



New City of Melbourne Lighting Strategy to be revealed to industry stakeholders

Fusing experience gained from a decade of impressive public lighting projects City of Melbourne will present the Lighting Strategy 2013

MELBOURNE, AUSTRALIA, July 3, 2013 /EINPresswire.com/ -- Fusing experience gained from a decade of impressive public [lighting](#) projects City of Melbourne will present the Lighting Strategy (2013) at a lighting industry event next month. Ian Dryden, Team Leader Industrial Design will be offering an insight into the key projects and future lighting initiatives planned to improve pedestrian safety and amenity, attract an evening crown to Melbourne's public spaces and minimise the negative environmental impact of outdoor lighting.

Australia's premier lighting event taking place on 5 & 6 August 2013 at the Melbourne Convention Centre will bring together lighting experts, designers and councils to discuss energy efficient solutions and sustainable design. Attracting in the region of 200 senior level professionals and leading lighting suppliers the event comes at a pivotal time in Australian lighting industry history as new standards are established to integrate LED technology.

Boasting some of the country's most talented and well-renowned lighting specialists the Summit will focus on public realm and street, building and architectural and also event lighting projects delivered through keynote presentations, case-studies, panel discussions and roundtable sessions across 2 days.

High on the agenda will be presentations from City of Melbourne's Prof. Rob Adams, Director City Design and Ian Dryden, Team Leader Industrial Design who will showcase the rejuvenation of Melbourne and the 2013 Lighting Strategy which will offer attendees an insight into key plans and upcoming initiatives.

From a street lighting perspective Paul Brown, Managing Director of Ironbark Sustainability, will focus on replacement programs being rolled out by councils around the country, Mark West of Sylvania Lighting Australasia will discuss the future of LED and outdoor lighting control, and Belinda Hill of Adelaide City Council will demonstrate the commitment of Adelaide to the environment through energy-efficient lighting.

High-profile designers include Steve Brown of NDY Light, who will be presenting a [smart lighting](#) pilot project being undertaken at the University of Melbourne, and Arup's Australasia Lighting Leader Tim Carr who will share experiences from his recent involvement in Vivid Sydney. Adele Lock of Mint Lighting Design, Graham Whittaker of Zumtobel Lighting, Adam Carey of Citelum, celebrated astronomer Perry Vlahos and Bernie Tan-Hayes of PointofView Melbourne are also amongst the key speaker line-up.

Ed Darmanin, Managing Director of LED Innovations believes that the lighting industry is about to be transformed. "The LED lighting market in Australia will evolve at a much quicker and far reaching pace than most people realise. It will be more like a revolution that will affect authorities, energy distributors, manufacturers and end user customers alike", said Darmanin.

Major lighting technology suppliers involved in this years' event include Gold Sponsor Sylvania Lighting Australasia, Silver Sponsor Zumtobel, Cocktail Sponsor LED Innovations and Cooper Lighting, Light on Landscape, GE Lighting, Hotbeam, Pecan Lighting, Lightmoves, Advanced Lighting Technologies, Suland Lighting and Lights Lights Lights.

As endorsers of the Australian Smart Lighting Summit City of Melbourne will be hosting a City Lights Tour which will link the 2013 Lighting Strategy to the experience gained from City Plan 2013, Sustainable Public Lighting Action Plan 2005-2010 and Zero Net Emissions by 2020. Event attendees will have the opportunity to experience this walk, along with a number of other networking sessions that the conference offers.

Conference Producer Charlene Corrin of [Expotrade](#) Australia Pty Ltd says that the timing of the Summit is creating hype within lighting sector. "With the industry in a period of transition and organizations looking to slash energy bills and emissions, the Australian Smart Lighting Summit is the ideal platform for stakeholders to meet and share their experience and expertise to drive positive change". Expotrade is also the organiser of the Middle East Smart Lighting & Energy Summit being held in Abu Dhabi in November.

More information on the Australian Smart Lighting Summit can be found at <http://www.lightingconference.com.au>.

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