

Press Release

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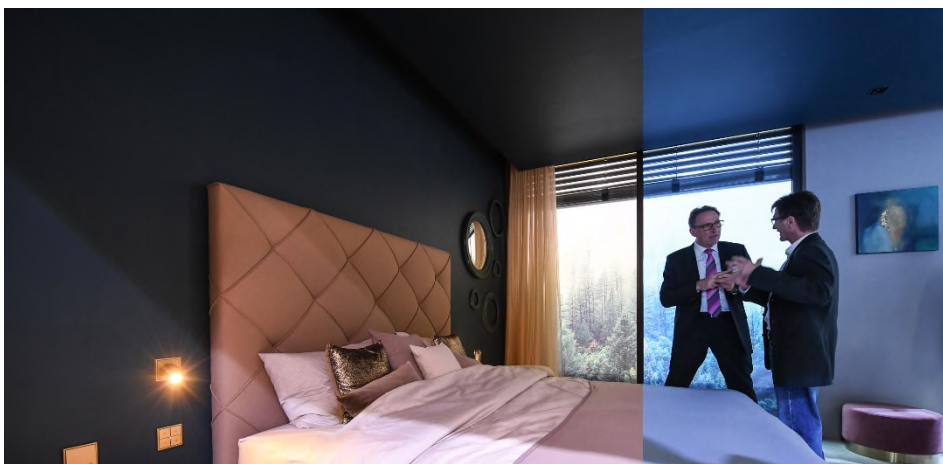
## Functional aesthetics – when light beams take over from lamps

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**It is sometimes quite nice if details remain unseen. According to the maxim of the now hundred-year-old Bauhaus movement, both internal and external architecture can be enhanced when ‘form follows function’. This effect is particularly visible where lighting is concerned. Along with the strategic use of windows or light shafts, cleverly placed light sources are, therefore, increasingly taking on the job of light provision. Thanks to high-efficiency LED technology, such light sources are already almost without housing and no longer have any kind of form of their own. Leaving the focus on the light itself.**

This lighting aesthetic not only meets individual needs in private spaces; functional luminaires are also particularly relevant in the work environment. Specifically, where personal well-being has a direct influence on productivity. Concentrated thought is easier to sustain for long periods in near daylight conditions than beneath pulsating neon tubes or in offices that look more like a darkroom. Added to this is the fact that the latest lighting technology can easily be adapted to changing conditions. In a hospital, for instance, variable coloured lighting can significantly reduce recovery times. Blue tones stimulate, whilst red tones soothe. The technology is called ‘Human Centric Lighting’.

→ full technical article available here: [www.light-building.com/functional-aesthetics](http://www.light-building.com/functional-aesthetics)



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Scenarios ranging from calming red to stimulating blue light support one's natural biorhythms. Functional aesthetics in lighting design is one of the major themes at Light + Building 2020.

Source: Messe Frankfurt | Pietro Sutera

But functional-aesthetic light is also popular as a design feature in its own right. Light has the capacity not only to reveal design qualities, but also to enhance them. Position, intensity, angle of beam, light spectrum – all these factors contribute to experiencing the different aspects of a building or an interior. The effect is, however, only complete if the luminaire itself does not attract too much attention. Another stylistic advantage is the new flexibility that this form of lighting brings. The lighting portfolio is so huge that various scenarios are possible in one and the same room, imitating equally successfully anything from bright summer light to expansive sunsets or powdery mountain mists.



Luminaires that recede into the visual background in order to give prominence to the light itself are a part of the 'Functional Aesthetics' theme at Light + Building 2020 in Frankfurt am Main.  
Source: Messe Frankfurt | Pietro Suter

Under the heading 'Fascinating' – one of the top themes at the show, Light + Building 2020 will be staging a series of design concepts for lighting and luminaires. This will also include the notion of 'functional aesthetics'. The theme will focus on luminaires that recede into the background so as to give prominence to the light itself.

→ further information at: [www.light-building.com/fascinating](http://www.light-building.com/fascinating)

From 8 to 13 March 2020, Light + Building will be providing international illumination for architects, interior designers, planners and others. Alongside design considerations, networked light sources - and with them the digitalisation of the lighting - are an adjustable feature within intelligent buildings and play a major role.

This trend can also be seen in the dedicated area organised by the ZVEI (German Electrical and Electronic Manufacturers' Association). There, it is all about LaaS - Light as a Service. The ZVEI will be demonstrating the effectiveness of service provision in the lighting sector. LaaS turns light into a service good, on a par with today's rental vehicles, leased printers and rented office space. Lighting providers can thus tap into a secondary revenue stream, especially with professional and commercial customers. This section will be allocated a prestigious amount of exhibition space in Hall 3.0 of the Frankfurt Exhibition Centre at Light + Building 2020.

Light + Building  
The world's leading trade fair for lighting  
and building services technology  
8 to 13 March 2020

In parallel to this, Light + Building will be presenting the [Trend Forum](#) in

Hall 6.2. For it, Stilbüro bora.herke.palmisano has, at the request of the leading world trade fair, scoured the globe in search of the shapes, colours and materials that will inspire consumers in the future. In the Trend Forum, the style analysts have organised the future of living spaces into three scenarios – ‘Organic Sculptures’, ‘Studied Masterpieces’ and ‘Inventive Collages’.

→ further information at: [www.light-building.com/trendforum](http://www.light-building.com/trendforum)

+++ Light + Building will take place from 8 to 13 March 2020 in Frankfurt am Main. +++

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com)

\* preliminary figures 2019

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