

ASIAN LIGHTING FORUM 亞洲照明會議 2020

SHAPING THE FUTURE OF LIGHTS
啟創燈飾業未來

 30 July 2020 (Thursday 星期四)
2:30pm - 4:15pm

 English
英語

GO ONLINE

FREE REGISTRATION

RETAIL LIGHTING - past, present
and future in RETAILTAINMENT



Mr ALEXANDER NESTLE
DIRECTOR ASIA PACIFIC -
LK LICHTKOMPETENZ ASIA LTD., HONG KONG

Lighting
beyond Lighting



Mr VINCENT CHOW
HEAD OF MARKETING -
CLP INNOVATION ENTERPRISE

Human Centric
Lighting



Mr JACQUES FISCHER
DIRECTOR OF SYSTEM SOLUTIONS
AND PRODUCT PORTFOLIO, OSRAM

Make the Circadian Lighting System
More Humanized by Modern IOT Technology



Mr TIN CHENG
CMO & CO-FOUNDER,
IOTENA TECHNOLOGY LIMITED

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Asian Lighting Forum 2020 – Shaping the Future of Lights

Thursday, 30 July 2020, 02.30 pm – 04.15 pm

We are delighted to inform you that Alexander Nestle, Director Asia Pacific of Lichtkompetenz Asia Ltd., is invited as a speaker at the Asian lighting forum 2020 in Hong Kong to talk about Lighting Design for RETAILTAINMENT.

A history of shop and lighting design in parallel over the last century with an outlook to the importance of lighting in today's and future's retail landscape.

What is retail architecture, how can potential shoppers be attracted to a store and how can lighting design help to facilitate a stronger retail experience?

Illustrated by the development of retail architecture with a parallel view on lighting design over the last century until today with a conclusion and outlook how the future of retail and lighting design will influence and change the retail landscape. This will be supported with successful concepts/samples of the past around the globe that have also been used and adapted in Asia as well as unique stand-alone/Flagship projects.

What can we learn from the past, how does the present react to the current climate and influence the future of retail and lighting design?

Outlook on the future of retail and the new experience that needs to be created with more focus on interactive and intelligent lighting to generate a unique customer experience. Lighting design and interior design will form an even stronger synergy in the future than today in order to allure potential clients in an environment rather focused on retailtainment than sales transactions. A new interpretation of Mies van der Rohe's famous quote 'less is more' translated into 'less shopping more experience'.

Registration link: <https://bit.ly/2AK5k6C>