



**FOR IMMEDIATE RELEASE**

## **IES AND IALD GAIN LIGHTFAIR EDUCATIONAL RESPONSIBILITIES FOR 2023**

**NEW YORK – July 26, 2022** – LightFair Owners, International Association of Lighting Designers (IALD), the Illuminating Engineering Society (IES) and the International Market Centers (IMC), have updated planning responsibilities, placing both IES and IALD in charge of educational programming at LightFair beginning now for its 2023 edition. Changes going into effect for the 2023 edition will happen across the conference and trade show, utilizing industry professionals’ expertise in selecting sessions and allowing for a higher level of industry association participation.

“LightFair has built a reputation of strong product discovery and education over its 31 years, and we are thrilled to build out education curated by the industry and for the industry with the oversight of IES and IALD,” said Dan Darby, show director. “We have worked closely with the associations to architect a new way of combining education and discovery at LightFair, making the 2023 LightFair a must-see event.”

### **Conference Changes**

For its 2023 edition, IES will assume responsibility of LightFair Conference programming, expected to consist of 2-day, 1-day and 3-hour long courses, and tracks with either 90-minute sessions or 60-minute sessions all offering CEU credits.

Paving the way for new educational adjustments at LightFair is Brienne Musselman, IES Director of Education and Standards, who will oversee all sessions offered during the conference, bringing her professional experience as a lighting engineer to selected courses.



Musselman leads the strategy for content development in technical standards and in education for IES. Her past experience as an architectural lighting designer contributes to her ability to manage programs, seek input from stakeholders, and curate content for the benefit of IES and IALD members as well as LightFair's non-member participants. She was one of Lighting Magazine’s International 40 under 40 in

2017, and past president of the Detroit IES section (2013-2015). She served as IES Annual Conference Committee Chair in 2016 and 2017.

“Overseeing the LightFair Conference offers IES an opportunity to represent the lighting community in new ways,” said Musselman. “With appreciation for LightFair’s diverse attendees, the IES will work with IALD to explore new education modalities and encourage bold, memorable content.”

### **Trade Show Educational Updates**

IALD and IES will assume responsibility for a number of educational elements in the Trade Show – including exhibit floor education.

LightFair’s successful Designery, which offers lighting-designer-presented, on-floor education specific to design elements in lighting and lighting components, will now be operated by IALD, making its 2023 introduction as the IALD Designery. IALD’s presence in LightFair’s Trade Show design elements also will introduce a number of design-oriented lighting installations across the show floor.

IES will assume responsibility for LightFair Live, rebranding the on-floor educational experience to IES Live.

The first Conference Advisory Committee meeting for LightFair happens mid-August, in which the new team, consisting of Musselman and conference advisory members from IALD and IES along with LightFair staff, will begin the planning for Conference sessions speakers and more. Following the meeting, LightFair will launch its call for participation to be a conference and show floor speaker as well as other opportunities for involvement such as tour guides and mentors for emerging professionals.

“We cannot thank former LightFair Vice President, Conference, Michelle Moore enough for setting and raising the bar for the elevated nature of LightFair’s conference and educational offerings for the nearly 12 years she was with us,” said Darby. “She had an overwhelmingly positive impact on the quality of education LightFair produced and we wish her the best moving forward.”

LightFair returns to the East Coast, May 21 – 25 (Conference May 21 – 23, Trade Show May 23 – 25) at the New York City’s Jacob K. Javits Convention Center. LightFair 2023 will take place during NYCxDESIGN Week and debuting its co-location with the International Contemporary Furniture Fair (ICFF), offering opportunities to network and conduct business across a range of design, commercial and architectural categories.

LightFair exhibitor information, registration updates and conference news for 2023 can be found at <https://www.lightfair.com/new-york-2023>.

### **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, visit LightFair.com. Follow LightFair on Facebook, Twitter @lightfair, Instagram @lightfair\_international, LinkedIn and YouTube. To stay up-to-date on lighting-industry news leading up to LightFair, visit the LightFair Blog at <https://www.lightfairblog.com/>

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