

6:00 pm KEYNOTE

The Craft Beneath Design Thinking

Thomas Paterson, Director, Lux Populi, Mexico City



A masterpiece was not, historically, a great work so much as it was the piece that an apprentice labored away on to demonstrate their mastery of craft. It was then submitted to the guild of masters for acknowledgment and entry into the guild. In this first phase of career, the apprentice was not expected to drive design thinking, but develop and deliver mastery of the trade.

Mastery of design thinking is a different skill set – one built off that base, but is about understanding the tool that one holds and how it may serve a client, a stakeholder and beyond. A master sees the uses of their skills beyond only that which the client asks.

Thomas discusses the nature of mastery in Lighting Design – mentoring, learning, being an autodidact, and how that flows into creating a project brief. How do you lead a team to become great design thinkers? How does that create value for your clients?

Learning Objectives - As a result of attendance, the attendee shall be able to:

- 1) Describe the different phases of skills acquisitions in lighting design.
- 2) Identify their level of development as mentors
- 3) Identify those aspects of their personal practice which are in need of development as mentors, leaders and students.
- 4) Analyze a client's needs with regards to the skill levels of staff on a project, whether craft or design thinking level skills.

Thomas Paterson

Thomas Paterson is a British Australian Mexican, with experience in architectural and theatrical lighting as well as an education in artificial intelligence and robotics. He founded Lux Populi, an independent lighting design practice in Mexico fourteen years ago. The practice has grown to deliver work in 30 countries, but with team backgrounds from Australia, Europe and the Americas is able to dynamically shift approaches. Thomas is known for the First Principles design process – understanding the tool of light in service of client needs. Lux Populi trains the majority of its staff directly from university to an international standard and is recognized for its internal training and communication methods.

12:00 pm

Gere Kavanaugh – A Life in Color

Gere Kavanaugh, Founder, Gere Kavanaugh/Designs
Clifton Stanley Lemon, CEO, Clifton Lemon Associates



In the design world we don't always understand color as an integral part of our experience of the built environment. In lighting the inextricable connection between light and color is especially important, as color is nothing but reflected light. Especially in recent years, with the evolution of many new color temperature options in light sources, we tend to focus on the "color" of light more than the colors in the environments we are illuminating. Gere's deep personal connection with color began at an early age, when she remembers arranging her mother's spools of thread. Her parents always supported her curiosity and creativity and encouraged her to pursue her interests in art and design, which led to many opportunities later in her life. She developed a keen interest in and unique perspective on color that has shaped her prodigious output of designs for textiles, furniture, exhibits, tableware, and architectural color over a long distinguished career.

This talk looks at the relevance of color in today's brave new world of lighting innovation, and offers a personal perspective on fascinating history of color in textiles, buildings, and artifacts; its roots in various materials and chemicals; its cultural significance; and how color shapes our experience of architecture and of life.

Learning Objectives

- 1) Analyze the deep connection between light and color in the built environment
- 2) Describe the history of color in world civilizations and its relationship to culture, economics, and design
- 3) Explore the often overlooked role of color in architecture
- 4) Investigate how color interacts with emerging lighting technologies and design approaches

Gere Kavanaugh

The designer Gere Kavanaugh is an irrepressible force of nature who epitomizes the craft and folk vibe of the 1960s and '70s California design scene and remains a larger-than-life personality today. Born in Memphis, Tennessee, in 1929, Kavanaugh became in 1952 only the third woman to earn a degree in Cranbrook Academy of Art's design program. After successful stints as one of General Motors' so-called "Damsels of Design" and as director of interiors for Victor Gruen's architecture and planning firm, she opened Gere Kavanaugh/Designs. There, Kavanaugh put her unique stamp on textiles, furniture, toys, graphics, store and restaurant interiors, holiday decor, housewares, and public art—even designing and curating exhibitions. But perhaps her most enduring project has been the joyful, open-ended, ongoing experiment of her own lifestyle and homes, a dream of color and handcraft. Kavanaugh was awarded the 2016 American Institute of Graphic Arts (AIGA) Medal recognizing her "prodigious and polymathic approach to design." A new book about her work and life in design, *A Colorful Life, Gere Kavanaugh, Designer* highlights her extraordinary career through snapshots, magazine features, drawings, paintings, and her own recollections, as well as those of numerous friends, colleagues, and those she has indelibly impacted.



Clifton Stanley Lemon

Clifton is the CEO of Clifton Lemon Associates, a consultancy providing strategy, product development, marketing, and education services to manufacturers and firms in the lighting and energy sectors. He was formerly Marketing Communications Manager for Soraa, Director of Business Development at Integral Group in Oakland, and founder and CEO of BrandSequence, a customer research and brand management firm. He is an active writer and speaker, with extensive experience in event production and curriculum for professional development. He is a past President of the Illuminating Engineering Society, San Francisco Section, and is on the Advisory Boards of Strategies in Light and LightShow West.

2:00 pm

Luminaire Design – A Personal Perspective

Peter Ngai, Lighting Consultant, Acuity Brands Lighting



Relentless advancements in technology have impacted traditional lighting systems with many exciting new applications, including indoor positioning systems; visual light communication; data gathering for environments; asset tracking; occupancy sensing; monitoring of circulation and people counting systems. While these applications are important to lighting, they do not change the main goal of luminaire design, which is to enhance visual rendering and perception of the built environment – the focus of this presentation. Visual aesthetics of a luminaire are important but should be extended to the luminance composition of the luminaire and its luminous effects in the space. Examples abound of poorly executed effects in luminaire design: lenses that create strips of different intensities; baffles resulting in flashes of bright patches on adjacent surfaces; the surface brightness of diffusers creating unwanted glare. These results are not just unsightly, but sometimes disturbing to occupants. The presentation will focus on how luminance composition, performance, visual comfort and the pleasantness of the space can be addressed with research, design and the careful use of optics. The talk will draw upon several luminaire design concepts such as luminance distribution, brightness perception, uniformity, glare, sparkle that the presenter advanced in his career as a luminaire designer. He will take the audience through the background of those concepts and the design process which resulted in creating luminaires that were visually pleasing and effective.

Learning Objectives

- 1) Explore recent advancements in technology that have expanded the role of lighting into many exciting areas beyond the traditional realm of lighting
- 2) Identify the role of luminance composition in luminaire design and its effect on occupants and interior spaces
- 3) Analyze the concepts of luminance distribution, brightness perception, uniformity, glare, sparkle and their impact on luminaire design
- 4) Through examples of actual luminaire designs, describe how luminaires can be created with these lighting concepts

Peter Ngai

Widely recognized as a pioneer in lighting research, and luminaire design, Peter has worked in many areas including Visual Performance; Photometry; Computer Rendering; Brightness Perception; Glare; Indirect Lighting; Optics; Sustainable Materials; Solar Energy Harvesting; Ultra-Violet Germicidal Irradiation; Task-Surround-Ambient Lighting; and LED and OLED technology. He was instrumental in bringing indirect and direct/indirect lighting design in interior spaces into mainstream design practice, championed OLED technology in the lighting industry, and launched the OLED lighting business for Acuity Brands. He was named one of the “Legends & Leaders in Professional Lighting Design” by Architectural Lighting Magazine. His luminaire designs have won many prestigious awards including 4 Best Innovative, and Best Design Product Awards at LightFair International. He was a recipient of the IES Medal Award in recognition of his technical achievements that have advanced the illuminating engineering profession. He holds 98 patents in optics, luminaire design and lighting design and has written over three dozen technical articles on lighting technology, applications and luminaire design.

4:00 pm

All the World's a Stage: Lighting the Audience

Patricia Glasow, Auerbach Glasow, San Francisco



Lighting the public areas of a theater poses a unique set of challenges: blending the aesthetic with technical, code and maintenance requirements. This lecture will address these issues and more as we discuss lighting the audience in various types of performance venues. No need to suspend your disbelief as we dig into the how and why of lighting in that most inspirational and magical of places, the theater.

Learning Objectives

- 1) Explain the fundamental principles of lighting the audience chamber in theatre lighting
- 2) Describe lighting code compliance requirements
- 3) Apply lighting dimming protocol
- 4) Explore how to share space with other technical disciplines

Patricia Glasow

Patricia Glasow has designed and managed lighting projects throughout North America, Asia and Europe. She began working in lighting in her early teens and has been designing ever since. Patty's strength lies in the blending of design and technical expertise particularly for specialized installations. She was formally trained in theatrical lighting design at UCLA and worked for Walt Disney Enterprises early in her career. These experiences deepened her passion for the profession and influenced her work for her arts, commercial and educational clients. Her lighting has been recognized with awards from numerous industry organizations. In 2013 she was awarded the Sol Cohn Award for service to the lighting field by the San Francisco Section of the Illuminating Engineering Society. This year she was inducted as a Fellow of the International Association of Lighting Designers. Patty is Administrator and Trustee of the Robert Bruce Thompson Charitable Trust which sponsors an annual Student Light Fixture Design Competition. Over the past 18 years, the Trust has awarded hundreds of thousands of dollars to student Competition winners representing over 40 U.S. colleges and universities.