



The
CHALLENGE

2018 / 2019

Idea / Concept

We are looking for new speakers. Young, inspired presenters, representative of the rising generation of lighting designers: the lighting professionals of tomorrow.

If you have aspirations to become an excellent speaker, to learn from exemplary professionals, develop your skills as an international presenter, and have the chance to speak to an international audience at PLDC 2019 and even to win €1000, then read on...



The goal of this programme is to activate more students from more schools to interact with each other, learn from each other and from experienced professionals, and become a more accepted part of the lighting design community.

It is designed to develop presenting skills and structured thinking, to boost students' confidence, and to integrate more practising professionals into educational efforts.

Round I - Within your university

Call for topics at universities participating in the programme.

A panel of experts from the respective universities select a maximum of fifteen (15) topics to continue to the next round.

The universities may accept submissions from current students or students graduating in the next 18 months (up to October 2019).

"It was terrific an honor coaching this group of students for The Challenge 2016/17. Programmes like these are critical for the future success of our profession, and I feel very fortunate to have worked with such a dedicated and hardworking group of budding designers. The highlight for me was seeing their ideas come together and develop into well-thought-out discussions that will resonate beyond this competition and ultimately push the industry forward."

Paul Gregory/US, Focus Lighting

"It is a Challenge, but nevertheless it is all about team spirit and sharing visions. All the participants bring wonderful ideas to the table and I really enjoyed discussing the future of lighting design within this inspired circle."

Thorsten Bauer/DE, Urbanscreen

WHAT TO DO - Format of submission to your university:

- name, course and semester, due date of graduation, contact address and e-mail address
- topic to be presented
- short abstract (max. 100 words), if required
- deadline for submission: 30. April, 2018

The selected topics / speakers for the next round are to be announced by 4. May, 2018.

Round II - Digital

This involves the up to fifteen (15) students from the different universities in Round I. Students will be asked to film a three-minute "elevator pitch" to convince a jury of five lighting professionals. The professionals will evaluate all the films submitted by the universities and select the best eighteen to go through to Round III (conference in Berlin).

The winners from this round will be allocated an advisor to coach them to success. Those who are not selected will be invited to write their papers which will be assessed/corrected and included in the VIA / PLD magazine and / or website.

What is an "elevator pitch"?

The chance to state your topic and explain in clear terms why it is important to you.
The opportunity to sum up what you want your audience to understand and how you intend to get your message across.
Mention any unique qualities your presentation could feature.

WHAT TO DO - Format of elevator pitch film:

- MP4 file including sound (max. 200 MB)
- begin by stating your name, university course and due graduation date
- present your topic and planned presentation techniques / visual aids, etc. on film in three minutes max.
- submit to: fritter@via-internet.com by 16. July, 2018

Winners will be announced by 13. September, 2018

Round III

A mini-conference is to be held in Berlin at which the 18 winners from Round II each present a 20-minute paper on their topic.

The programme will also include professional papers given by the coaches and F2F talks as well as social and networking activities.

Day Two will include a specific number of 15-minute slots for early career researchers (pre-docs). This is not part of the speaker competition, but one step towards bridging the gap between the research community and the lighting design community.

WHAT TO DO – Format of conference

- each speaker prepares a 20-minute presentation with the support of their coach
- each coach selects the talent with whom they wish to enter the final: a 45-minute paper at PLDC 2019.

The conference will be organised by VIA Events.

The conference event is a warm-up gathering for PLDC 2019.

Programme

Day 1

8.30 – 9.00	Registration
9.00 – 9.15	Welcoming address
9.20 – 13.30	Talents' presentations
13.30 – 14.00	Lunch
14.30 – 18.00	Talents' presentations
19.30	Evening get-together, party + announcement of the winners

Day 2

9.00 – 9.30	Registration
9.30 – 12.30	Researchers' presentations
12.30 – 13.30	Lunch
13.30 – 15.00	Coaches' presentations
15.00 – 16.00	F2F talks
16.00 – 17.00	Infotainment Quiz

Subject to change

The Challenge

A warm-up for PLDC 2019

31. January – 1. February, 2019

Round IV

The best six are prepared to present a 45-minute paper at PLDC 2019, advised by their individual coaches.

The costs for travel and accommodation will be supported for the speakers.

A full conference ticket for PLDC (including the Gala Dinner) will be provided. The best presentation of the six at PLDC 2019 wins a money prize, which will be announced during the Gala Dinner.



WHAT TO DO – PLDC 2019

- prepare and present a 45-minute power point presentation with the support of your coach
- submit a full written version of your presentation to VIA by 30. June, 2019
- all finalists selected to speak will receive a Speaker's Agreement from VIA



Coaches

Susanna Antico/IT



Susanna Antico is the founder and principal of Studio Susanna Antico Lighting Design in Milan. She specialises in lighting design for architectural, artistic, urban and environmental lighting projects and has developed more than 50 urban lighting projects on different scales. Susanna is currently serving as the President of APIL.

Keith Bradshaw/UK



Keith Bradshaw studied fine art before training in architecture at the Bartlett School of Architecture. This education provided him with the opportunity to develop ideas where materials became less important than the atmosphere and experience of space: this led naturally to working with light. Keith became a Principal of Speirs + Major in 2009. He is based in Edinburgh and directs projects from both of Speirs + Major's studios.

Deborah Burnett/US



Deborah Burnett is an internationally recognized registered interior designer, colour authority, licensed general contractor, keynote presenter and former National TV personality. She is a leading authority in the practice of Epigenetic Design, targeting the connection between human health and built environmental light.

Rune Nielsen/DK



Rune is co-founder and partner of the design practice Kollision. He is an architect and holds a PhD, but refers to himself as an Interaction Designer. He is specialised in interactive exhibitions and media architecture projects that take the form of engaging and experience-oriented large-scale installations.

Kai Piippo/SE



Kai Piippo is a Stockholm based award winning lighting designer and Head of Design of ÅF Lighting. Well renowned throughout Scandinavia and the world, he receives frequent speaking engagements about Nordic light and lighting. Kai is founder of internationally recognised lighting design company Ljusarkitektur which merged with ÅF Lighting in 2013.

Jonathan Rush/UK



Jonathan Rush studied Furniture Design in Birmingham and joined Hoare Lea Lighting in 2005. He completed his Masters in 2009 at the Bartlett School of Architecture. Jonathan now manages the Hoare Lea Lighting Design team, with an oversight on all project work and delivery both in the UK and internationally.

Impressum

VIA Events

Ms. Louise Ritter
Marienfelder Strasse 18
33330 Guetersloh
Germany

Main Partner University Wismar University of Applied Sciences

Mr. Michael Rohde
Philipp-Müller-Str. 14
23966 Wismar
Germany