

# LIGHTSOURCE

**MEDIA RELEASE**

**May 2011**

## **Lightsource set to illuminate 2011**

Be amongst the first to discover the latest lighting innovations at **LIGHTSOURCE**. With over 50 leading Australian and international lighting brands exhibiting under the one roof, **Lightsource** (now in its second year) will showcase the most cutting edge commercial and retail lighting solutions. Due to high demand, **Lightsource** has moved from its initial home of the Royal Exhibition Buildings to sit alongside **DECORATION + Design** at the **Melbourne Exhibition Centre** from **21 – 24 July 2011**.

Boasting two spotlight features – including **Lightsource Design**, a section dedicated to creative lighting fixtures, and **Lightsource Technology**, hosting the latest energy saving lighting technologies – **Lightsource** will reveal the lighting brands and experts currently leading the market in technological innovation.

**Pure Lighting**, who specialise in developing environmentally sustainable lighting fixtures for residential and commercial settings, will showcase their impressive range of energy efficient lights, including their latest collection of LED technology products.

Also confirmed to exhibit is multi-award winning designer and manufacturer of lighting and furniture solutions **ISM Objects**. For over 15 years ISM Objects has produced innovative lighting collections that have been adopted by leading Australian designers and architectural firms (including Bates Smart Architects in Victoria, designers of Star City Casino & Hotel). Get ahead of the industry leaders and be inspired by ISM's latest products at **Lightsource**.

Also exhibiting is Australian lighting manufacturer **Rakumba**, which has been producing custom-made lighting features for the Australian design industry since 1968. Don't miss the chance to get your hands on an original piece as Rakumba unveils its latest collection.

Joining Rakumba will be **Dean Phillips Architectural Light and Design**, a Melbourne-based luminaire design and manufacturing boutique. They will be exhibiting their globally recognised, art-inspired lighting collection that has been featured in projects in Australia, New Zealand, Singapore, Thailand and New York.

**Classic Life**, exclusive Australian agents for some of the world's leading lighting brands, including premium European labels Ole and Paulo Coelho, will also be exhibiting. Be the first to glimpse Paulo Coelho's creative lamps as Classic Life introduces this Portuguese label to the Australian market. Classic Life will also be unveiling Ole's latest 'Clone' range, which recently appeared at the EuroLuce Fair in Milan.

Preview forthcoming trends as two internationally recognised lighting specialists join the **International Industry Seminar Series** for the first time. **David Bird**, director of 2B Designed and a university lighting lecturer for over 10 years, will discuss how to integrate interior design and lighting to create the ultimate ambience in his *Lighting for Hospitality* seminar.

Joining David will be architectural lighting specialist **John Ford** who has designed lighting for a number of Australian venues (including the National Museum and the Melbourne Theatre Company). John will address the challenges of applying lighting into designed interiors and how to get the perfect lights for a particular setting in his *Creative Lighting Design* seminar. Both speakers have been organised by the Illumination Engineering Society (IES), the exclusive event partners of **Lightsource**.

LIGHTSOURCE and all co-located events are major event partners of the State of Design Festival (20-31 July 2011) presented by the Victorian State Government.

# LIGHTSOURCE

**What:** LIGHTSOURCE 2011, co-located with  
DECORATION + DESIGN 2011

**Where:** Melbourne Exhibition Centre, Southbank

**When:**

Thursday	21 July - 9am – 5pm
Friday	22 July - 9am – 5pm
Saturday	23 July - 10am – 5pm
Sunday	24 July - 10am – 4pm

**Event organiser:** Australian Exhibitions and Conferences Pty Ltd

**Exhibitor information:** Contact AEC, tel 03 9654 7773 or [lightsource@aec.net.au](mailto:lightsource@aec.net.au)

**Web:** [www.lightsourcefair.com.au](http://www.lightsourcefair.com.au)

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**Lightsource Partner:**

