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FOUR-HUNDRED IALD ENLIGHTEN AMERICAS ATTENDEES EXPLORED THE ECLECTICISM OF ARCHITECTURAL LIGHTING DESIGN IN SAN DIEGO THIS OCTOBER

CHICAGO, ILL. USA (20 NOVEMBER 2014) – The International Association of Lighting Designers (IALD) hosted its 14th Enlighten Americas conference 16-18 October 2014 at the Hilton San Diego Resort & Spa in San Diego, CA USA. Four-hundred lighting design professionals from fifteen countries attended the conference for three days of networking, association business and world-class lighting education. For more photos from the event, visit iald.me/EnAm2014photos.

KEYNOTE SPEAKER THOMAS ALBRIGHT BRINGS NEW NEUROLOGICAL PERSPECTIVES ON PERCEPTION TO LIGHT
The educational component of Enlighten Americas opened on the morning of Friday, 17 October with a keynote by renowned researcher Dr. Thomas D. Albright [pictured at right] of the Salk Institute for Biological Studies. Dr. Albright is at the forefront of research in vision and neuroscience, and his talk provided designers with the latest on how vision, perception and detection are impacted by all types of light. One attendee commented, “Dr. Albright’s keynote addressed one of the leading issues we lighting designers are facing: lighting for healthy environments.”

ENLIGHTEN AMERICAS OFFERS THREE FULL TRACKS OF DIVERSE EDUCATIONAL SESSIONS
The inspiring and thought-provoking keynote set the tone for two days of lighting education in three tracks: Art, Science and Professional Tools. Attendees customized their experiences, choosing the speakers and sessions most pertinent to their work in lighting design.

Session highlights included presentations from IALD Fellows Randy Burkett, FIALD, of Randy Burkett Lighting Design, who presented Light and Human Behavior in the Night Time Environment with Nancy Clanton, IALD, of Clanton & Associates; and IALD President Barbara Horton, FIALD, of Horton Lees Brogden, who presented Illuminating a Glass Ceiling: Women in Lighting with Vasiliki Malakasi, IALD, of Ideas Design and Lisa Reed, Associate IALD, of Envision Lighting Design.
The Art Track featured a fascinating talk on lighting designers’ use of the color blue from Colin Ball, IALD, and Lora Kaleva, Junior Associate IALD, of Building Design Partnership, as well as a talk from Suzan Tillotson, IALD, of Tillotson Design Associates, who explored the creative process through a series of case studies. A full list of sessions can be found on the IALD website at iald.me/EnAm2014 or on the online scheduling tool at iald.me/EnAm14Sched (these URLs are case sensitive).

IALD President Barbara Horton, FIALD, says, “I was thrilled to see this year’s outstanding roster of speakers for IALD Enlighten Americas, and was so inspired by how many different disciplines, niches and viewpoints converge to create the profession of architectural lighting design. As lighting designers, we touch every aspect of the built and natural environment. We are visualists, we are technicians, we are builders and sometimes we are ‘magicians,’ using light and dark to allow the world to see and experience the ordinary and the extraordinary. The educational programming and networking opportunities at Enlighten Americas throws the multivariate nature of our work into sharp relief and guides attendees into the future of our profession.”

LIRC EMERGING LIGHTING DESIGN PROFESSIONALS INITIATIVE BRINGS 40 NEW DESIGNERS TO SAN DIEGO

This year marked the fourth year of the Emerging Lighting Design Professionals Initiative, a program launched in 2011 by the Lighting Industry Resource Council (LIRC). Envisioned to assist design firms in providing professional development for junior staff—and ultimately to grow the architectural lighting design profession by inspiring early practitioners to stay in the field—the program financially supports designers within their first five years of on-the-job practice to attend IALD Enlighten conferences around the world.

The 40 designers who joined seasoned lighting professionals in San Diego would otherwise not have been able to attend the conference. "Receiving the scholarship made all the difference," said one attendee.

Other emerging designers enjoyed the ability to connect with more seasoned professionals: “I loved the friendliness of the IALD members and the willingness of everyone to mentor, encourage, and inspire each other,” said one attendee.
The LIRC also provided a reception for Emerging Lighting Designers and supporters of the program on the evening of Thursday, 16 October. This reception allowed designers and supporters to meet and network with participants from around the world. One attendee wrote, “It was great meeting other ‘young’ designers as well as much more ‘established’ ones, both locally and internationally.”

This program has made it possible for a total of 171 emerging professionals to attend IALD Enlighten conferences in the past four years. For more information about the program, including a full list of supporters and participants, visit [http://iald.me/emergers](http://iald.me/emergers).

**LIGHTING CROSS TALK PROVIDES MANUFACTURERS A DIRECT LINK TO THE SPECIFYING COMMUNITY**

The popular Lighting Cross Talk session, held on Friday afternoon, allowed qualified lighting specifiers two full hours to meet with manufacturers. Twenty-three manufacturers and a record number of lighting specifiers participated in the session. Lighting Cross Talk is held in a round-table format to allow for fast-paced information gathering. Manufacturers set up at separate tables in a large ballroom and have 20-25 minutes to speak to five or more specifiers at a time. Manufacturers take this time to introduce new products, get feedback on existing products and discuss other specifier concerns.

Lighting specifiers always enjoy the rapid-fire session format, with one attendee remarking, “The time limit was just enough to get across some big ideas and keeps things on track without going off topic.” Specifiers also value the opportunity to speak to representatives from multiple companies. Cross Talk is a great opportunity for frank, direct communication with manufacturers - if products need tweaking or don’t work as intended, specifiers can provide feedback based on their experiences and be heard. One attendee said Cross Talk is the “best way to get your needs to the manufacturers.”

**LARGEST-EVER BUSINESS OWNERS FORUM EXPLORES HUMAN RESOURCES TOPICS AND FINANCES FOR LIGHTING DESIGNERS**

During the pre-conference events on 16 October 2014, IALD hosted its fifth annual Business Owners Forum, a half day workshop designed for architectural lighting design practice owners and principals – or for those interested in starting a lighting business. The intimate pre-conference workshop drew 26 principals and senior lighting designers, who enjoyed two interactive sessions and an open forum discussion.
Jay Wratten, IALD, and Nicole Hammer, both of WSP in Boulder, CO USA and pictured at right, presented a session entitled *Working Remotely: A Practical Perspective*. Wratten and Hammer both work remotely, and shared their perspectives on developing strategies for creating a successful working relationship between the main office and its remote employees. Attendees took home strategies to implement immediately, as well as sample process documents and strategies.

Douglas Gustafson, CPA, IALD Director of Finance [pictured at right], presented the second session of the workshop, entitled *Financial Reports for My Business*. The session aimed to take the confusion out of the financial questions presented to business owners on a daily, monthly, quarterly, and annual basis. Attendees learned how to determine the reports they need and when; Gustafson also provided insight on how to read reports for the most pertinent information and how to develop reports that work for you.

**EVENING NETWORKING EVENTS HIGHLIGHTED SAN DIEGO**

At the end of each day’s sessions and events, three generous sponsors hosted evening networking events for conference attendees. The official kick-off for the conference was hosted by Eaton’s Cooper Lighting on Thursday evening by the pool at the Hilton San Diego. The reception featured a beautiful setting, live music, and opportunities for great conversation. The Thursday President’s Reception also featured the unveiling of the student LightPlay projects, a mini-fundraiser for the IALD Education Trust.

Acuity Brands hosted guests Friday evening at The Prado in Balboa Park for dinner, drinks, and plenty of networking. Guests enjoyed the beautiful setting of the Prado, both inside the ballroom and out in the courtyard, while a live 80s cover band caused some attendees to break out their dancing shoes and snap a few selfies.

This year’s Saturday Closing Event was all about the food. Philips Lighting brought attendees to the San Diego Wine & Culinary Center just outside of the Gaslamp district in downtown San Diego. Guests enjoyed energetic conversations about the conference over a wide variety of foods while enjoying wines, beers, and craft cocktails.
SPECIAL RECOGNITION AT IALD ENLIGHTEN AMERICAS 2014

As a key annual touchstone for its members, the IALD Enlighten conferences are unique opportunities for the association to recognize special volunteers and contributors to its success.

FELLOWS RECOGNITION

The IALD was pleased to induct three members to the IALD College of Fellows in San Diego. The IALD Fellows designation is awarded to members of the IALD for valuable contributions to the art and science of lighting design, as well as for their continued service to the IALD. Fellows are professional members with a minimum number of ten years of experience.

The following Fellows were formally inducted at Enlighten Americas 2014:

CLAUDE R ENGLE III, FIALD  
Claude R. Engle Lighting Consultants  
Chevy Chase, MD USA

DAWN HOLLINGSWORTH, FIALD  
Stantec  
Sherman Oaks, CA USA

KAORU MENDE, FIALD  
Lighting Planners Associates  
Tokyo, Japan

All of the Fellows were recognized with a special presentation of their credentials and work. A special private reception was also held on Friday, 17 October for Past Presidents and Fellows of the IALD.

For complete details and headshots of the three fellows, visit the full press release on the IALD web site.

IALD VOLUNTEER RECOGNITION

The IALD is lucky to have a stellar group of volunteers on its Board, as well as various committees and task forces. A number of these volunteers were recognized during Enlighten Americas 2014.

Thanks again to:

Scott Hershman of LF Illumination [pictured near right] who just completed two terms as Co-Chair of the LIRC Steering Committee. Scott’s unique vision and powerful leadership has transformed the Steering Committee into an active, engaged body of dedicated members. Thank you, Scott!
Aram Ebben, IALD, of EXP [pictured near right], who completed a two-year term on the LIRC Steering Committee.

Ron Steen of Xicato [pictured near right], for completing his final term on the LIRC Steering Committee.

Lara Cordell of Wiedenbach-Brown [pictured near right, with IALD Education Trust President Steven Rosen, IALD], who completed her final term on the IALD Education Trust Board of Directors.

Kevin Theobald, IALD, of GIA Equation, [pictured near right], who completed his final term on the IALD Education Trust Board of Directors.

Mark Sieber of ERCO Lighting [pictured near right], who completed a term on the IALD Education Trust Board of Directors.

Steven Rosen, IALD, who completed a term on the IALD Education Trust Board of Directors before stepping up to become interim President after the passing of Ron Naus. Steven is pictured here with IALD Education Trust Fund Treasurer Andrea Hartranft, IALD.
Paul Beale, IALD, of Electrolight (pictured near right), who completed a term of service on the IALD Board of Directors.

Ron Kurtz, IALD, of Randy Burkett Lighting Design (pictured near right), who completed a term of service on the IALD Board of Directors.

IALD Treasurer David Ghatan, IALD, who completed a term of service on the IALD Board of Directors.

IALD Immediate Past President Kevin Theobald, IALD, who completed his final term on the IALD Board of Directors. Barbara Horton took an extra moment to thank Kevin for his many accomplishments as IALD President and for his many contributions to the lighting profession worldwide.

Thank you, Kevin!

ENLIGHTEN AMERICAS 2014 CONTENT ADVISORY GROUP
The Content Advisory Group for IALD Enlighten Americas is responsible for selecting and/or advising on the educational content of the conference. Thanks go to this year’s group, who worked tirelessly to plan one of the most successful conferences to date.

CHAIR
Katherine Abernathy, FIALD

Cynthia Burke, IALD
Kenneth Douglas, IALD
G. Michael Gehring, IALD
Eric Lind
Francois Roupinian, IALD
Roger Sexton
Melissa Sparks, Associate IALD
Tad Trylski, Associate IALD
ANSWER THE CALL: IALD ENLIGHTEN AMERICAS 2015 IS NOW ACCEPTING PROPOSALS

The IALD is seeking experts to present at Enlighten Americas 2015, to be held 8-10 October 2015 at the Hilton Baltimore in Baltimore, MD USA. Visit iald.me/EnAm15CFP to start your online submission today.

For more information about IALD Enlighten Americas, visit iald.me/EnAm14 (this URL is case sensitive), or send an email to Theresa Nissen, IALD Director of Training + Professional Development, by calling +1 312 527 3677 or sending an email to theresa@iald.org.

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The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of more than 1,150 lighting design professionals who satisfy its rigorous qualification process. Its members are distinguished by a unique blend of aesthetic and technical expertise, and operate at the highest level of integrity to create a better world through leadership and excellence in lighting design; to cultivate the universal acknowledgement and appreciation of the Power of Light in human life.