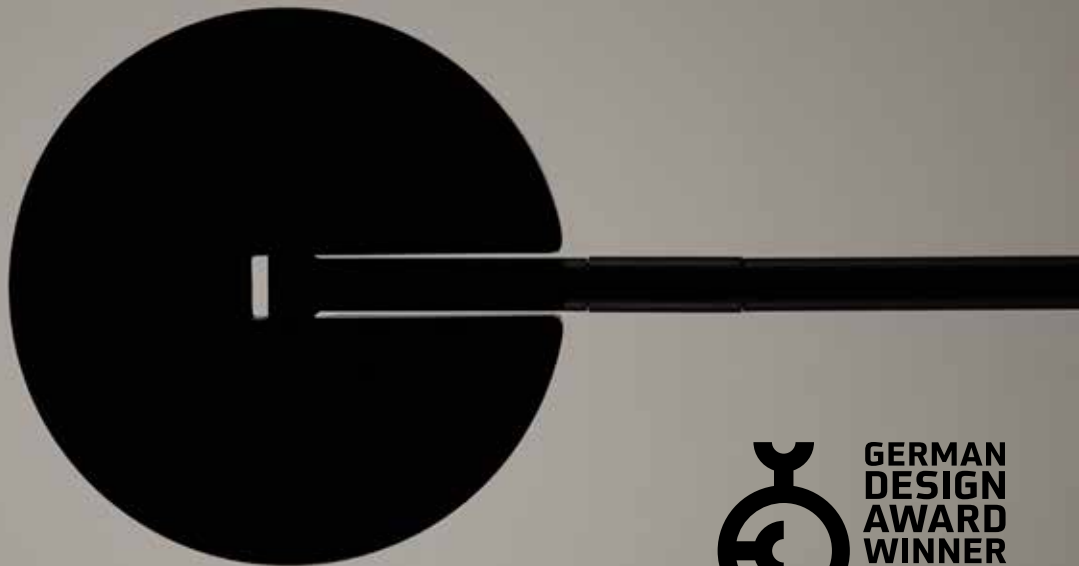


# *Light Stories*

by

 LEDS-C4

**15. 3. 2016**  
**#INVISIBLE**  
**DAY**



**GERMAN  
DESIGN  
AWARD  
WINNER  
2016**



## Hall 1.1 Stand B50-B51

### light+building

Frankfurt am Main  
13 – 18. 3. 2016

Further information on: <http://www.leds-c4.com>



## Tuesday, March 15th

**09:00 - 09:30** Welcome and photocall with lighting designer **Francesc Vilaró**, author of **INVISIBLE**, “German Design Award 2016” | Hall 1.1 ~ Stand B50-B51

### Mass media interviews

**11:00 - 12:00** #Twitterinterview with lighting designer **Francesc Vilaró**, author of **INVISIBLE**, “German Design Award 2016” | Hall 1.1 ~ Stand B50-B51

**15:30 - 16:30** Conference *“Light me up!”*, by lighting designer **Michela Mezzavilla** | Hall 1.1 ~ Stand B50-B51

### *“Light me up!”*

#### *Digital and emotional light for people*

*Digital and connected lighting solutions open a wide range of possibilities for the lighting designer nowadays. However, merely technological projects don't add value to a project per se: new digital and connected technologies should be seen as precious allies and additional tools when it comes to fulfilling the highest goals of a lighting design, which in our opinion are mostly related to people and the way they live the space.*

**17:00 - 18:00** **INVISIBLE cocktail** show for journalists | Hall 1.1 ~ Stand B50-B51

*At the end of the conference, participants will have the chance of designing their own INVISIBLE cocktail by Jordi Millan, one of the best bartenders in Barcelona, Spain.*

## Wednesday, March 16th

**09:00 - 09:30** Welcome and photocall with lighting designer **Francesc Vilaró**, author of **INVISIBLE**, “German Design Award 2016” | Hall 1.1 ~ Stand B50-B51

### Mass media interviews