



NEW DESIGN SYNERGIST SERIES EXPANDS LIGHTFAIR DESIGNER EXPERIENCE

Presenter and Tour Guide Applications Due January 3, 2020

ATLANTA – December 12, 2019 – LightFair today announced a call for speakers for its new Design Synergist program that will showcase lighting design thought leaders and innovators through presentations and tours on the tradeshow floor. The program debuts at LightFair 2020 as part of the overall redesign of the attendee experience at the tradeshow and conference.

Lighting designers, architects, specifiers and interior designers who are interested in sharing their professional journeys, technical expertise, industry knowledge, and ideas and visions for the future of lighting design are invited to apply to present in a series of 60-minute accredited educational sessions and tours. Presentation and tour guide applications are available at LightFair.com/design-synergist and close on January 3, 2020.

“The Design Synergist program showcases the talent and innovation of the LightFair attendees,” said Dan Darby, LightFair show director. “Its location on the show floor is a conduit for new connections and conversations as designers explore the advances in lighting design showcased in the Design Pavilion and beyond.”

The Design Synergist programming takes place in the new Design Theater which anchors the Design Pavilion. The pavilion is a showcase of modern and classic decorative designs with high-style products by Access Lighting, Blackjack Lighting, Hemera, Ferroluce SRL Tivoli and more. Additional programming in the Design Theater includes networking opportunities and daily hospitality. All Design Theater programming is complimentary, but does require a reservation through the LightFair website or app.

LightFair 2020 takes place May 3-7, 2020 at the Las Vegas Convention Center. Registration will open early next year. For more information, visit LightFair.com.

About LIGHTFAIR

LIGHTFAIR, the world’s largest annual architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, please visit LIGHTFAIR.COM. Join the #LightFair conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

###

Media Contact: Chelsea Peabody Bohannon, cbohannon@imcenters.com, 404.220.2141