

press

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Light + Building
Leading World Trade Fair for Lighting and Building Services Technology
Frankfurt am Main, 18 to 23 March 2018

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Light + Building 2018: sign up for 'Young Design' until 20 December

At Light + Building, from 18 to 23 March 2018, Messe Frankfurt is offering spaces in the 'Young Design' zone. This dedicated area offers newcomers to the sector the ideas platform on which to introduce themselves and their products to industry and a specialist professional audience. Young designers will be presenting their lamps and luminaires for the first time to an international public in Hall 1.1. By signing up, you have the opportunity to get into contact with some 216,000 visitors and 2,600 exhibitors, of whom 1,500 work in the lighting business.

Messe Frankfurt will provide participants with a completely equipped exhibition stand free of charge. Maria Hasselman, Director Brand Management Light + Building, observes: 'We want to give young talents the opportunity to showcase their creativity and design skills and to make contact with partners, who will be able to help them further their careers. This is often where the foundation stones for successful collaborations between designers and manufacturers are laid – an ideal springboard for the sector.'

The lamps on display in the Young Design area are either not yet in production, or the rights to their design have not yet been sold. This deal is specifically aimed at designers who are not more than 35 years of age, are at the beginning of their career and have been working as designers for not more than five years.

Registrations for the 'Young Design' section will continue to be accepted until 20 December.

Further information on registration and illustrative material is available at:
<http://light-building.com/young-design>

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Background information on Light + Building

Light + Building, the world's biggest trade fair for lighting and building-services technology, opens its doors in Frankfurt am Main from 18 to 23 March 2018 and will be used by around 2,600 exhibitors to launch their latest lighting, electrical technology and house and building automation products onto the world market. A fair of innovations, Light + Building brings together all power-controlled systems from the field of building-services technology and promotes integrated building planning with a spectrum of products unrivalled both horizontally and vertically.

At present, the Light + Building family of events numbers twelve fairs worldwide – in Argentina, China, India, Russia and the United Arab Emirates. Information about the brands can be found at www.light-building.com/brand.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de