



## Lighting-Related Organizations International Year of Light 2015 Call for ideas

**Lighting-Related Organizations (L-RO)** represent the broad global professional community of people who work with light and lighting in the built environment. In particular, Lighting Design is a profession with special qualities, knowledge and competences that gives its practitioners a unique field of work, not incorporated in any other profession.

All of us have a keen interest in the public recognition of light and lighting that is embodied in the **United Nations - International Year of Light 2015 (IYL2015)**. We look forward to organizing IYL2015 related activities with our respective organizations and in our respective areas of expertise and location, to raise awareness in our profession and showcase the importance and beauty of the light.

### 0. BACKGROUND:

At the occasion of Light & Building in Frankfurt, Germany, on April 1, 2014, representatives from many of these lighting-related professional societies, universities and groups, (listed below, chapter 14), came together to discuss how best to support the IYL2015. We collectively agreed that we should communicate our enthusiasm and support UNESCO and the organizers of International Year of Light 2015.

In order to take a strong and concrete step forward to create a dynamic movement, L-RO wishes to call for ideas for events to frame the general concept of the IYL2015. The aim of this Call is, firstly to know what our colleagues have in mind, secondly to coordinate the activities and initiatives between the L-RO and have a larger and more impactful influence to achieve our goal. The purpose is to:

- co-ordinate all events in a general Activities Program.
- ensure the quality and message of the events is coherent and consistent globally.
- support the individual event mutually by finding a co-organizer.
- connect several events simultaneously on a social network.
- get in touch with partners for a tour of a single event in different cities.

### 1. CORNERSTONES

L-RO is pleased to invite the members of the organizations to participate in a new strategy **to promote, present and celebrate the lighting design profession and education, by organizing an event** for UN International Year of Light and Light-based Technologies 2015. L-RO strongly encourages the submission of proposals that include one or more of these perspectives:

- Raising awareness for **Lighting design**
  - lighting design is fundamental
  - profession: lighting designer
  - lighting education and training
- Supporting the **"Right to light"**
  - human need for daylight
  - desire for evening lighting
  - illuminate the developing community
- Sharing how to **be enlightened!**
  - art and public interaction
  - inspiration and mood shift through light
  - reading of the public realm and built environment

### 2. APPROACH:

Events can be considered as **any approach to the light and its technology**; such as scientific, social, ecological, technical, educational, cultural, artistic and so on. The possibilities are endless. It could be:

- an educational demonstration in your local school
- a symposium around the lights in science
- a cross-discipline event
- an exhibition on/of lighting
- an art installation using light
- an interactive event using light



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### 3. APPLICANT:

Anyone belonging to an organization which is included in L-RO (listed below) can apply to the Call for Ideas. People outside of L-RO that wish to present an idea, can contact their relative organization, which is already included in L-RO. In the case that such organization doesn't exist locally, applicants could become an individual member of L-RO. [Contact us!](#)

Proponents can be individuals or groups (the group has to nominate a representative - see also chapter 7).

### 4. SUCCESSFUL APPLICATIONS:

Successful applicants will be notified by email by 15 September 2014. All the ideas certified as "official project" by L-RO will be:

- published on the L-RO website - [www.l-ro.org](http://www.l-ro.org) - and will have an international spread, through all the members of L-RO.
- introduced in the official Activities Program for the UN IYL2015 by L-RO.
- given privileged publication opportunities in the press and general media coverage from all over the world.

### 5. GEOGRAPHIC DIMENSION:

Ideas could include a site in a foreign country (see also chapter 7) and the size of an activity or event could be imagined:

- on a local scale
- at national or regional level (Eg. EU, pan-pacific etc.)
- on an international or a global scale (Eg. example, it could be a local event that could be repeated or reproduced in many other places so to become a global movement)

### 6. PUBLIC:

As the IYL philosophy is to also raise public awareness of light, the events could be categorized by the target of the activity into three different categories:

- **small circle:** Lighting experts such as lighting designers, scientists, educators, light artists etc. (Eg. Panel discussions between these professions)
- **medium circle:** Contractors, industries, consultants, researchers closely collaborating with the field of light (Eg. Conference on theme of light in an architectural convention)
- **big circle:** General public (Eg. light installation in a public space, workshop in schools). It is recommended to reinforce the aim to make UN IYL2015 an event for everyone and the wider public can be introduced to the possibilities that lighting design can offer or simply enjoy light!

### 7. EXECUTOR:

Applicant to the Call for Ideas must take into account that **you will be the official and legal executor of the proposed event. Neither the UN/UNESCO or the International or National Committee of IYL or L-RO will act for you or be executor on your behalf.**

### 8. FINANCE:

L-RO is a movement that started on volunteer basis. **Any idea proposed to this Call for Ideas will require a financial plan and to be self-sustainable from an economic point of view.**

Applicants are invited to approach individual sponsors or seek alternative funding. The UN/UNESCO, or the International/national Committees of IYL2015, or L-RO have **no budget** for any events applying to this Call for Idea.

#### **Some tips for potential funding:**

Once more, consider that Lighting Design is a profession that has a very wide impact in the society; therefore, besides the ever growing lighting industry and the associations of manufacturers and professionals, you should be able to attract investors from different fields related to the Built



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Environment, for example: energy agency and/or energy providers, health and wellbeing in general, occupational health, cultural organizations and funding for cultural activities, local or regional organization working with city planning or city administration, local/regional/state related funds for professional development, private funds investing in architectural or lighting design development, etc.

When asking for funding, state clearly: aim and objective of the activity, what will be performed, time and place and, most importantly, the benefit to the society and to the specific 'funder'.

It is important to find support from media in terms of in-kind contributions (e.g. banner/print ad, e-mail newsletter, blog, podcast, event calendar, etc.). Local, national and international media should be involved, depending on the aim of the event.

### 9. TIME SCHEDULE:

- Announcement of rules for entries 7st July 2014
- **Entries period** **7 July – 24 August 2014 24:00 GST**
- Review of entries 25 August – 5 September 2014
- Selected ideas announcement 15 September 2014

### 10. DOCUMENT TO BE SUBMITTED:

**Applicant to the Call for Ideas must fill the Entry form.** Proponents will also be asked to specify:

- Project outline (format of the event, aiming public etc.) and description text (who, what, how)
- Material list (as precise as possible, e.g. 1 projector, 10 LED color changer spot, etc.)
- Financial plan including budget estimation & funding perspective
- Time schedule (permission, production, transport, installation etc. as precise as possible)
- Project structure (submitter, organization chart, supporting association, etc)
- Others if any (link to video e.g. youtube, vimeo, etc. - 1 file max.)

### **How and where to submit:**

Each submission (Entry form + 2 Simulation image or reference picture of similar event) must be zipped in a zip file and sent to: **iy12015.l-ro(at)gmail.com** - The file cannot exceed **5MB**.

Applicant must name the zipped file as follows: **name\_surname\_date.zip**

### 11. SELECTION CRITERIA:

- Alignment to the goal of L-RO for IYL2015
- Quality, consistency, impact on the profession
- Focus – efficacy (how well it addresses the specified public or target)
- Creativity & originality
- Financial feasibility (any idea must be self-sustainable from an economic point of view)
- Physical feasibility (logistic, material etc.)
- Time feasibility (date, proposed duration of the event, time schedule)
- Project-structure (organizing members, supporting association, etc.)

### 12. COORDINATORS TO SELECT IDEAS

The Coordinators to select ideas are volunteer members from the associations included in L-RO.

### 13. OTHER CONDITIONS

- Maximum one entry per person or group.
- Submission must be in English.
- By submission, the submitter automatically grant to L-RO a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use your submission, along with your name and credits, in any and all media for the purpose of promoting IYL2015 & L-RO related subjects, without further permission, notice or compensation except where prohibited by law.



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- As applicants are official and legal executer of the event, L-RO is not responsible to any damage, technical error, legal conflict, financial failure and any other problem related to the event.

Any questions: please read the [FAQ](#)

### 14. ORGANISATIONS REPRESENTED AT 1 APRIL MEETING:

ACE - Association Concepteurs lumières et Éclairagistes	Association / F
A-PDI - Asociación Profesional de Diseñadores de Iluminación	Association / E
APIL - Associazione Professionisti dell'Illuminazione	Association / I
AsBAI - Associação Brasileira dos Arquitetos de Iluminação	Association / BR
ASDluz - Asociación de diseñadores de iluminación Colombia	Association / CO
CPI - Centro Português de Iluminação	Association / P
Concepteurs Lumiere sans frontieres	Association / International
Dansk Center for Lys	Association / DK
Disenadores Iluminación Asociados	Association / RCH
IALD - International Association of Lighting Designers	Association / International
Illuminating Engineering Society of Australia and New Zealand	Association / International
Illuminating Engineering Society of North America	Association / International
ILP - Institution of Lighting Professionals	Association / UK
Inter Light Forum	Association / J
Ljuskultur	Association / S
Lyskultur	Association / N
Society of Light and Lighting	Association / International
KTH ABE, Architecture and Built Environment	University / S
Parsons The New School for Design	University / USA
Beforelight	Professional network / GR
GrupoFARO	Professional network / RA
Italian Lighting Designers	Professional network / I
Lupercales	Professional network / E
Social Light Movement	Professional network / EU
EILD - Encuentro Iberoamericano de Lighting Design	Event / International
Noche zero	Event / International
Conception Lumiere	Media / F
Illumni	Media / International
Luxemozione	Media / I
Lightecture	Media / International
Megaluz	Media / RA