbs. On the other hand, energy-efficient items such as integrated electronic compact fluorescent lamps and LED lamps and lighting apparatus are in demand.

As for the future development, smart lighting system on



the advent of the Internet of Things (IoT), the technology to connect different devices and appliances at home, lighting apparatus as well as mobile devices by a smart platform, shapes the trend of smart living style.

Distinctive Thematic Zones for Easy Sourcing

Responding to the development trend of smart living, a brand-new thematic zone, Innobuild, will be presented in the fair. It will introduce ground-breaking initiative for building technology, showcase practical construction tools, as well as smart and green building materials and hardware.

The Hall of Aurora will continue to be the spotlight of the fair, showcasing eye-catching and forwardlooking quality lighting products and technology from some 200 top-notch brands around the world. Leading brands include MLS, MOSO Electronics and SKY-LIGHTING. Interior designers, lighting architects and retailers who look for high quality and trendy lighting products will revel in its ample offer.

Another highlight of the fair is the Smart Lighting & Solutions Zone, which will return to showcase advanced lighting systems, remote control and smart lighting solutions, with a special focus on 'IoT Lighting Supply Chain'

organised by the Shanghai Pudong Intelligent Lighting Association. The IoT Lighting Supply Chain will showcase innovative elements such as IoT platforms, artificial intelligence and smart lighting systems from renowned industry leaders such as Tuya and Broadlink. The Horticultural Lighting Zone newly launched last year, will also return to showcase a wide range of grow lights and garden lights.

The upcoming Spring Lighting Fair will continue to present a wide assortment of smart, energy-saving lighting products, systems and accessories in different specialty zones by their applications, namely Residential Lighting, Technical Lighting and Urban & Architectural Lighting together with the Advertising Display Lighting, Avenue of Chandeliers, Commercial Lighting, Decorative Lighting, and Lighting Accessories. These thematic zones provide buyers with convenience in sourcing their targeted lighting products and meet their potential suppliers.

Highlighted Products

Energy efficiency being one of the significant trends in the global lighting industry, smart lighting technology with significant energy saving is always in the limelight. DIMON Technology Limited (Booth no.: 1C-F02) will introduce to the buyers their NANO lighting control

system specially designed in the UK (England). This controller uses open and interoperable ZigBee standards-based technology, the NANO communicates with standards compliant sensors, switches, ballasts, and LED drivers to transform basic room controls into a complete wireless control solution with IOT OS System, delivering significant energy savings and operational improvements in a simpler, more cost-effective way.

Smart lighting systems have become popular in residential, commercial or public usage. Shanghai Shuncom Smart Technology Company Limited (Booth no.: 1C-F20) will bring their smart light pole with smart city management system to this metropolitan fair. Smart Light pole integrates smart-city functions including street lighting control system, WIFI antenna base station, video monitoring management, advertising screen broadcast control system, real-time monitoring of urban environment with applications such as emergency call systems, water level monitoring, charging pile systems and manhole cover monitoring systems, making it a one-stop big data platform.



The new zone, Innobuild, will feature innovative building materials offering alternative and creative home furniture and technology for better living style. Wedi building material from Ever Crown Engineering Limited is an example. Wedi is a revolutionary and well-known building material which is imported from Germany, 100% waterproof, sturdy, lightweight and can be cut into any desirable size and shape. With its flexibility and all the above-mentioned special features, it provides quicker, lighter and more efficient solution in wet areas such as bathrooms or steam rooms.

Aluminum furniture has become a new trend to replace traditional wooden and metallic furniture. China's Dali Aluminum Products Pavilion from Foshan will feature advanced, innovative and ecofriendly applications of aluminum for interior and outdoor structures at Innobuild. Produced by Foshan PAKFEN Home Technology Co., Ltd., the New Aluminum Furniture is durable, strong fireproof, waterproof, and can be customised





in different styles, colours and textures. You even can customise the aluminum furniture to look like wood!

Enlightening Events

In addition to the broad spectrum of exhibiting lighting products, a series of events will be held during the fair period to unveil industry trends and facilitate intellectual exchange among industry players. One of the events is the Asian Lighting Forum which will be held on 6 April 2019 at The Stage of Hall 3C at the fairground. Co-organised by HKTDC, the Hong Kong Electronics & Technologies Association and The Hong Kong Institution of Engineers and Electronics Division, the Forum will cover the industry's hottest topic on connected lighting, featuring renowned speakers from OSRAM, Signify, illumination Physics, Tridonic, LEDinside and more. Since smart lighting is the industry focus, another inspirational forum on Smart Lighting: IoT and its Supply Chain will be held on 7 April 2019 at the same place. Ten speakers from the industry's leading companies such as Arm, JD Cloud, Alibaba A.I. Labs, BroadLink, Gizwits and more will share their insights. This series of informative events will present enormous business opportunities to buyers and exhibitors. In addition, onsite social events such as networking reception will be good networking platforms for making valuable business contacts.

Go Greener Yet Enhance Connections

The HKTDC Marketplace App introduces the new 'e-Business Card' function, which facilitates the connection between buyers and exhibitors to make new real-time contacts by simply scanning the contact's QR code. In addition, it allows users to use hashtags, note-taking and photo-taking functions to manage their contact lists. The App also features 'e-Badge' giving buyers and exhibitors seamless access to the fairground. Other features include official fair catalogues and product magazines, event schedules, DIY photo upload, small orders management and more, making it a convenient mobile business platform.

For more information, visit www.hklightingfairese.hktdc.com/ex/02.



show preview

Prolight + Sound 2019

2nd – 5th April 2019

Frankfurt am Main
Frankfurt, Germany



Photo Credit: © Robin Kirchner

Musikmesse And Prolight + Sound Spotlight The Digital Revolution In The Creative Business And Turn All Frankfurt Into A Show Stage

The worlds of music and the event business are getting together in Frankfurt am Main over the coming days. Musikmesse and Prolight + Sound (2 to 5 April) offer the professionals of today and tomorrow insights into the future of the industry. The concurrent Musikmesse Festival (2 to 6 April) brings high-grade acts, including Gregory Porter, Samy Deluxe, Mousse T. & Glasperlenspiel and Tony Carey, to the Exhibition Centre and many of Frankfurt's clubs. With the new Musikmesse Plaza (6 April), Messe Frankfurt is launching a completely new pop-up concept aimed at all music lovers immediately after the trade fairs.

How do new technological developments change the way in which music and events are produced, consumed and marketed? The complementary programmes of the two international trade fairs revolve around this question. Around 300 workshops, panel discussions, lectures and masterclasses will generate new impulses and enable visitors to gain an overview of the latest trends. Companies from 56 countries display their latest products and services at 1.606 exhibitor presentations over the five days of the shows. Additionally, Frankfurt Fair and Exhibition Centre is the setting for around 200 concerts and live performances. And, with 100 events at 50 venues throughout Frankfurt, the accompanying Musikmesse Festival is bigger than ever before.

"Today, music is available everywhere and at all times. In

this age of streaming, user behaviour is changing fundamentally – with drastic effects on musicians, labels, service providers and education. The expanding live-entertainment market is also undergoing a paradigm shift towards digital transmission. Moreover, there are fantastic new areas of application for audio-visual media technology. The two trade fairs take account of this increased level of complexity with a multitude of options for knowledge transfer and networking. And, parallel to this, we are celebrating a five-day festival of music in Frankfurt”, says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

Musikmesse: From Career Turbo To Trackathon

For the first time, Musikmesse is opening its doors from Tuesday to Friday, i.e., on four working days, which will sharpen the core of the brand as a platform for the exchange of ideas and information on a professional plane and reinforce the synergetic effects with Prolight + Sound.

In addition to retailers, distributors, educational institutes and professionals from the fields of instrument making, marketing and performing rights, Musikmesse also integrates ambitious musicians in a trade-oriented event concept.

The highlights of the programme of events includes SongsCon Frankfurt where creative musicians can connect with decision makers, present their songs to the A&Rs from well-known labels and take part in songwriting masterclasses. At the Songwriting Camp, they work together on their creative ideas and, in this way, produce songs that will, perhaps, storm the charts in the near future. Musikmesse is also the venue of the live finale of the European Songwriting Awards, the winner of which will go straight to the studio and the songs be released and promoted via a specially founded label.

In the Sound & Recording Lounge, experienced producers provide production and audio-engineering assistance. The Future of Audio and Music Technology seminars spotlight trends, such as mobile apps for music production and blockchain technology for managing

performing rights and licences. This year sees the first Sample Music Festival Area at Musikmesse, which presents new tools for creative music making, from DJing and live looping to finger drumming. The Audio Maker Square is a new area especially for the international DIY scene. Another first is the MusicTech Fest with innovation masterclasses and a 24-hour ‘Trackathon’ where up-and-coming producers create electronic tracks under visitors’ eyes and then present their finished results in a live show.

The field of musical education will be more prominent than ever before with a dedicated Music Education Centre in the Congress Centre Messe Frankfurt. There, the successful Discover Music project for young people will take kindergarten children on a musical journey of discovery. The Classes Make Music Conference presents scientifically based, future-oriented methods for musical instruction. Additionally, the European School Music Award honours exemplary projects revolving around practical music education. Visitors can take part in workshops on education, marketing and career scenarios on all days of the fair.

Prolight + Sound Using The Momentum Of The Sector

Connectivity is a mega social and economic trend that is also having decisive impact on the worldwide entertainment-technology sector. Increasingly, central control systems are linking and managing all connected devices – from displays, via PA and lighting systems, to microphones and cameras. Against the background of the great innovative power of the sector, Prolight + Sound – the comprehensive content platform and technology show that brings together key players from all parts of the event and media-technology industry – is now also being held in the new Hall 12, the most modern exhibition hall at Frankfurt Fair and Exhibition Centre.

The triumph of IP-based transmission technology has not only opened up new markets but also given rise to a great demand for training among the sector’s professionals. The new CAVIS – Congress for Audio Visual Integrated Systems at Prolight

+ Sound puts the focus on this revolution, as well as on the growing market for permanent installations, as used, for example, in museums and theme parks and other event locations.

Furthermore, the event sector is characterised by a great demand for immersive experiences via, for example, virtual and augmented reality, as well as 3D audio, holography and façade projections, which bring buildings to life. Following last year's highly successful première, the Immersive Technology Forum of Prolight + Sound has been extended from one to four days. There, visitors can learn about best practices from innovation leaders and immerse themselves in virtual worlds.

Prolight + Sound is also taking account of the growing safety awareness among organisers and visitors of large-scale events. At the International Event Safety & Security Conference, renowned speakers will discuss subjects such as crowd management, weather contingency planning and safety at work.

Musikmesse Festival With New Record

This year sees the fourth edition of Musikmesse Festival. Extended by a day and with 100 concerts at 50 locations, Frankfurt will be an even bigger and more multi-faceted show stage. Numerous international and national stars are appearing at Frankfurt Fair and Exhibition Centre with three highlight events in the 'Festhalle' alone: Samy Deluxe (4 April), the BigCityBeats Birthday with star DJ Timmy Trumpet (5 April) and the closing concert with Gregory Porter and the Neue Philharmonie Frankfurt orchestra (6 April). Specially set-up for the Musikmesse Festival, the new Festival Arena is the venue for concerts by Tony Carey (4 April) and The Real Group vocal ensemble (3 April), as well as Mousse T. & Glasperlenspiel as an exclusive DJ set (5 April).

A variety of locations throughout Frankfurt present the complete spectrum of musical genres. Among those taking part are US rapper Kid Ink (5 April, Gibson), ska-folk combo Russkaja (5 April, Batschkapp),

New German Wave veterans Palais Schaumburg (2 April, Nachtleben) and the British blues-rock band Wille & The Bandits (5 April, Das Bett).

In line with tradition, the presentation of the International German Piano Award in the 'Alte Oper' concert house on 1 April marks the beginning of a whole week of music.

Moreover, Musikmesse Festival is cooperating for the first time with the Frankfurt Hotel Alliance with the result that 17 hotels are providing unique settings for evening concerts within the framework of the Festival.

Musikmesse Plaza To Make The Saturday Rock

To round off a week full of music, Messe Frankfurt is pushing all controls to maximum. The new Musikmesse Plaza is characterised by an innovative event concept aimed specifically at musicians and music lovers. Together with partners from the creative sector, Messe Frankfurt is holding a pop-up market with a variety of themed



Photo Credit: © Mathias Kutt



Photo Credit: © Pietro Sutera



Photo Credit: © Robin Kirchner

worlds – from vintage instruments, via recordings, to posters available for sale – on Saturday, 6 April.

Several of the events held during Musikmesse and Prolight + Sound are being extended to the Saturday. They include The World of Vintage Guitars, which offers a journey back in time showing the development of models by legendary brands, such as Gibson and Fender, an offer to Rate Your Guitar where visitor can have the value of instruments they bring with them estimated, and the Vintage Concert Audio Show, which provides exclusive insights into four decades of public-address systems for concerts. Among the stars of the scene taking part are Rick J. Jordan (Scooter), Sandra Nasic (Guano Apes) and Peter Sage (Santiano). The Vintage Drum Show and the Hammond Nostalgie Club also show musical instruments distinguished by tradition and history.

YouTube stars and influencers, such as Vincent Lee, Tanzverbot, Ceddotalk and EVI, will give young musicians tips on how to market themselves via social media.

On the Saturday, the Discover Music project will be open to all beginners in the world of music. There, they can try a variety of instruments with professional instructors. Parallel to this, there will be open-air feeling on the outdoor area with street food and nonstop live music.

Full details about the individual events can be found at www.musikmesse.com, www.prolight-sound.com, www.musikmesse-festival.com, and www.musikmesse-plaza.com.

show preview

Secutech Thailand

28th – 31st October 2019
Bangkok, Thailand



As one of ASEAN's leading business destinations for smart city solutions, Messe Frankfurt in collaboration with Digital Economy Promotion Agency (DEPA) will host the inaugural Smart City Solutions Week in Thailand from 28 - 31 October 2019. Messe Frankfurt's brand shows for the smart city industry - Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair - will showcase innovative smart city solutions, while the focus on digital infrastructure will be at the DEPA-organised Digital Thailand Big Bang show. The four shows will embrace this new theme to serve as a one-stop shop for the latest smart city technology and solutions.

A press conference was held today in Bangkok to announce the debut Smart City Solutions Week. Committed to showcasing the best in security, building

automation, lighting and digital infrastructure solutions, the line-up of fairs, which kick-off on 28 October, look set to cement Thailand's position as one of the leading hubs for smart city solutions in the ASEAN region.

Mr Hubert Duh, Chairman and Managing Director, Messe Frankfurt New Era Business Media Ltd, said: "Messe Frankfurt is proud to support the ASEAN smart city development. We are confident that local organisers DEPA, Worldex and Exhibiz understand key local market needs and concerns, while Messe Frankfurt shall use its deep-rooted experience in nurturing and growing trade fairs while also leveraging our international network to foster new business opportunities. The synergy created amongst the four fairs will not only enhance the visitor experience but also help to build even more momentum for ASEAN's smart city sector."

Dr. Nuttapon Nimmanphatcharin, President/CEO, Digital Economy Promotion Agency, remarked: "We are looking forward to a fruitful collaboration with all our partners to mark this noteworthy new milestone of the Smart City Solutions Week in Thailand. The adoption of the smart city concept is an undeniable trend for ASEAN cities and we hope that industry players will take advantage of these integrated solutions and build a networking platform across the smart city ecosystem."

The 2018 editions of Secutech Thailand, Thailand Lighting Fair and Thailand Building Fair collectively gathered 300 exhibitors from 18 countries and regions and welcomed over 10,000 visitors. With a new show date and position alongside Digital Thailand Big Bang, it is forecast that the Smart City Solutions Week 2019 will enhance visitor numbers and the overall fair experience for the smart city industry.

Connected Fairs Showcase Industry-Specific Expertise

Secutech Thailand has experienced steady year-on-year growth since its first edition in 2011. The fair is now widely recognised as a must-attend trade fair for security industry professionals from across the ASEAN region, partly thanks to its heavy influence in the smart city sector. Under the new theme of 'Security + AI – Empowers Sustainable City Development', the fair will deliver the latest AI and IoT security innovations for the smart city.

To accommodate different sourcing requirements and highlight the most important security markets, the 2019 edition will be designated into five zones – the Smart Police Zone, the Safe Factory Zone, the Smart Transportation Zone, the Smart Campus Zone and the Smart Solutions Zone for Waste and Environment Management. These zones will feature all of the very latest surveillance systems, biometric identification systems, smart sensors, alarms, access control systems and crowd management systems.

Thailand Lighting Fair and Thailand Building Fair will concentrate its focus via a new show theme: 'City +



IoT – A sustainable and livable future'. The use of IoT-enabled street lighting supports the development of smart city applications as these smart grids can be used for future public services to enhance the quality of city life. Likewise, buildings that leverage IoT technologies are developing into vital elements of the complex smart city network. Ranging from sensors collecting data to developers building thousands of smart city apps, the IoT movement will facilitate large volumes of high quality data to be in the hands of city leaders and decision makers, leading to better quality living environments.

Under this theme, both Thailand Lighting Fair and Thailand Building Fair will present the full spectrum of the smart city concept including digital applications (smart lighting solutions, smart parking and smart buildings), smart technology (intelligent sensors, dimming and control and smart lighting platforms) and smart governance (facility management and smart community features). In addition, to create a sustainable and livable future, the fairs will have an additional focus on energy efficiency and power generation to address ongoing efforts to diversify our energy mix and showcase an array of technology and solutions.

Digital Thailand Big Bang, established in 2017, is a platform that receives government backing to promote digital technologies. The fair is organised by the Digital Economy Promotion Agency to showcase the ways in which big data can be used to transform society and improve urban living standards. In its mission to move towards Thailand 4.0, some of the solutions that can be found at the fair include city management systems, cloud computing, fintech products and digital infrastructure such as submarine cables and satellites.

Located at the Bangkok International Trade & Exhibition Centre, Secutech Thailand and Digital Thailand Big Bang will be held from October 28 - 31, while Thailand Lighting Fair and Thailand Building Fair will be held from October 28 - 30.

For more information, visit www.messefrankfurt.com.



show review

Professional Lighting
Design Convention 2018

25th – 27th October 2018
Marina Bay Sands Expo & Convention Centre
Singapore



Photo Credits: © 5th Avenue Photography

Change For The Future Of The Profession

PLDC is a platform that demonstrates the changes our society is undergoing where light is a key factor. Changing the public perception of lighting design and establishing the professional lighting design profession in its own right are two of the main goals of the convention, besides further positioning itself as an event that promotes high-quality information and communication.

As a logical next step, PLDC has changed to become an annual event, expanding to Asia and North America between the European years, with Singapore as the first stop on this journey in 2018. Singapore is representative

of the on-going development towards 'smart' solutions for urban issues such as lighting and public safety, mobility and IoT. This serves as an ideal backdrop for the thought leadership event of the lighting design community.

PLDC 2018 Facts and Figures

Attendees: 774
Partner Associations: 19
Partner Universities and Institutes: 31
Partner Cities: 3
Media Partners: 14
Partner Events: 7
Sponsors and Exhibitors: 37



From Analog To Digital, The New PLDM Platform Redefines Lighting Design Journalism

The digital version of the Professional Lighting Design magazine (PLDM) is about to be relaunched: at the beginning of the year the VIA publishing company decided to cease producing the printed version and to concentrate on the development of an online platform in order to respond to changing conditions and the way modern media are used nowadays.

While the magazine is currently still undergoing treatment, the innovative digital and media-enriched platform is beginning to take shape. The new online version of the magazine will be closely aligned to users' needs and learning behaviour with a clear focus on interaction and multimedia, thus truly doing justice to the presentation of high-quality, educational content on and around professional lighting design, because it is now able to present the dynamic quality of state-of-the-art lighting design and in-depth knowledge on the topic at hand in an appropriate and even more informative way.

The fundamental values we all associate with the PLD, such as independence and objective reporting based on high-quality journalism, will remain unchanged.

The new features that are set to make the online version so outstanding include, for example, the design of the digital magazine and new-look articles in which different multimedia elements communicate the stories and emotions related to a given project and the lighting designed for it. Users can look forward to a revolutionary way of reading and consuming information about light in a self-paced format. Further details about the platform and the gradual relaunch will be provided through all VIA company's communication channels.

Continuing Professional Development

A further innovative project to be presented in Singapore will be the CPD platform. Continuing Professional Development is one of the basic requirements for gaining recognition of a profession. And that also applies for Lighting Design. Only by providing a structured and substantially valuable platform for expanding skills and knowledge is it therefore possible to lay the foundations for establishing the profession in the long term.

With support and commitment from leading lighting designers, educators, researchers and representatives from the lighting industry, and in cooperation with



UL (Underwriters Laboratories), VIA-Verlag has developed a platform that can incorporate and offer professional training from a wide range of providers as well as encouraging self-study on all levels. PLDCPD delivers the structure and back-up required for high-quality continuing education. Topics of relevance today, and in the longer term, can be listed and recommended, and the learning progress of every registered user documented.

The concept is in line with the guidelines laid down by the EU and thus fulfils the requirements for applying for political recognition of Lighting Design as a scope of work that can be studied and a profession where practitioners can continue to expand their know-how and competence with time. The PLD Alliance, a movement founded to represent the international lighting community, has taken the initiative to restart the process to achieve this goal.





PLDC 2019

The next edition of PLDC will take place in Rotterdam/NL at the Ahoy Rotterdam convention centre. The motto 'merging masterminds' epitomizes PLDC's efforts to bring together well-known experts and new talents to facilitate the fusion of new ideas and research developments. Rotterdam's unique cityscape matches this motto as well, combining modern architecture, design and technology with a historically rich maritime and industrial background. Rotterdam evolved from an insider tip to a buzzing modern metropolis with a wide-ranging supply of cultural events and innovation hubs.

About PLDC

Initiated by Joachim Ritter, PLDC is organised by VIA Events, the Educational Events Division of VIA-Verlag, who publishes the Professional Lighting Design magazine. The first PLDC took place in London in 2007. Professionals from different fields of practice and research come together to discuss and exchange ideas, approaches and concepts. The international and interdisciplinary understanding of lighting design that PLDC generates also supports the ongoing process to gain recognition for Lighting Design as a specialist discipline, and for the profession as a whole.

For more information, visit www.pldcpd.org.



Pratic 2.0

The Pratic Headquarters dialogue with the earth and the sky, with light and shadow. The productive and directional functions relate to the landscape without mimicry. The spaces are designed with the aim of establishing a constant relationship between interior and exterior. Thus Pratic becomes the landmark of the landscape.

The Pratic Spa, a manufacturer of solar shading systems, is an industrial site where the architecture for production becomes a contribution to the landscape and reinforces its identity. The intervention involves and integrates industrial volumes and vast open spaces. The buildings are related to the earth and the sky, with light and shadow. The productive and directional functions relate to the landscape without mimicry, and the spaces are designed with the aim of establishing a constant dialogue between inside and outside.

The building thus becomes a comfortable and functional landmark. The typological plant includes an office building, a showroom, research and innovation laboratories, spaces for production, painting and warehouses, a wellness area for employees. All these functions are linked by the design of open spaces and parking lots, defined by the embankments modeled along the roads, by the spaces dedicated to relaxation and meeting, by the control of the views on the landscape. It is an industrial building in constant relation with the natural landscape.

The headquarters were built in two phases: the first in 2011 and the subsequent expansion in 2018.

PRATIC 2 . Production complex enlargement (2018)

A few years after its inauguration, the Pratic doubles. Same customers and same architects who believe in the same values: simplicity and efficiency.

The enlargement of the Pratic, built in adherence to the industrial building of the first lot, is a complex project, despite apparently showing an essential character. This is a rectangular building of about 9.000 sqm that completes and improves the existing production department built in 2011. The functional program is almost the same of the previous building: offices, services, canteen, wellness area, production, warehouses, painting plant, as well as parking areas and service areas included in the rigorous design of the open spaces.

The new building consists of two simple elements: the rhythm given by the windows, which repeats and declares continuity with the existing facade, and the reflecting skin, which dissolves the new volume in the sky. The first lot, black and grainy, seems to arise from the ground, settling the building in place; the second lot, always black but reflective and iridescent, mirrors the landscape and the light with images that are always different due to weather variability. The first one is “heavy” and permanent, in search of eternity, the second one is “light” and changeable, ready to dissolve in the sky: the building completed the molt of its skin.



The facade consists of a single material, of a unique size: a 4 centimeters thick polycarbonate panel, about 10 meters high, fixed to prefabricated concrete structure. The polycarbonate panels are customized in order to obtain a reflecting facade when seen from afar and “deep” when observed closely. The panels consist of two different types of polycarbonate combined together: the rear side has an opaque compound which impedes the light to pass through, while the front is “frozen”. In this way the load-bearing structure is completely hidden behind the cladding system and the verticality of the new facade sets up an interesting dialogue with the black concrete panels of the existent building. From afar the building reflects the sky and appears clad by huge glass plates, while close up it looks “lighter”, maintaining a dialogue with the pre-existence. The mirroring of the panels also ensures a continuous color variation of the facades: depending on the time of the day and varying in light intensity the building may appear black, golden, metallic, opaque, glossy, infinitely variable.

The entire settlement is included in the architectural design of the landscape and open spaces. Places designed for relaxation, pedestrian paths and parking lots are enclosed in the design of the “modified embankments” that insert subtle variations of slope with respect to the roads and access roads. In this way, the project is inserted in the ground in a clear way, highlighting the shape and geometry of the territory. The building demonstrates that industrial architecture can add value to the landscape and improve the quality of the workplace. This is a great opportunity to rethink the relationship between architecture and nature, putting man back in the middle.

PRATIC 1 . Offices and production complex (2011)

The complex placed adjacent to the provincial highway that leads from Udine to Spilimbergo. The intervention is composed principally by a parallelepiped volume with a surface of approximately 9.000 sqm that houses the main productive core and a second volume of about 1.000 sqm placed adjacent to the first

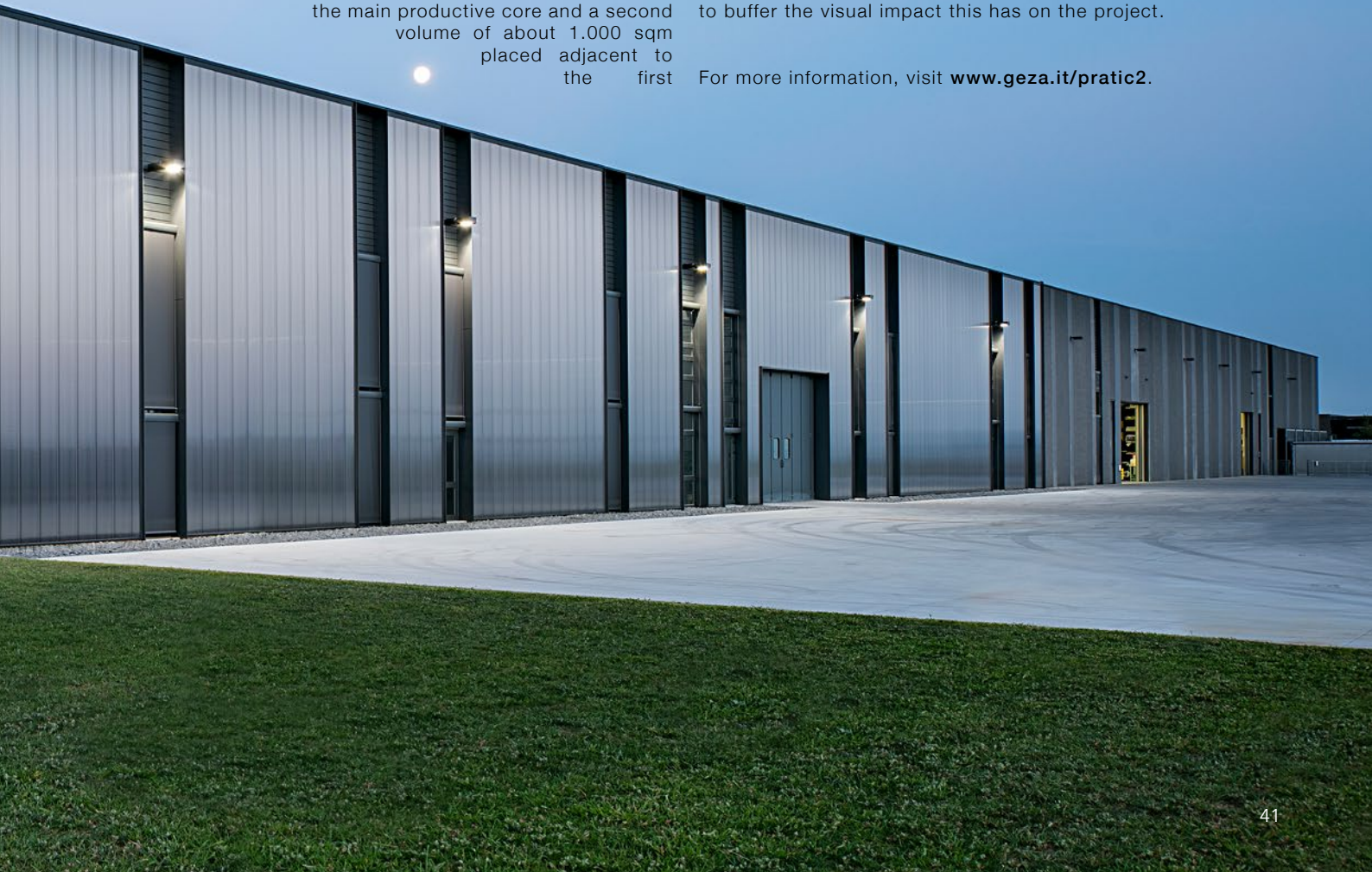
but rotated in order to align with the highway is dedicated to the offices.

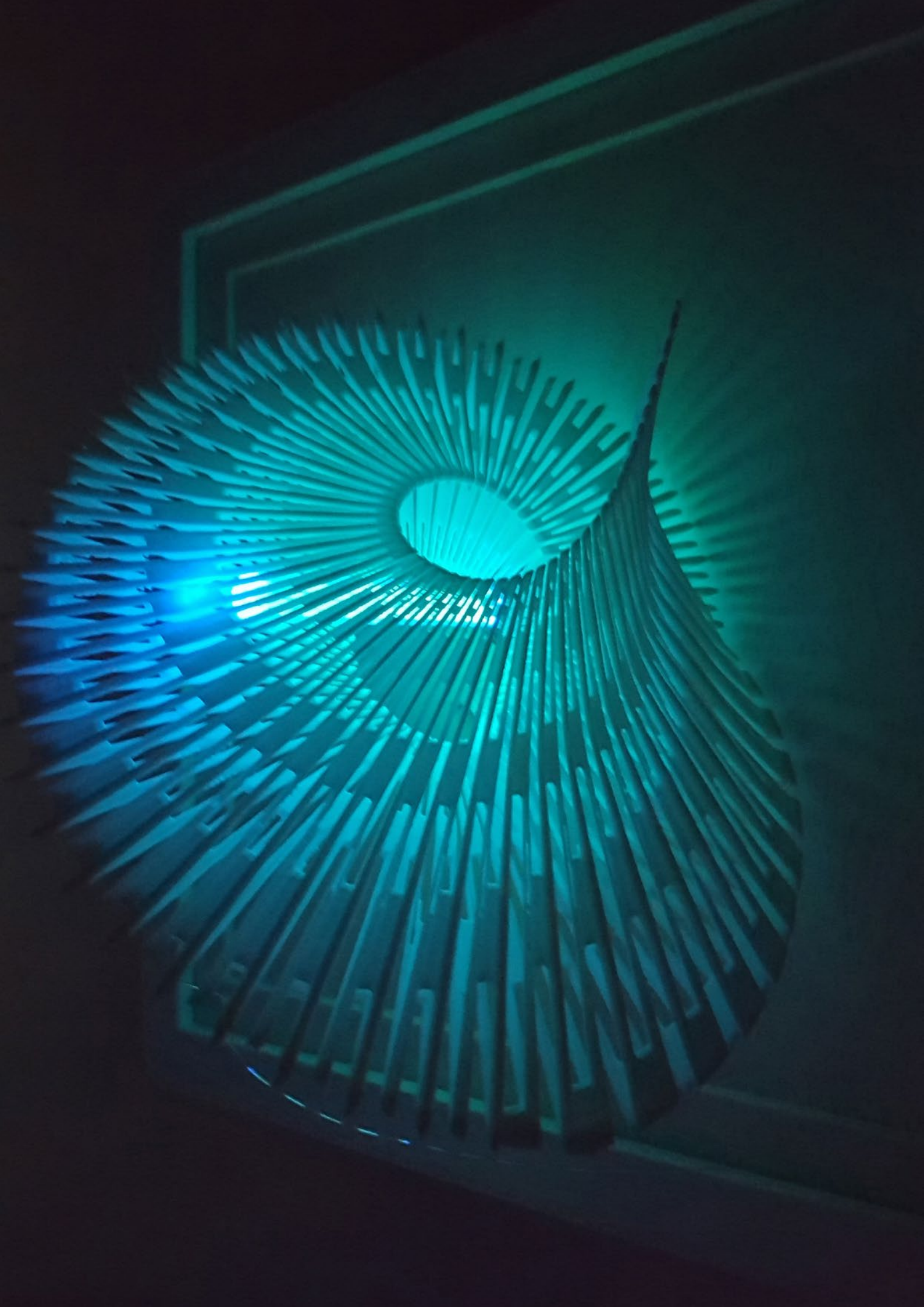
The area, anchored in the industrial zone of the town, is also intimately tied to the surrounding agricultural landscape and is framed at north by the mountainscape. The project is infused with a strong desire for simplicity. The volume housing the offices becomes a striking sign even to those driving by on the highway, one that seeks to establish a dialogue between the concepts of stasis and movement. The production core’s more pronounced verticality is characterized by a striated facade dominated by alternating glazed surfaces and solid panels of diverse widths that are always ten meters in height. The differing dimensions of black marble stone and dark cement that make up the finish of the panels allow for a varied facade alive with the interplay of sunlight, shadow and changing atmospheric conditions.

The office core is protected on the south side by a dark concrete beam of grand dimensions (approximately 80 meters in length) that highlights at a larger scale the horizontality of certain elements of the project. The beam, parallel to the ground, projects beyond the building’s perimeter as if to indicate a confrontation between itself and the landscape. Its reflection on the glazed facade yields a great “floating shade” that serves a climatic function by mediating temperature within the work spaces.

This simplicity can even be understood in terms of the project’s interaction with the surrounding context: the cultivated terrain opens towards the southern and western fronts of the complex, merging it with the landscape. The two main buildings straddle the garden, a semi-private area that reconciles the production core with that of the administration. The materiality and nature of the space interrupts the fluidity of the office core, thus creating a more intimate relationship between nature and man. The area reserved for vehicles is situated within a circular perimeter slightly buried in respect to the highway in order to buffer the visual impact this has on the project.

For more information, visit www.geza.it/pratic2.





Seismic Electromagnetic Induction LED



The LED light consists of a 3d printed net whose recycled polymer geometry is elastic yet strong enough to stretch and reform when subjected to tremors and shifting changes in it's immediate environment. This net is designed to give the illusion of intensifying the emitted light due to the dome shape which channels the light around the surface of the semi-transparent geometry.

When charged the LED is a bright 60 Candela white light visible for 3 metres in a dark room. A main structural thread pipe is at the core of the LED, this can be inserted into the ground for stability, the threaded pipe holds a series of magnets and a copper coil used to induce an electrical current. The 3d printed net resonates and amplifies kinetic energy transforming it into electrical current lighting the series of LED'S embedded within the geometry, all reverberations within the vicinity of the light induce a current by moving the magnets through the copper coil placed within the main structural thread pipe, the principle behind this is electromagnetic induction.

The net's spiral envelope is constructed from a flexible recycled polymer whose geometry intensifies it's displacement moving the magnets inside the supporting thread pipe to create a current which can either be stored or dissipated immediately by lighting the LED.

To summarise, the main body of the light acts as a moveable piston intensified by the harmonic oscillating motion of the weighted 3d printed net as it stretches and expands.

The project was commissioned for the Gao family hotels in Ordos, Inner Mongolia and Beijing.

Currently the light is being adapted so that the inner surface of the 3d printed net is coated with copper. This will strengthen the magnetic field causing to induce a higher and more constant electric current that lights the LED. The LED will light brighter whilst charging the battery as it is used.

Also in consideration is the application of a piezoelectric zinc element to produce a current strong enough to light a 9V LED. Investigations in the field of semi-conductors contribute to affordable, sustainable lighting for the future, a quest for free energy.

For more information, visit www.margotkrasojevic.org.



West Podium Art Wall

New York, USA

Opening to the public on March 15, the Hudson Yards is a new 26-acre neighborhood on the west side of Manhattan built over a working rail yard. The mixed-use complex is organized around a public square adjacent to the Hudson River to the west. James Carpenter Design Associates was commissioned by Related Urban to design the west-facing podium art wall for 20 Hudson Yards, a large retail complex between two towers designed by KPF. The art wall becomes the facade to the Hudson Yard Shops and establishes the dynamic threshold for a public square where the Hudson River Park, the High Line and the Hudson Park and Boulevard intersect with the Culture Shed and Thomas Heatherwick's stepped vessel sculpture.

The 300' long cable-net supports glass panels inclined to capture the sky and curved along their top edge to capture the plaza landscape and activity below. The horizontal rhythm of the wall simultaneously captures and compresses the activities of the sky and landscaped plaza, reflecting a linear repetition of sky and plaza that echoes the rippled surface reflections of the Hudson River. At times, the 90' high wall appears to lean back to absorb the western sky, while in the afternoon, the repeated image of the sun reflected in the wall's curves, describes an arc reminiscent of the afternoon sun setting over the river.

About James Carpenter Design Associates

James Carpenter Design Associates is an internationally recognized, award-winning design firm founded in 1979. The firm is a cross-disciplinary practice working at the intersection of Architecture, Fine Arts, and Engineering, and is recognized for its innovative and distinctive approach to the use of natural light which serves as the foundation of its design philosophy. JCDA brings a deep technical knowledge and artistic sensibility to its building projects and planning for cultural and institutional clients, leveraging this expertise to utilize the aesthetic and performative aspects of natural light at a variety of scales.

Major projects include the Israel Museum's expansion and renewal (2005–2011), an 18-acre campus in Jerusalem incorporating an outdoor sculpture garden (Isamu Noguchi), the Shrine of the Book (Frederick Kiesler), and the primary museum buildings; as well as the planning and design of the Bornholms Kunstmuseum and the Bornholms Museum (Art and Cultural History) on the island of Bornholm in Denmark, which JCDA is currently undertaking.

For more information, visit www.jcdainc.com.



Legrand Introduces Smart Lighting From The Radiant® Collection

Legrand, a global specialist in electrical and network infrastructure solutions, today introduces the latest in smart lighting from the Radiant® Collection. Demonstrating Legrand's continued commitment to improving the ways in which consumers control light and power throughout the home, Smart Lighting from the radiant collection offers switches and outlets that combine clean design with advanced functionality. In partnership with Samsung, Legrand's Smart Lighting leverages Samsung's ARTIK™ cloud services to allow simple connection with existing smart home solutions.

These smart switches, dimmers and outlets can be controlled remotely via the Legrand Smart Lights app or within the

home through voice-enabled assistants like Amazon Alexa and Google Home. Comfort is at the forefront, homeowners can know their home is secure even when their away or can activate dim lights to safely navigate the house at night. The app also allows homeowners to control lamps, small appliances and whole-home lighting to conveniently schedule lights or appliances to go on and off automatically, group lights, and create scenes to match a routine or controlling it all from any smart device anywhere.

Smart Lighting from the radiant Collection delivers ready-to-use connectivity. The first ever lighting devices to be certified from the industry standard for connected devices, the Open Connectivity Foundation (OCF), Smart Lighting

is designed to seamlessly work with other OCF-certified IoT devices regardless of brand or operating system. This approach to out-of-the-box connectivity is in line with Legrand's commitment to develop products that are open, interoperable and secure.

In partnership with Samsung, Legrand's Smart Lighting leverages Samsung's ARTIK™ cloud services to allow connections with other popular smart home products like Amazon Alexa,

Google Home, Nest, Ring, and Fitbit to allow consumers to schedule and trigger lights when for instance the Ring doorbell is pressed.

"Smart Lighting represents a move to simplify daily life for all of us and more importantly, puts comfort and safety at the forefront," said Gerald Connolly, Vice President and General Manager, Pass and Seymour, for Legrand. "Voice control has quickly become the preferred method of control for homeowners. With the capability of connecting smart devices from other manufacturers, homeowners simply speak commands and enable activation of doors, thermostats and lighting for an entire smart home experience."

Designed to meet consumer demand for easy to implement smart solutions, Legrand devices are easy to install in place of existing switches and outlets, and setup is simple from the Legrand Smart Lights app. Each device connects via the home's existing Wi-Fi network for fast, easy setup in one or multiple rooms. Dimmers offer Tru-Universal dimming technology that is compatible with any dimmable light bulbs. Plug-in units are also available, which allow homeowners to enjoy Smart Lighting without replacing existing switches. These devices not only control lights but convert other plugged-in products to smart as well indoors and outdoors. The new Smart lighting from the radiant Collection expands upon Legrand's family of lighting control solutions to support all types of projects from DIY to professional installation.

With the launch of Legrand's Eliot program (Electricity + IoT) in 2015, Legrand is accelerating the development of connected products, driving innovation in the space



and helping to define industry standards. All products, systems, and services under Legrand's Eliot program, including Smart Lighting, adhere to critical principles that shape how Legrand is improving innovation in IoT. To learn more, visit legrand.us/eliot. For more information on Smart Lighting from the Radiant® Collection, visit legrand.us/smartlighting.

About Legrand and Legrand, North and Central America Legrand is a global specialist in electrical and digital building infrastructures. Its comprehensive offering of solutions for use in commercial, industrial, and residential markets makes it a benchmark for customers worldwide. Innovation for a steady flow of new products with high added value is a prime vector for growth, including, in particular, connected devices stemming from Legrand's global Eliot (Electricity and IoT) program. Legrand reported sales of \$6.2 billion(USD) in 2017. Legrand has a strong presence in North and Central America, with a portfolio of well-known market brands and product lines.

For more information, visit www.legrand.us.





Bala Perdida

Madrid, Spain

Location: Calle de Atocha, 49 — 28012, Madrid

Client: HI Partners, Grup Iglesias

Floor Area: 250 m²

Interior Design: EL EQUIPO CREATIVO

Photographer: Adrià Goula

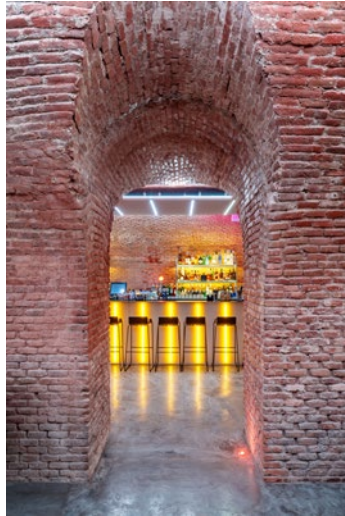
Hidden in the underground of the Madrilenian neighborhood "Barrio de Las Letras" (today a neuralgic point of the city), under a refurbished palace of the eighteenth century where Hotel Axel Madrid is located, we find two vaulted spaces built in brick. It is in this provocative and secret location, where the Bala Perdida (Lost Bullet) Club is located.

EL EQUIPO CREATIVO had two main design premises. On one hand the singularity of the existing space, with two subterranean dark vaults built in brick, as antique caves or cellars. On the other hand, the proposed venue, a night club that should have the versatility to work as a snack and cocktail bar, where a fast mutation would happen at some point of the night and the general scenery would quickly switch from a warm atmosphere into a lysergic dance floor.

This need for transformation and that kind of clandestine atmosphere made the design team think of a space with a close relation to the mystery where they could not omit the magic and the optical illusions.

The key aspect of the project was the use of two protagonist elements. The mirrors, which were placed on both ends of each vault, produce an optical illusion known as the "endless mirror". When facing two mirrors, the reflection of one on the other makes the reflected image, the image of the vault, become infinite. These effects make the vaults turn into endless tunnels.





Another highlight is the changing lighting. Therefore, being light and colour protagonists to the project. At the axis of the two vaults, two longitudinal dynamic led lamps cast were proposed among the suspended acoustic panels that change speed and colour depending on the different scenes at the venue. Also, the drink-bar works as a lamp itself, providing a warm fire toned light that serves as a basis for the playful lights in the surfaces of the vaults.

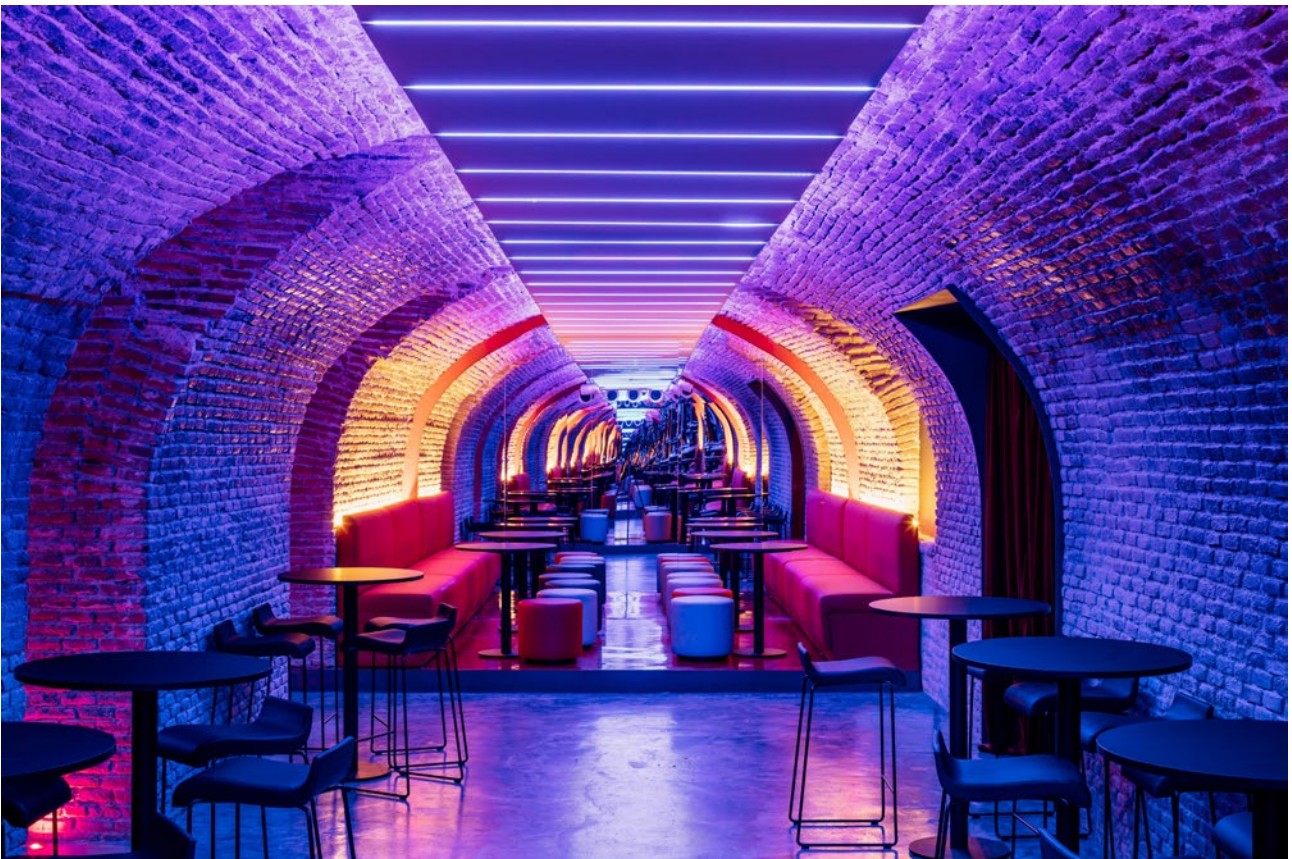
EL EQUIPO CREATIVO

The architects Oliver Franz Schmidt, Natali Canas del Pozo, and Lucas Echeveste Lacy form EL EQUIPO CREATIVO, a studio based in Barcelona and specialized in the interior design of gastronomic, commercial, brand and hospitality spaces. Since 2010, they have worked for some of the most prestigious chefs in the world, like Ferran and Albert Adrià, and their designs include four Michelin star restaurants.

Their projects have been recognized in more than 25 international design awards, for example, Hotel Axel Madrid was nominated for Best Hotel Design Europe at the prestigious International Hotel & Property Awards 2018 and the Las Chicas, Los Chicos y Los Maniquís Restaurant has recently won the FX Awards as Best Restaurant 2018 and the Frame Awards 2019 as Best Use of Colour.

FRAME magazine has featured them among the 20 most influential contemporary designers in the world and in 2017 they have been awarded Firm of the Year at the American Architecture Prize.

For more information, visit
www.elequipocreativo.com.



Oxygen Park

Doha, Qatar

Client: Qatar Foundation, Education City

Engineering: AECOM, Arup

Lighting: MBLD

Water Feature: Fountains Direct

Project Management: ASTAD

CM/CS: Parsons

Main Contractor: MAN Enterprise

Photo Credits: Markus Elblaus



Taking the elemental life-force of oxygen as its inspiration, Oxygen Park, is a unique public space designed for health and wellbeing in a desert environment. It has been created with the local community in mind, providing an open space in which to exercise, rest, and play.

Oxygen Park is inspired by the wind eroded rocks and fluid land formations of the desert. The path and running tracks are embedded in the topography to create an exciting training ground with looping tracks, cooled tunnel segments, and steep hills.

The night-time lighting scheme and refreshing water features provide an attractive setting for evening sports activities and individual work-outs during cooler hours of the day.

Oxygen Park features shaded running tracks, subterranean pitches for team sports, equestrian facilities, as well as more gentle recreation areas with a series of soundscape-filled, refreshing folly spheres.

The 'balloon lights' floating above the subterranean grounds make the park visible from afar and add a touch of magic to the setting.

Oxygen Park is a man-made 'green lung' with a design inspired by nature. It is an antidote to the generic indoor gym environment and helps people to get back to nature, while fostering social engagement and promoting active healthy lifestyles.

For more information, visit www.aecom.com. ■



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Galaxy Bar and Bottle Shop

Moskva, Russia

Client: Zagovor Brewery

Architect: Maxim Kashin

Area: 75 m²

Budget: 50,000 euros

Project Completion: April 2018

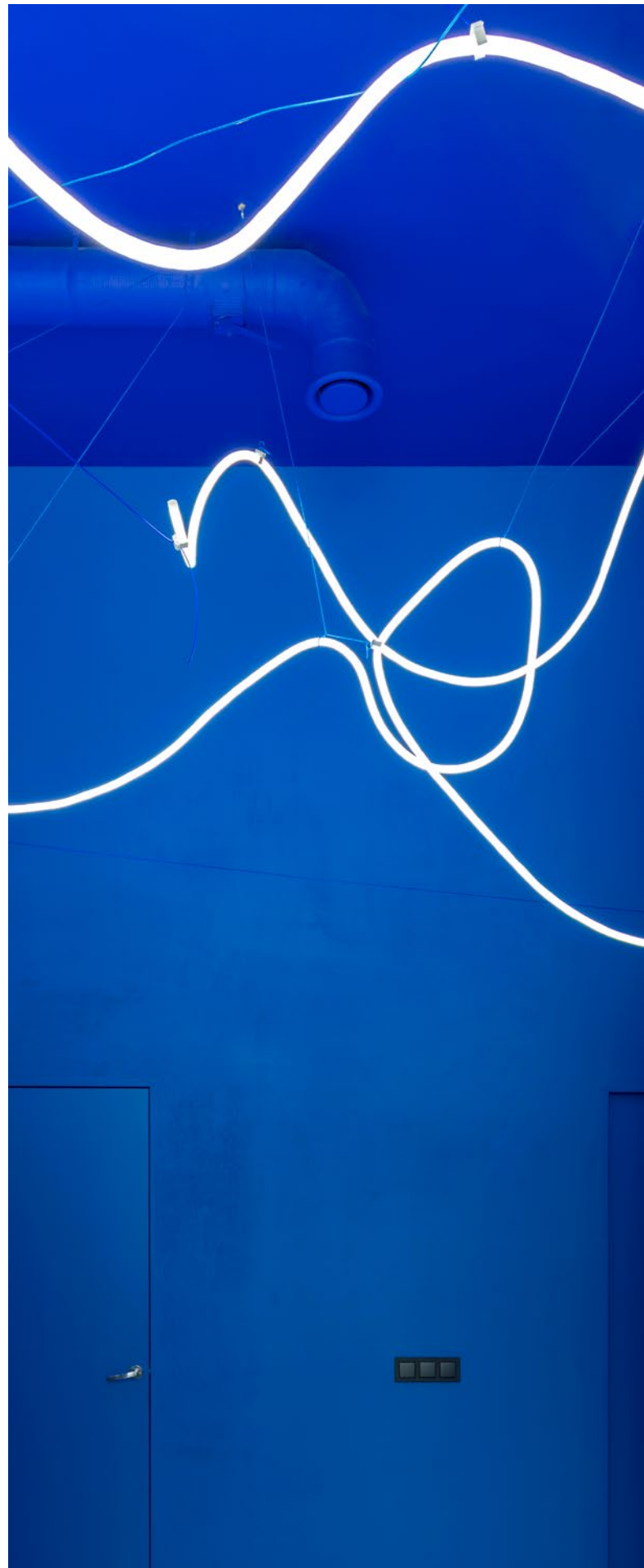
Photo Credits: Dmitry Chebanenkov

Monoloko Design, a Russian design firm espousing the latest in stylistic trends and leading edge technology, is proud to announce completion of the Galaxy Bar and Bottle Shop redesign. Set in a neoclassic Moscow building, the craft beer brewery's new azure monochrome interior and geometric forms embody the philosophical elements of "Russian Cosmism" and "Suprematism", resulting in an atmosphere that fosters a sense of freedom and imagination.

"The idea was to create a pure, bright monochrome space that facilitates a release of the mind and the expansion of human perceptions, as if walking onto a non-objective art canvas," explains X. "Colour has great influence over human perception and has an extraordinary ability to influence moods and emotions."

Redefining Imagination

The philosophy of superiority of colour over human perception was the driving force behind the creation of a space designed to free the minds of its patrons, and where perceptual sets can intervene to influence people's perceptions and the way that they interact with their surrounding environment. The brightness and clarity of the bar's monochrome interior is other-worldly, conjuring perceptions of a clear and open space, devoid of colour influences typically attributable to the power of man and nature.







Reflecting the ideology of Kazimir Malevich, Monoloko then combined the space's monochrome colour scheme with the fundamental principles of Suprematism, an abstract art movement dedicated to pure artistic feeling and basic geometric forms. The idea was to create an imaginative open space where light sources and colour will alter visual perceptions of the bar's three-dimensional geometric furnishings, defined as Suprematist in composition and mono-material in implementation.

A Celestial Sphere

Layered over the space's bright blue hue, Monoloko endeavored to create a heavenly atmosphere resembling a limitless universe through the creation of a spatial light installation, consisting of flexible neon light enveloped in a polyurethane shell. The resulting effect is the perception of a non-objective free space, where patrons can take a step back from their traditional views of time and substance.

About Monoloko Design

Monoloko Design infuses the latest stylistic trends, advanced technology and established architectural traditions into every project. Combining the fundamentals of architecture and design with extensive construction experience, Monoloko's detailed approach to every unique project ensures that the relevancy of its homes and interiors will endure for multiple generations.

For more information, visit www.monoloko.ru. ■

Lighting Application Center

Dong Nai, Vietnam

Architect and Interior Design: Archiplus i Company Limited

Lighting Design and Solution: Lighting & Equipment Public Company Limited

Location: Lighting & Equipment (Vietnam) Company Limited

Amata City Bien Hoa Industrial Park, Long Binh Ward, Bien Hoa City, Dong Nai Province, Vietnam



L&E's Lighting Application Center is located 30km northeast of Ho Chi Minh City. Established in December 2018 by Lighting & Equipment (Vietnam) Co., Ltd., the Lighting Application Center is aimed to be the place where customers, university students and other interested persons can learn and understand how lighting products can be applied effectively and efficiently to various applications.

The center is renovated from an old office building with a modernist concept. While the main building structure is maintained, the internal area with 277 square meters is re-designed efficiently to get more space for lighting showcases to support individual and group visits. With a white colour theme, the effects of lighting are accentuated and the best colour is shown. For external design, a new façade is installed in order to modernise the building. The front façade represents facade lighting of letter L and E as a symbol of Lighting & Equipment with a circulation of different colour changes.

In the Lighting Application Center, the area is divided into four main zones. The first zone is called 'Lighting Fundamental' where visitors can learn about the basics of lighting, both in

design and technical parts, such as the different types of bulbs, technology and development of lamps from incandescent to blue chip LED, the latest technology of LED. For lighting design basis, visitors can learn about the factors to be considered for lighting selection and the influence of lighting in various situations. For example, the influence of a person's mood by lighting, effects on the colour of an object based on selection of lighting colour and intensity, and how the direction and distance of light source affects the perception of object surfaces. The latter basic can be applied for highlighting or eliminating defect or imperfections of a background wall.

Another showcase in this zone features lighting techniques where visitors see how lighting effects are created by using various lighting techniques. Lamps with the same wattage, but with a different beam angle and distance gives off a different effect and mood. In addition to showcases, this zone is accommodated with a split-level floor which functions as a small seminar room to support groups of visitors and students where they can sit and listen to a lecture given by L&E lighting designers during their visit. After knowing the causes and effects of lighting, visitors will find some examples of application in the next zone.



The second zone is called 'Lighting Application' where a variety of applications are presented, including food lighting, jewelry and small objects display, shop and window display and museum display. From learning the fundamentals of lighting in the previous zone, visitors will now see how those basics are applied in reality. One common purpose of the center is to attract customers or visitors, and to promote products available by L&E. Visitors will learn how to use proper lighting and special lamps to enhance the appearance of freshness and quality in food. For the jewelry showcases and the small objects display lighting with a higher brightness is required to accentuate the products. With this, visitors will see how lighting critically affects its beauty.

For shop and window displays, a combination of various techniques is used in lighting design to highlight products and increase the amount of foot traffic. This ensures customers are more comfortable with the atmosphere of the shop, allowing

them more time to browse. For museums, special lighting techniques are required to preserve the value of the objects and to convey the context of a displayed object. UV and heat is also a concern in museum display lighting as valuable artworks can be destroyed by inappropriate light sources. Since most museums have circulating exhibitions, it is also important that it has the flexibility to adapt to the ever-changing displays. With a tracklight, the position of the lighting beams can be adjusted to suit each individual artwork, i.e. painting, sculpture and portrait relief.

A third zone, the 'Product Display + Meeting room' is utilised as a meeting room that can display a wide range of L&E products from every part of the room including the walls, shelves and ceiling. In the middle of the room stands a set of stool table furnished with lighting products for demonstrations or testing purposes. Through the meeting room's window, visitors can see the highlight of the last zone, a media façade wall with a special lighting effect.







The last zone is 'Exterior and Landscape Lighting'. All L&E exterior and landscape products are shown in this area. The combination of random rectangular modules and dynamic colour changing of the LED lights, it becomes a big enchanting screen wall that can attract people from far away.

The Lighting Application Center is established for educational purposes under L&E's philosophy of being a good citizen in all communities it has settled. All visitors are welcome, free of charge. Group visitors and students are requested to contact L&E Vietnam in advance to arrange a tour with lighting designers.

For more information, visit www.lighting.co.th. ■

About Lighting and Equipment (Vietnam) Co. Ltd.

For 13 years since L&E has established the Representative Office in Ho Chi Minh City, they are proud to be part of many important projects including the Times Square commercial building, Novotel Danang Hotel and Ferris View Entertainment Center. The grand opening of Lighting & Equipment (Vietnam) Co., Ltd. is another important step for L&E to attain its objective of being the true leader in the Southeast Asia region of the lighting industry. While L&E manufacture and market the lighting products in Vietnam, they also export their products to other countries in Southeast Asia, including Thailand.

Maison de la Littérature

Québec, Canada

Client: Ville de Québec

Area: 1920 m²

Collaborators: EMS Ingénierie, Stantec (Dessau), Boudreau Fortier Huot

Work of Public Art: Éphémères durables by Mathieu Valade



The Maison de la littérature (House of Literature) is located in the historic neighbourhood of Old Québec, a site part of UNESCO's World Heritage List. In this particularly dense urban setting, Chevalier Morales designed a contemporary annex, a simple and refined volume, to the Wesley Temple, a neo-Gothic heritage church. Since its opening, the Maison de la littérature has rapidly become a vibrant home to Québec literature and a popular touristic destination in Old Québec.

The Multiple Paths Of Freedom

The institution's interior layout provides greater access via the main door of the temple as well as the parking lot that also leads into the annex. These various access options all converge on the large circular opening in the library's floor and the hanging contemporary light fixture at the heart of the building, vertically connecting the café, two exhibition areas, and the library collections.

Through the original solution of the annex, it was possible to restore the Salle de l'Institut, a cultural and intellectual hotspot in Québec City for the second half of the 20th century. With its circular shape and multiple levels, the new concert and lecture hall can be isolated through concentric and sliding acoustic panels integrated to the ceiling. The space is technically equipped to host conferences, plays, intimate concerts, and public presentations.







Above, the almost completely white library is filled with light. Accessible through a sculptural white spiral staircase, it embraces the generous spatiality of the original church, including carefully restored elements from previous transformations that highlight the place's rich social and spatial history. Preserved original features like the ogive windows and the ceiling's moldings blend harmoniously with the contemporary furniture.

A permanent exhibition on the theme of freedom in Québec literature had to cover the whole temple area, rather than being confined to a single room. The architects carefully conceived and integrated this immersive exhibition promenade with a variety of other programmatic uses on the three levels of the Maison de la littérature.

For more information, visit www.chevaliermorales.com. ■

IN YX

Shanghai, China





Commanding, convivial and named after the Greek goddess of the night, Nyx is a rooftop bar in central Shanghai. Inspired by classical architectural ruins and wrapped in UV reactive cords, it affords spectacular city views. A monumental frame for the futuristic metropolis' backdrop of glowing neon and luminous highways, Nyx offers an alternative, surreal experience in China's foremost city of lights.

Maintaining a continuous dialogue with its contemporary context, Nyx echoes a distant past while projecting towards an abstract future, blending tropes of cultures and identities. The resulting installation sets a new phygital aesthetic, creating a surreal spacetime experience in which visitors can momentarily lose themselves.

Drawing on his personal experiences of Milan life, Alberto Caiola's design references the contemporary duality of ancient ruins - in particular, the Column of San Lorenzo. A tourist attraction by day, for decades, it has doubled as an informal nightlife setting for the city's younger generations. Its openness well creates both a comfortable space for groups to gather and convene, as well as inspires intimacy. In a city as dense and as populous as Shanghai, these were precisely the qualities that made a modern interpretation of an ancient sites so fitting for a bar destination.

The structure is wrapped in more than 21,000 meters of UV reactive cord. Black lights activate a glow similar to that of Shanghai's highways come nightfall - a steady, luminous blue. At the same time, the cords wrapped around the installation's frame, offer an abstract take on familiar tangles of cable and wire, visible throughout the city both overhead and on buildings.

Punctuating the structure's blue glow are periodic dashes of red. Luminous taps for the bar's range of over 20 craft beers, they immediately draw attention to the venue's primary product. Visually separating the bar from the open plan - and open air - space are dramatic arches, framing the venue's focal point.

A literally hand-woven architecture of light, and a temple to Shanghai rituals present and future, Nyx presents Shanghai night owls with an openness that at once draws groups close, and affords spaciousness in an otherwise close-knit city. Projecting a distant past, flanked by futuristic skyscrapers, Nyx presents an alternate perspective to Shanghai's relentless modernity.

The Studio's Vision

Visual storytelling is at the heart of its work; Maximising new connections



and cross-pollination the studio Synthesises unique and authentic narratives and carefully translates them in captivating spaces. Unfamiliar combinations and complexity in contradictions inhabit these projects encouraging the audience to get out of their comfort zone taking over the experience and embarking in a new immersive journey.

The studio looks at things from all angles hovering on the edge of our perceptual boundaries. In disrupting our expectations of these boundaries, its work produces augmented physical experiences that are always combined with bold elements and material presence.

Alberto Caiola has been awarded *Emerging Designer of the Year* at the *Frame Awards 2019*; Among those who received the Frame Honorary Awards Philippe Starck, MINI Living, and Faye Toogood.



The Frame Awards

The Frame Awards, hosted by Frame, a leading media platform for design professionals, identify and honor the world's best interior projects and the people behind them. In total 34 awards are divided under Spatial, Executional, and Societal Awards covering the entire spectrum of interiors.

"I always strive for uncompromised stories with the belief that meaning gets you further. Born out of being in a particular location in a particular time in history with a particular access to the future, I'm responsive to this particular environment, with the belief that the role of design is to give shape to culture and to fill the desire for escapism. Being recognised for my approach by Frame is extremely exciting and highly rewarding," said Alberto Caiola, the designer who has challenged the industry, through blending ideas of past and future into new scenarios.

In his research the mix of past and the now creates a quite literally immersive dialogue between eras and cultures. Among his latest projects NYX a rooftop club which brings classical ruins into the digital age, HARBOOK a bookstore developed around the concept of urban landscape and FLASK a hidden cocktail bar concealed behind a futuristic tunnel.

For more information, visit www.albertocaiola.com. ■



SOSEN LED Driver - Your Smart Choice

By Shenzhen SOSEN Electronics Co., Ltd
www.szsosen.com

GA Series

A powerful, new arrival of the SOSEN GA series (65W-240W) model that is specially designed for both the European and Southeast Asian market. Certified to meet requirements, this series enhances the practicality of the driver, reduces quantity of stock and improves the cost flow for clients.

- 220-240Vac; 22-56Vdc
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- Automatic power reduction protection
- 10kV/6kV surge protection
- Integrated design
- Great heat dissipation
- 3-in-1 isolated dimming
- THD<10%
- Double-stage circuit, flicker free
- IP67, 5 years warranty
- ENEC / RCM / KC / CB / CE



VB Series

A new release of the SOSEN VB series (75W-240W), this model showcases its flexibility for enabling adjusting current via a programming interface. It is a new external lighting solution specially designed for the European and Southeast Asian market. The model is also equipped with high efficiency and high surge protection level.

- 100-277Vac, 54-343Vdc, 75W-240W
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- 3-in-1 isolated dimming
- Programmable, CLO, ELA, SSA
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- Flicker free
- IP67, 5 years warranty
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Yaham Lighting All-In-One LED Solar Street Light With Intelligent Controller System For Human-Centred Design To Get Greener And Safer In Life

By YAHAM Optoelectronics Co., Ltd
www.yahamlighting.com

Solar Light Composition

Many off-grid communities do not conduct outdoor activities after the sunset due to the darkness of the night. Reasons cited that it is inconvenient and unsafe, especially for women. People in such communities lament that the night hours hence are unproductive. In order to solve the problem of darkness at night in off-grid areas, Yaham Lighting rose to the occasion and invested in relevant lighting technology and professionals to research an integrated LED solar light, elevating people's living conditions rapidly.

The All-in One Solar LED streetlight is a cost-effective and durable certification solutions for kinds of streets at night without neediness for standard electrical power. Yaham Edge LED solar streetlight, with intelligent control system and PIR sensor to realize the unified management of lights, photovoltaic panels utilizes poly-crystalline silicon solar cells and automatic charging and discharging by intelligent light sensor to further increase potential power savings. It is a green initiative too.



High ROI

LED solar streetlights do not require underground cables, hence saving on lighting electricity. Photovoltaic products have certified the key components such as the solar panels, solar DC street light intelligent controllers, maintenance-free batteries, lighting fixtures, it is perfect to urban and rural roads, pathway and parks lighting.

The LED solar street light has a high ROI on investment and a guarantee of long-term benefit. Because of simple line, it would not generate maintenance costs and expensive electricity

charges. LED Solar street lights use solar energy become to light during the day and utilize solar panels charge the battery. At night, the battery will power the led lighting to avoid the dark.

There are 10W/20W power in Yaham Lighting's integrated LED solar street light , can be applied to urban and rural roads and courtyard lighting due to the low power.

The luminous efficiency is up to 170lm/W; the brightness of the lamps is large; and the lighting range is wider; adjust tilt angle 0-+10°. According to the local sunshine direction to reach the maximum effective illuminated area for solar panel.

The operating temperature is 0-+40°C, which can be used in high temperature environment, especially in Southeast Asia and Middle East.

It is equipped with 4 stage intelligent dimming with 15 hours in one night, and the lighting time can be set accordingly to meet the local sunshine time. Not only Yaham's solar powered light are clean energy, eco-friendly and no running costs, but also uncontrolled by grid power fluctuations and blackouts, ensuring perfect performance and continuity of service and safety all year round.

The Benefit of LED Solar Lighting

With LED solar streetlights, people's lives stand to become more abundant. After the sun goes down, they can still carry out more outdoor activities to increase communication between communities, enhancing relationships. Despite the dusk, people can still accompany children to read and study outdoors, leading to enhanced family relationships, self-improvement, knowledge pursuit and are no longer limited to indoor activities.

For more information, visit www.yahamlighting.com.

A Professional Traffic Lighting System Solution Supplier In LED Street Light



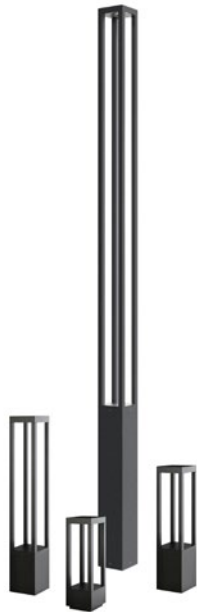
Edge LED Street light

Featuring with high efficiency, professional lens and tool-less maintenance, Edge LED Street Light is a more professional and intelligent light for roadway light, which is designed with photocell daylight sensor to further reduce the energy loss and increase its performance.

Edge, with the streamline and thinner radiator to enhance its surface shape and supreme thermal dissipation. Advanced design in maintenance to easily replacement of the photometric engine and gear compartment (tool free opening).

Features and Specifications:

- Light efficacy up to 140lm/W
Wide range of lumen packages from 8400 up to 33,600 lumens
- Compatible with photocell daylight sensor
3/5/7Pin can be compatible to save more energy
- TYPE I, TYPE II and TYPE IV
Can be used in pathway, urban and rural roads, long narrow roads, ring roads and so on.
- Adjustable tilt angle -5~+15°
Effectively avoiding light waste and pollution
- Mount method: Horizontal Mount & Vertical Mount



FRAME SERIES

By L&E
www.lighting.co.th

FRAME is a series of outdoor luminaires, consisting of bollard lights and post top lights, available in various heights (B25, B45, B60, B80, P300) and power (3W, 6W, 10W) to ensure a solution for every landscape and outdoor applications.

The outline of its geometric form makes FRAME the minimalist solution, blending in with the surroundings easily. The die-cast and extruded aluminium structure with silicone rubber gasket gives it an IP65, and the LED-COB provides CRI90 light.



CUBE LED DECKING BOLLARD LIGHT

By The Light Yard
www.thelightyard.com

Each Cube LED Decking Bollard Light is ideal for lighting terraces, patios, gardens and even balconies. When installed upon old railway sleepers or raised beds this decking light really becomes a real feature and it has been designed for use in domestic homes and gardens as well as in retail and commercial environments.

SOUTHWARK OUTDOOR WALL LIGHT

By Garden Trading
www.gardentrading.co.uk

The mix of industrial materials make the Southwark Outdoor Wall Light a stylish option when updating your outdoor lighting. From the success of our indoor Southwark range we felt the design lends itself to both interior and exterior lighting. Crafted from Powder Coated Steel and Nickel, the matt Charcoal colouring will add a sophisticated edge to both contemporary and traditional styled homes. The water pipe style arm offers a unique edge to this classic shaped light. The light is weatherproof and is motion sensor compatible.



π-Lux LED PANEL LIGHT

By Yaham Optoelectronics Co. Ltd
www.yahamlighting.com



Providing more people-oriented and intelligent lighting for your company time. π-Lux LED panel light adopts low glare ($UGR \leq 14$) and no stroboscopic schemes, which prevent visual fatigue effectively, and creates a clear visual environment for your office.

Featured with an adjustable colour temperature and brightness, π-Lux provides you with a more personalised lighting experience. In the summer, a cooler colour temperature (5700K) makes you feel refreshed, while in the winter, a warm white colour temperature (4000K) provides more comfort.

It can be adjusted by APP/Touch Panel/Remote Control to achieve single light control, group lights control and global lights control for satisfactory energy-saving effects and desirable office atmosphere.



VINTAGE METAL WALL LIGHT

By Melody Maison
www.melodymaison.co.uk

Add some extra lighting to your living room or hallway with this wall light sconce. Traditional country cottage style that will fit in with many decors. Finished with a grey cotton shade and a distressed metal arm on an ornate round backplate. The grey cotton shade completes the rustic metal of the arm beautifully to create a quaint cottage feel. Whether you use as a single light or pair with another to place on either side of the room this light will give the room a soft warming glow. Constructed with a metal backplate and arm in a grey distressed aged finish.

GOLD SUNBURST PENDANT

By Audenza
www.audenza.com

A statement gold sunburst pendant ceiling light to bring serious glitz to your interior décor. At 72cm wide, this beauty is perfect for any room where you want to create a large focal point and give a feeling of glamour and opulence. Made from gold coloured iron.



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ARCHITECT EXPO 2019 11
April 30 – May 5
IMPACT Exhibition Centre
Bangkok, Thailand
Website: asa.or.th/architectexpo

June 2019

LED EXPO THAILAND 2019 5
June 27 – 29
Impact Exhibition & Convention Centre
Bangkok, Thailand
Email: info@mexexhibits.com
Website: www.ledexpo thailand.com

BMAM EXPO ASIA 2019 21
June 27 – 29
Hall 6, IMPACT Exhibition & Convention Centre
Bangkok, Thailand
Email: yasintornn@impact.co.th
Website: www.bmamexpoasia.com

July 2019

ARCHIDEX 2019 23
July 3 – 6
Kuala Lumpur Convention Centre
Kuala Lumpur, Malaysia
Email: info@archidex.com.my
Website: www.archidex.com.my

August 2019

DANANG BUILD 2019 13
August 28 – 30
Da Nang Fair & Exhibition Centre
Danang, Vietnam
Email: husna@ambtarsus.com
Website: www.ambtarsus.com/calendar-vietnam.htm

September 2019

CAMBUILD 2019 17
September 18 – 20
Diamond Island Convention and Exhibition Centre
Phnom Penh, Cambodia
Email: kim@ambtarsus.com
Website: www.cambuildexpo.com

October 2019

RIX - REKA INTERIORS EXHIBITION 15
October 17 – 20
Kuala Lumpur Convention Centre
Kuala Lumpur, Malaysia
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MYANBUILD 2019 📖 19
 November 21 – 23
 Myanmar Event Park (MEP) at Mindama
 Yangon, Myanmar
 Email: darren@ambtarsus.com
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📖 7

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📖 1



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Our tribute to Lighting...



TradeCards Global mobile application is offering **50% discount** for one-year organisation listing to suppliers and service providers that serve our Lighting Community. With the reduced price of USD500 / *SGD700 for one-year organisation listing, suppliers and service providers get to enjoy an **additional 10MB of product listing** tagged to your organisation listing.

Visit www.tradecardsglobal.com to sign up for a new account and your organisation listing. Input "**LIGHTRIBUTE**" as promo code before proceeding to payment page. The promo code is valid until 31 December 2019.

*Rate excludes 7% GST applicable for Singapore-registered companies

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Supporting mobile version of:



IoT-Enabled Smart Lighting Solution



COST & ENERGY SAVINGS



IoT ENABLER



ENVIRONMENTALLY FRIENDLY



DATA ANALYTICS & PREVENTIVE MAINTENANCE

Winner of The Institution of Engineers Singapore (IES) Prestigious Engineering Achievement Award

AgilLiteS is ST Engineering's Smart On-Demand Wireless Lighting System that uses data to deliver value beyond illumination. Equipped with a Smart Predictive Algorithm Software, our smart lighting technology is fully flexible and a scalable IoT solution that delivers cost effective energy savings, reduced environmental impact and improved insights to optimize your business operations.

With the ability to collect real time data and predictive insights on human activity such as flow of foot traffic, usage patterns and traffic patterns through its AgilLiteS Smart Sensors, these data are being actively collated and turned into actionable insights for space and safety security, demand-driven lighting and heating, ventilation & air conditioning (HVAC) optimization to achieve reduced maintenance issues and costs delivering value to our customers.