

3 - Day Design Workshop
15-17 October, 08



ANCHOR FACULTY
Mr. Krishnesh Mehta

Lighting Design and Choreographing Light

Learning to choreograph Lighting which will lead to choreographing business returns

"THE BUSINESS OF GOOD LIGHTING FOR EXPERIENTIAL EXCELLENCE"

INTRODUCTION

Lighting is not illumination. Illumination is about function and engineering;

Lighting is about celebration and designing. Lighting gives birth to space. Lighting makes things visible. Lighting gives space shape, form and volume. No matter how beautiful the space, the architecture or the objects in it are, it is how the light is choreographed that finally decides how they will eventually look, how they will be perceived. Good lighting can make even un-charming things charming.

Good lighting enacts suspense, tells a story, weaves poetry, plays the tunes, presents a drama, evokes emotions, sells dreams, appropriately triggers the human perceptions, senses and sensibilities and produces experiences. Good lighting is a treat for the senses. Good lighting attracts, persuades, distinguishes satisfies, seduces, transforms, sublimates, synergizes, serenades, entices, tickles, personifies, inspires, motivates, teases, captivates, romances, mystifies, thrills, provokes, amuses, wows, surprises, lures, celebrates, enchants, titillates, entrances, fascinates, bewilders, perplexes, relaxes, heals, embraces, soothes, comforts, synthesizes, simplifies, delights.....good lighting makes one lust for it...makes one fall in love with it and everything it lights.....makes it and everything irresistible! This workshop provokes the participants to look at light with a fresh eye.

This workshop introduces the basic principles of choreographing light and lighting design, how to use light to create the desired moods, experiences and perceptions and enhance the beauty and feel of any given space, indoors or outdoors. This workshop will discuss the basic concepts to create lighting that helps increase sales and desirability, as in the case of retail, drama, ads, as also in work spaces to create increased productivity, affectivity and efficiency, and in recreational and home spaces to create health, relaxation and tranquility. It introduces the salient secrets of lighting that can be applied anywhere, be it for interiors, exteriors, dynamics, events –like fashion shows, award functions, etc., moving spaces, films, photography, et al. Also, experimented will be the 3D-6D lighting choreography and story telling through light. The workshop will introduce the theoretical concepts supported by demonstrations and hands-on exercises.

For whom

Retailing and Retail designers, Visual Merchandisers, Choreographers, Hospitality Industry, Event Managers, Event Visualizers and Art Directors, Advertising, Architects, Lighting Engineers, Interior Designers, Landscape Designers, Façade Designers, Set/Stage/Entertainment Designers and Advertising, Creative teams of Audio-Visual Equipment and Stage/Set Equipment Manufacturers and Service Providers, Professionals connected with hotels, restaurants, interior displays, offices, amusement parks, exhibitors, and entertainment venues etc. can also benefit, Hospitals, Professionals dealing in user interfaces, virtual reality, etc.

All those who deal with lighting and creation of spaces, Hospitality experts, HR professionals interested in creating new experiences

Topics

- Understanding Lighting
- Neurophysiology of light perception
- Difference between lighting and illumination
- The power of lighting –Lighting for special functions and needs
- Lighting Design and Choreographing light
- Neurophysiology of lighting choreography –how to create the desired lighting
- Types of lighting
- Lighting Effects and SFX lighting
- Measuring the quality of lighting
- Lighting for various applications

ANCHOR FACULTY

Mr. Krishnesh Mehta

Krishnesh Mehta has been working on the synergetic convergence of Design, Science and Technology and Management for over a decade. He has done Masters in Physics followed by an Advanced Diploma in Space Sciences. He is a chartered lighting engineer and teaches lighting choreography and design with specialization in Reality SFX. He is certified in Complementary Medicine and therapies. He has undergone two years Faculty Training programme at the National Institute of Design, India. He is an ISIS (UK) and ITEM (USA) certified Energy Medicine and Brain Imaging researcher. He has also done MBA and has been actively involved in researching on Senses and Sensibilities, Perceiving Perception, and the Neurophysiology of Creativity, Leadership and Systems thinking. He has also done extensive work on neuroplasticity combining the best of the modern and the ancient sciences like yoga for achieving desired alteration in the brain functioning. Based on the above convergence he has developed the concept of Multi-sensory (50 plus sensors) and Cross Sensory Design, Perceptual and Intuitive User Interfaces and has been holding regular workshops on the same. He has been a member of the Faculty in the area of Design Science and Strategic Design Management at the National Institute of Design, India, for the last 13 years. He has also been an active player in the setting up of the Country's first Design Business Incubator. He offers workshops, nationally and internationally, to top corporates and executives on Creating Multi-sensory Experiences for Customer Delight, Creating Creativity and Innovating Innovation, Retail and Visual Merchandising (Experience Merchandising), Choreographing Light and Lighting, Innovative Entrepreneurship, Wellness, etc. He consults some of the top Indian organizations on Design Management and Retail and

Experience Merchandising. He is a visiting faculty offering varied courses ranging from creativity, innovation to entrepreneurship, creative leadership, etc. at various institutes like the Indian Institute of Management, Ahmedabad (IIMA), Indian Institute of Management, Bangalore (IIMB), etc. His papers on various topics have been published nationally and internationally.

Duration

The programme will be of three days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings except the first day free for the workshop sessions.

Intake

Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, architects, managers, design professional, retailers, other professionals and students can benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

FEE & REGISTRATION: Rs 9000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax]

To be paid by Demand Draft / Pay Order in the favor of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

Mr. Mansukh Patel (M) 09426329633
Ms. Rupali Rai (M) 09328136526

Programme Officer
Industry Programmes & Projects (IP&P)



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007

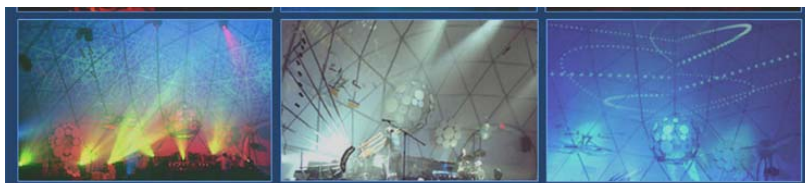
Telephone: 0091-79-2662 3692 -7 (6 lines) ext 1068, 2039, 1199

Fax: 0091-79-26621167 / 26605240

E-mail: industryprogrammes@nid.edu, ipp@nid.edu

CERTIFICATION

A certificate of participation will be presented to the participants.





National Institute of Design

REGISTRATION FORM

(You can photocopy for more registrations)

Workshop on
Lighting Design and Choreographing Light

Please affix Passport size
Photograph here

15-17 October, 08

Name of the Participant: Mr. / Ms. _____

Designation/ Student _____

Organization/ Institute _____ City _____

Address (Residence) _____

Telephone No. _____ Mobile _____ Fax _____

Male / Female _____ DOB _____ AGE _____

E-mail: _____

How did you come to know of the Workshops: Website ___ Poster ___ Newspaper ___ Via Friend ___ Via Email ___

Registration Fee: Rs 9,000/- (Inclusive of Service Tax) for the 3 days workshop (Non-residential)

**Mode of payment : Registration Fee to be paid by Demand Draft / Pay Order in favour of
"NATIONAL INSTITUTE OF DESIGN" payable at Ahmedabad.**

Signature: _____

Kindly send the demand draft / pay order along with the filled in registration form to,
Programmes Manager,

Industry Programmes and Projects (IP&P)
NATIONAL INSTITUTE OF DESIGN (NID)

Paldi, Ahmedabad 380 007

Tele: +91-79-2662 3692 - 97 (6 lines) ext 1068/2039/1199

Fax: +91-79-2662 1167 / 2660 5240

E-mail: industryprogrammes@nid.edu

Web: www.nid.edu

» NID reserves the right to cancel the programme. The registration fee of the candidate however will be refunded in such an eventuality.

For Office Use only:

Regi. Fee Received through: Cash

DD / PO No.

Participant No.

Bank:

Stamped Receipt No./ Dt.: