

Technology meets Design at Light+Building 2016

*Thanks to the partnership between VIA-Verlag and Assodel,
the fair will include a new exciting “experience stand”
devoted to lighting design and new technologies*

Milan, 27th January 2016 – Light+Building 2016 welcomes a new joint partnership between **VIA-Verlag**, the publishing house of the Professional Lighting Design magazine and organiser of PLDC, and **Assodel**, the Italian Association of Electronics Clusters, organizer of the trade fair Illuminotronica, representing suppliers of new technologies in the SSL industry.

With the express purpose of facilitating interactive discussions between lighting designers and innovative partners from the lighting industry, the two companies will be organizing an exhibition stand at Light+Building 2016 where designers can get to know new technologies and solutions. The stand design will provide a unique opportunity to engage with future trends in technology and design.

The stand, located in **Hall 3.1**, will comprise different installations using state-of-the-art technology and designed to demonstrate the scope they offer for lighting design: a miniaturized version of the Experience Rooms staged by VIA at PLDC 2015 in Rome. The area will be created in partnership with top companies from the LED lighting industry.

The stand will also have dedicated space for moderated discussions on key topics, with brief presentations given by invited experts to complete the programme for the Light+Building 2016 week.

Programme:

Date	Topic	Time
Sunday 13	Technology vs Design	14.30
Monday 14	Flicker – what a headache	11.00
Monday 14	Programming + Design	14.30
Tuesday 15	Innovative interdisciplinary solutions	11.00
Tuesday 15	Anthroposophical design through digital light	14.30
Wednesday 16	Lifelong learning strategies	11.00
Wednesday 16	Flicker – what a headache	14.30
Thursday 17	Creative cooperation – the interdisciplinary key	11.00

Subject to change

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