

## TOP TEN REASONS TO JOIN PLDA

There are numerous benefits of being a member of the Professional Lighting Designers Association (PLDA). The following ten reasons merely highlight some of the advantages of membership because we are developing new benefits continuously. PLDA, a voluntary federation of lighting designers from around the world, invites new members to actively contribute to the association's efforts to establish the profession of the independent lighting designer and to increase awareness of the significance of light for our well-being and enjoyment within the built environment.

### 1. International Professional Network

PLDA offers a comprehensive network of top specialists in the field with over 600 members from 50 different countries, comprised of students, professionals and educators. While PLDA began in Europe, today we are a truly international association with established and new members from all corners of the earth from Brazil to Australia, Turkey to the United States, from Taiwan to Iceland. PLDA connects you to the international design community.

### 2. Professional Recognition

A principle aim of the PLDA is to increase recognition of the profession of the independent lighting designer and to further the development of the profession in its own right. Current initiatives include lobbying the UK government and the European Parliament for official recognition of the profession. PLDA has strived to establish a position of authority within the lighting industry and beyond through its highly professional membership and activities. PLDA membership allows you to benefit from professional recognition gained by the association and the right to use PLDA after your name. Our professional members, with the combined support of the PLDA head office and VIA publishing, have established an international net of experts who are called upon and „welcome“ all over the world.

### 3. Lighting Design Education

Supporting and encouraging Lighting Design education is a core value of the PLDA and we are deeply involved with planning and organizing effective education and training programs, ranging from degree-granting programs to seminars. Our educators are involved in lighting courses through the world, including courses in Finland, Sweden, United Kingdom, USA, Germany, Mexico, Spain, Italy, France and Norway. PLDA has been instrumental in implementing many education initiatives through the Universities Network, which supports quality lighting design programmes worldwide. As a PLDA member you may participate in PLDA education initiatives as a student, lecturer, workshop head, sponsor or organiser.

### 4. PLDA's Lighting Workshop Programme

PLDA staged its first practical lighting design workshop in 1998. Since then our workshops have become wildly successful with both the participants and the general public. The 2007 Alingsås lighting workshop in Sweden is just one example – it was viewed by 75,000 people over a period of three weeks. Currently 3 to 4

one-week workshops are staged in different countries each year by PLDA. Future workshops are being planned for India, Italy, Norway, Sweden, the UK and the United States. As an additional benefit, PLDA members typically head individual workshop groups and all PLDA members receive discounted workshop fees.

### 5. Local and Global Events

PLDA organises almost one hundred events annually in different parts of the world. These range from local “get-togethers,” round table discussions, informal networking events, night walks and student events to large-scale conferences and seminars, and collaborations with industry. PLDA remains close to its members through such local initiatives. PLDA members have free access to local events and either free or discounted access to the conferences and seminars. Regular PLDA events include Light Focus seminar programs in Frankfurt, Dubai and Milan, monthly lectures and events in London, seminar programmes in Germany and Sweden as well as local activities in New York, Amsterdam/Rotterdam, Stockholm and Edinburgh. PLDA also co-organised the first global lighting convention in London in 2007 which attracted over 1000 delegates; the second international PLD convention is planned for 2009 in Berlin.

### 6. Recruitment and Job Opportunities

PLDA provides its members with connections to a broad network of lighting design students and young professional designers. The association supports hundreds of lighting design students through university programmes, workshops and individual communication with our Head Office and the Regional Units. PLDA student members are given exclusive access to professional practices for internships and possible employment. Similarly, Professional PLDA members benefit from regular exposure to young designers eager to become part of the profession.

## 7. Professional Lighting Design Magazine

All PLDA members receive a free subscription to Professional Lighting Design magazine—the only magazine published worldwide dedicated solely to presenting professional architectural lighting. The official magazine of the PLDA, Professional Lighting Design brings you in-depth investigations of leading lighting design projects from around the world, as well as a breadth of design philosophies and theoretical topics, historical perspectives, and a wide variety of professional issues and new technologies critical to lighting design and application today. The magazine is printed six times annually in five separate versions: English International, English US, German, Chinese and Turkish.

## 8. Circle of Sponsors

Comprised of 21 leading lighting manufacturers, PLDA's Circle of Sponsors actively support the aims and activities of the Professional Lighting Design Association. PLDA membership provides you with an enhanced professional relationship with these manufacturers, which includes opportunities for members to collaborate on product development, unique training opportunities and previews of new products and technologies. Additionally, product related concerns and issues can be dealt with through PLDA Circle of Sponsor contacts.

## 9. Contribute to the Development of Your Industry

As a PLDA member you will have the opportunity to contribute to the development of your industry and give something back to the profession. PLDA has individual, focused committees to address the most pressing issues in our industry today, such as lighting design education, international development, standards of practice, and sustainability. New committees are formed regularly to answer and address the unique needs and concerns of our members. PLDA membership empowers you to

influence the growth and direction of the PLDA through your active participation. With the PLDA, you can make a difference.

## 10. Professional Practice

PLDA is currently developing standards of professional practice for dissemination to all members, including a voluntary code of ethics, standardised scope of work, a cost control methodology and a declaration of the Official Establishment of the Architectural Lighting Design Profession. PLDA also has negotiated preferential rates with a major insurance provider for its members in the UK, and efforts are underway to provide a service worldwide. Spearheading a number of critical issues facing the professional practice of lighting design, PLDA has recently appointed a Director of Sustainability and has successfully engaged lamp manufacturers in a debate concerning the banning of the GLS lamp and the negative environmental impact of the disposal of millions of CFL lamps.

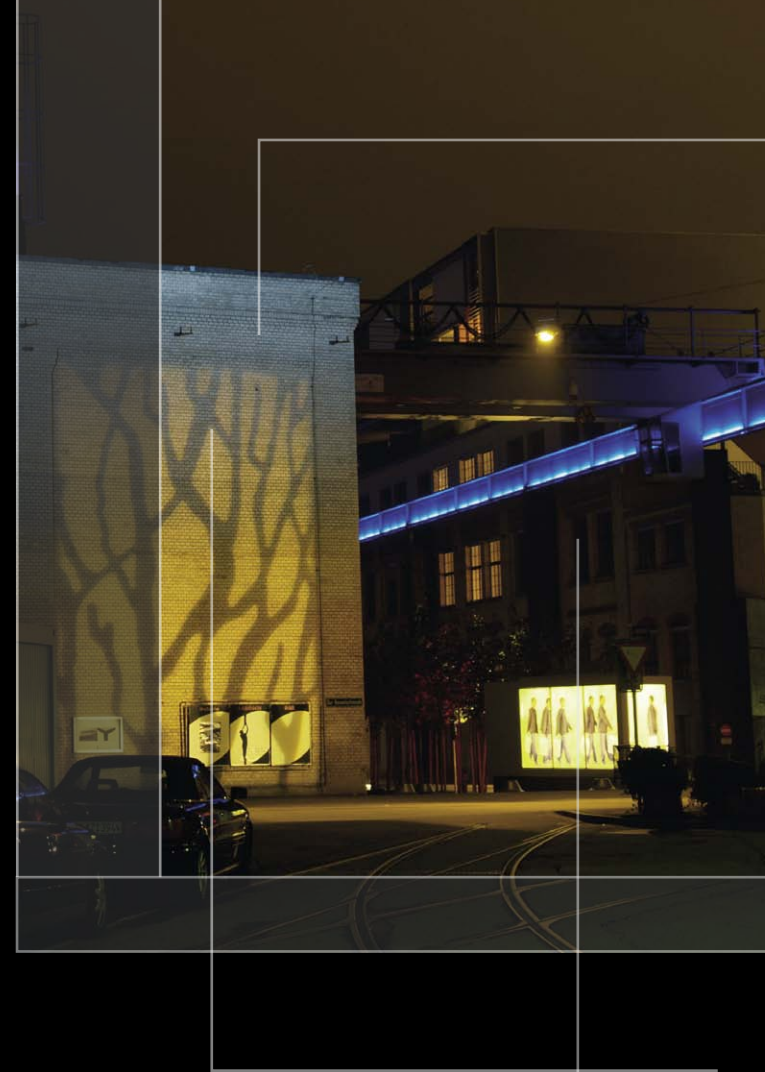
**For further benefits of PLDA membership and application information please visit our website: [www.pld-a.org](http://www.pld-a.org)**

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