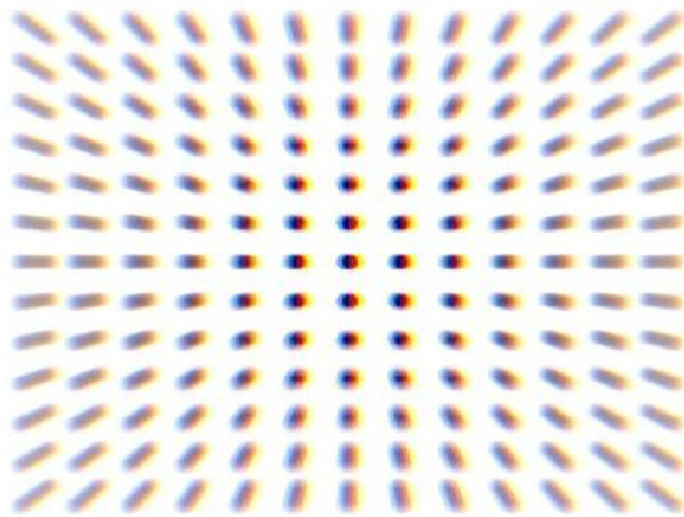


**You can order the conference proceedings (215 pages) from the  
lightsymposium 2012 in Wismar for the amount of 20 € including value  
added tax.**

**If you are interested please contact us at:**

**[mseelig@fz-wismar.de](mailto:mseelig@fz-wismar.de)**



# LIGHTSYMPOSIUM WISMAR 2012

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FUTURE OF LIGHT  
AND LIGHTING  
IN ARCHITECTURE  
OCTOBER 03 — 06

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**Hochschule Wismar**  
University of Applied Sciences  
Technology, Business and Design  
Faculty of Architecture and Design  
Architectural Lighting Design  
Prof. Michael F. Rohde

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ERGONOMIC | Institut für Arbeits- und  
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IALD | International Association of Lighting  
Designers  
ILA | International Light Association  
LiTG | Deutsche Lichttechnische Gesellschaft  
e.V.  
PLDA | Professional Lighting Designer  
Association  
ZVEI | Zentralverband Elektrotechnik- und  
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**Wednesday, October 2012**

14:00 Check-In  
18:00 Welcome Party /  
Sponsoring by WE-EF Leuchten

**Thursday, October 04, 2012**

08:00 Check-In  
09:00 Opening - Welcome  
Prof. Michael F. Rohde  
Prof. Dr. Norbert Grünwald  
Prof. Hanka Polkehn  
Prof. Dr. Dr. h.c. (mult.)  
Horst Klinkmann  
10:15 Statement Main Sponsor: LED Linear  
Coffee Break 30 minutes  
11:00 Keith Bradshaw (Keynote)  
Light - Architecture - Space  
12:00 Francesco Iannone  
Mind and Brain Work Together for Our  
Vision

Lunch Break 90 minutes

14:00 Karolina M. Zielinska-Dabkowska  
Why Human Beings and Animals Relate  
to White and Coloured Light?  
14:30 Ahmet Çakir  
Daylight in Your Eyes and on Your Skin  
15:00 Susanne Brenninkmeijer  
All-Rounder LED?  
15:30 Closing Panel  
17:00 Movie "Bulb Fiction"  
(German language)

**Friday, October 2012**

09:00 Statement Main Sponsor:  
WE-EF Leuchten  
09:15 Opening Vox Juventa: Michael F. Rohde  
09:20 Nathan Thompson (Keynote)  
Light and Beauty - Good for the Soul?  
10:00 Vox Juventa  
Light and Art  
Coffee Break 30 minutes  
11:00 Vox Juventa  
Light and Culture  
11:30 Vox Juventa  
Light and Health

12:00 Vox Juventa  
Technology  
Lunch Break 90 minutes  
14:00 Vox Juventa  
Daylight  
14:30 Vox Juventa  
To be determined

Coffee Break 30 minutes

15:30 Renate Hammer  
Daylighting in an Indoor Society  
16:00 Peter Bodrogi  
Color Quality of Current and Future  
White LEDs: Optimization of Indoor  
Lighting Quality  
16:30 Koen Verjans  
OLED, the New Art of Light  
16:15 Closing Panel  
18:30 Movie "Bulb Fiction"  
(German language)  
21:00 Farewell Party

**Saturday, October 2012**

09:00 Statement Main Sponsor: Occhio  
09:15 Alexander Wunsch (Keynote)  
Light Applications for Well-being and  
Health - A Synopsis  
Coffee Break 30 minutes  
10:45 Maren Christina Geissler  
Alliance for Healthy Effects - Change of  
Perspectives for Healthy Impulses  
11:15 Joan E. Roberts  
Lighting and Human Health  
11:45 Abraham Haim  
Light at Night (LAN) - Needs for a  
Healthy Environment  
12:15 Closing Panel  
12:45 Closing Event

PLDA Flashlight Autumn Meeting 2012  
Please check website for further details:  
[www.pld-a.org](http://www.pld-a.org)

Program is subject to change.

## Francesco Iannone

*Mind and Brain Work Together for our Vision*

### Speakers Profile

Francesco Iannone has been working with lighting design and industrial design applied to lighting for more than 30 years. Since graduating in Architecture at Milan Polytechnic in 1975, he has devoted all his efforts exclusively to lighting. In 1986, he founded the Consuline studio in Milan together with Serena Tellini. He focuses on designing the lighting for workspace interiors, offices, artistic locations such as museums and exhibitions, places of worship, locations of architectural heritage, shopping areas, special events and public open spaces. In addition he also designs luminaries, both for serial production and specific requests. A founder member of ELDA+ (European Lighting Designers' Association), he is now Fellow Member of PLDA after a period of four years as its President, and two years as its Vice-President. He terminated his third mandate as President of PLDA and is actually Past President.

Francesco Iannone is involved in ADI (Association of Italian Designer's) Committee in the organization of Compasso D'oro Award. He has held numerous seminars and courses at university level all over the world, in Frankfurt, Sao Paulo, Rome, Milan, London, Paris, Edinburgh, Amsterdam, Mexico City, Lugano, Beijing, Shanghai, Bangkok. Among the numerous works that Francesco Iannone and his studio Consuline dealt with, we remember the lighting project of Shanghai Formula 1 International Circuit and the lighting project of Shenzhen Cultural Center with architect Arata Isozaki in 2004, the lighting project of an office building in Soho district in Beijing with architect Seung H. Sang in 2005, the general lighting concept of the Olympic Games of Beijing in 2008, the lighting of the Gala Dinner at Palazzo Marino in Milan for the Teatro alla Scala season opening with the commissars for Expo 2015 as special guests in 2008, the lighting project of the Museum of Contemporary Art of Lugano (LAC) with architect Ivano Gianola in



2009, the lighting project of the lake front promenade for the town of Ascona in Switzerland, the lighting project of the Tony Cragg exhibition in Lucca in 2011 and the lighting project of the Lorenzo Lotto exhibition at the Scuderie del Quirinale in Rome, under the high patronage of the President of Italian Republic.

### Abstract

The man at the center of thought. The new findings in the neurosciences and in particular, the theory of „mirror neurons“ have taught us that the neurons in our brains react to stimuli aesthetic, hence the birth of neuro-aesthetics.

This means that the proportions that we reconstruct with light in our cities, museums, places of work, have a different and new value than before, and again and consequently the responsibility of the Lighting Designer. Until recently it was planning a space, today, the man becomes the subject of any projects for Lighting Design.

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## Mind and brain work together for our vision

Francesco Iannone  
FPLDA ADI APIL



A good project  
is a project fully undertaken  
by an independent professional  
**in the same way**  
that a good architectural design  
is made by a “real “ architect

## What is the meaning of “ good “ in the lighting world?

