



ÉLÉPHANTPANAME

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PRESS
RELEASE

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LUMIÈRES

THE PLAY OF BRILLIANTS

UNE EXPOSITION-EXPÉRIENCE À LA FRONTIÈRE
DE L'ART DU DESIGN ET DE LA SCIENCE



À ÉLÉPHANTPANAME

#experiencelumieres

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INTRODUCTION

In this International Year of Light supported by UNESCO, Éléphant Paname's upcoming exhibition explores one of the key concepts of lighting design, the "play of brilliants" coined by Richard Kelly, the pioneering architectural lighting specialist, to describe his method. Borrowed from the realm of jewellery, this notion refers to the spiritual nourishment provided by light, its ability to distract, taking us into a universe of curiosity, imagination and contemplation.

From March 6th to May 31st, visitors are offered the opportunity to fully experience light's potential to kindle dreams with eleven monumental luminous installations by international artists, architects, engineers and designers.

Light Collective, the British creative team who developed the concept for the exhibition, firmly believe that light is a means of expression that can be used to motivate and inspire human beings, as we are all fundamentally phototropic, that is, we move in response to the stimulus of light, like moths.

Conceived specifically for Éléphant Paname's unique setting, "Light" is structured around this idea and examines the encounter between Kelly's original concept and later developments in technology, causing the frontiers between art, architecture and design to blur more every day.

All presented for the first time in France, the 11 installations featured, including four created especially for the exhibition/exploration, result in an emotional experience for visitors, sparking wonder, allowing them to physically discover light's fascinating characteristics and explore the latest technologies involved in lighting design.

#experiencelumieres

10 artists / 11 art installations / 4 new creations

The layout of the Lumières exhibition was specially designed for Éléphant Paname: a real, history-rich architectural space, which adds another dimension to the works shown. Each installation finds its place in this layout, according to its relationship with the space where it is placed and the other works around it.

“Light” presents not only the medium’s fundamental properties, but also the programmable aspect of state-of-the-art technologies in this area. The installation by Laura Bayliss illustrates the basic concepts of light physics, such as refraction and dispersion, and the work by Haberdashery entitled *Oroshi* is a magnificent homage to the way in which light reflects and is reflected around the material used. *Unwoven Light* by Soo Sunny Park and *Primary* by Flynn Talbot encourage visitors to meditate on the properties of light and colour. Both *Disco Disco*, Haberdashery’s second work in the exhibition, and *Circular* by WHITEvoid demonstrate the programmable nature of LEDs, while *Ming* by Moritz Waldemeyer shows that we have reached a historical period in which technological progress relating to the ways in which three-dimensional objects are created means that light may now serve as both a surface material and a source of information.

This eclectic mix of works in light, distributed over three floors, shows the specificities of light in a playful manner, while creating an immersive, moving and interactive visitor’s experience.

Curators: Sharon Stammers and Martin Lupton, of Light Collective
Exhibition design / Project management: Temeloy Advanced lighting design
Official partner: Concord



Luce Tempo Luogo par DGT, 2011
© Francesco Niki Takehiko

LIGHT in WATER is a reinterpretation of the installation shown at the 2011 Salon de Milan, entitled Luce Tempo Luogo. This project gathers creativity and technology in order to offer the viewers a unique and immersive experience. By using the LED system in the dome, DGT creates a magic space with a wall of light, where multiple layers of water curtains are constantly transformed as the result of the effect of countless LED bulbs. The installation explores and demonstrates how new technologies create new value.

DGT. / France

DGT is an international partnership founded in 2006 in Paris and practicing Architecture, Urbanism and Space Design. It is led by three architects: Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane.

DGT gained an international reputation through the winner of the international competition to design the Estonian National Museum and has numerous ongoing projects, internationally. DGT received many prizes such as the NAJAP from the French Ministry of Culture and was selected *Visionary Architects for a new decade 2010* by European Architects Review.

Installation : DGT, Paris

Technical design : Archiee, Paris

Lighting design : Izumi Okayasu Lighting Design, Tokyo

Technical adviser : Tamon, Tokyo

Technical direction : Luftzug, Amsterdam

Water system : Bellrx, Tokyo

Q&R with the creator

How would you describe your work and/or studio?

We are architects. Usually, we work for building, like designing museum, office, residence etc.

And very fortunate reason, we got an opportunity to work for scenography exhibition, performing arts and installation.

What is unique about your approach to creating light installations?

We are interested in working with an elegance of light in universe (not a beauty of light in nature). So when we work with light, we do approach through the scientific understanding about light and universe.



© Laura Bayliss

Laura Bayliss / England

Laura Bayliss graduated with a First Class Honours in Fine Art Painting in 2001 where she created three-dimensional interactive light installations that encompass the viewer. She has always used her artistic background to inform her lighting design, pushing creative boundaries to make lighting schemes that are aesthetically stunning with conceptual integrity.

Laura was a Lighting Director at BDP . She has over ten years professional lighting design experience. She won the *ACE/NCE Young Consultant of the Year*, the *Atkins Inspire Award in Architecture* and *Young Lighting Designer of the Year Award*. Laura and her team organised the first "*Guerrilla Lighting event*" in the UK, which promotes creative and sustainable lighting in the public realm, the format of which is now used internationally. Laura left BDP in 2013 and now combines her passion for light and paint in her light art.

NEW CREATION 2015

Lumière Chevauchement explores some of the many qualities of what makes up the magic and brilliance of light. The piece demonstrates: glow, sparkle, shimmer, sheen, refraction, reflection, luminosity, projection, translucency and shadow amongst others. The geometric forms created seem to jump forward only to be held back by another line, rectangle or dribble of paint. No one form sits on top of whole surface but they are all held in balance.

Q&R with the creator

How would you describe your work and/or studio?

My work explores and celebrates the many characteristics of artificial and natural light. I create geometric linear forms made from light, paint, texture, colour and shadow which overlap one another to push and pull the two-dimensional surface of painting back and forth to create a three dimensional sense of space all held in overall balance as no one form sits in front of the rest.

What is unique about your approach to creating light installations?

My work uses both paint and light as artistic mediums, combining the two to exploit the unique characteristics of each in a way that I have never seen done before. There is a quality of saturation and colour that cannot be replicated with paint alone. I paint with light and I light paint.

How is technology used in your work?

My experience working as a professional lighting designer gives me the technical knowledge of various light sources and technologies to support my creativity. I utilise both old and new lighting technologies to create a wide variety of lighting effects.

I am inspired by technology and luminaires but they are a means to an end for me, I am interested in lit effect so I conceal all luminaires in the work so viewers can focus on light, not light fittings.

HABERDASHERY

Disco Disco



© Alex Asseily en collaboration avec Haberdashery

Haberdashery / England

Haberdashery are an arts led design company based in London and developing innovative landmark sculptures and installations specializing in light and interaction. Their work often involves collaboration with outside individuals, companies or creative bodies whom help to add an extra dimension to each new project. Through exploring new ways to combine materials, technologies and lighting effects, they develop strong narratives for a range of ambitious clients, with the aim of providing accessible experiences through light, surface and form which are appropriate for each new location or environment.

Disco Disco is a programmable light sculpture collaboration between Haberdashery, creative entrepreneur Alex Asseily and Goodwin Hartshorn.

It reacts and calibrates to sound created by the audience, generating tonal patterns of dappled light and shadow. It is inspired by the aesthetic of the humble disco ball.

This installation questions the relationship between the viewers and the artwork; do they adapt to the rhythm of the sculpture in front of them, or does the sculpture adapt to them? Who is in control? Does it actually matter?

Q&R with the creators

Why is light an important part of your work?

Although much of our work could be described as sculptural, it is through the control and manipulation of light, colour and shadow that we can explore the surrounding environment or architecture and evoke a human response or introduce a narrative.

What inspires you and your work?

Our work is inspired as much by the process as by seeing new materials or technologies; by fostering a strong studio culture, we enable a vibrant atmosphere encouraging playful discovery through collaboration.

How is technology used in your work?

Disco Disco uses custom built PCBs to control and interpret video footage, abstracting it into a pixelated radial surface.

Moritz WALDEMEYER

Ming



© Moritz Waldemeyer

NEW CREATION 2015

Inspired by ancient oriental vases, Moritz Waldemeyer has recreated the shape with a pair of interactive vases embedded with animated LED's for *Lumières*. Using a unique parametric design, each vase is made up of pieces cut from flat metalised materials that when fastened together in sequence become a pair of 3-dimensional vases. LED lights are affixed to the outer shell of the vases, with different animations custom programmed into each of them. The LED animations take inspiration from the elements Fire and Water. The Fire Vase will be lit up with flickering flame animations in vibrant red and oranges while the Water Vase will be soft blues mixed with bright white. The use of the opposing elements further references Moritz Waldeleyer's oriental inspiration for the pieces.

Moritz Waldemeyer / Angletterre

Moritz Waldemeyer is an internationally renowned designer based in London. Originally from Germany, Moritz moved to London and completed his Mechatronics master's degree at Kings College before making his debut into the design world with an interactive chandelier for Swarovski and Ron Arad. Following his early collaborative work for the likes of Hussein Chalayan and Zaha Hadid, Moritz soon established himself as an independent designer and founded his own Studio in 2004. In 2013 his lighting installation 'My New Flame', developed for Ingo Maurer, was unveiled as part of MoMA's permanent collection.

Q&R with the creator

What is unique about your approach to creating light installations?

Even though most of the work is based on technology, this never stands in the foreground. Every piece has a human and emotional aspect first, the technology merely facilitates this quality.

What inspires you and your work?

Technology, Innovation, Architecture, Art, Photography and fashion, we always try to fuse different disciplines together into our work.

Paris is known as the City of Light. Do you have any specific comments about the opportunity to exhibit in Elephant Paname Gallery or in Paris?

Paris has a long history of elegance and luxury, dating back to the splendour of Haute Couture and the romance and glamour that paved the way before it. The installation aims to fit into the traditions of Paris - it is probably the best city to show this particular piece.



© Christopher Bauder avec WHITEvoid

WHITEvoid / Germany

WHITEvoid is a multidisciplinary art and design studio founded in 2004 in Berlin by Christopher Bauder. Bauder graduated at the Berlin University of the Arts, he and his studio are specialists in lighting design, media design and product design.

Christopher Bauder has brought installations and performances to events and spaces like the Centre Pompidou in Paris, MUTEK Festival in Montreal or The National Museum of Fine Arts in Taiwan. His projects have received worldwide recognition and have won several awards including the *German Lighting Design Award*, the *Design Award of the Federal Republic of Germany*, the *Reddot Design Award* and the *iF Communication Design Award*.

Idea and concept : Christopher Bauder
Conception et production: WHITEvoid

NEW CREATION 2015

This new installation, created for the exhibition *Lumières- The Play of brilliants*, shows three lighting rings. A ring is a representation of eternity and manifests something that is never-ending. Here, it is also a symbol of a unification source, a symbol of wholeness or completeness. In a ring, we see the circular pattern of life. Space, object, sound and interaction are the key elements in this artwork.

Q&R with the creator

What is unique about your approach to creating light installations?

I see light as a material that can be formed, manipulated and animated. Every light source has its own properties, positive and negative sides. So for me the light source, the pure material of its creation comes first, then I decide what environment or shape would do justice to the qualities embedded in this material and how to make the best use of it.

What will a visitor remember or learn from your piece?

With all my art pieces, installations and performances I am looking to create immediate emotions. The audience is encouraged to experience the piece at any time from all directions of the space. There is no beginning and no end. Sound and visual pattern are supposed to mix and match. This audio-visual unity will evoke feelings of calmness and excitement, sadness and happiness in turns.

Laurent FORT

Black Box Cosmos



The Black Box Cosmos is an installation that plays with the contrasts. A clean, black, monolith, polished, capable of generate ever-changing scenery. The essence of ethereal light creates solidness, impalpable... A light source that alludes to the explosive power of a primitive life form, to its narrative power, its imaginative power. The *Black Box Cosmos* interacts with the environments, captures the minimum air movements and translates them into the light of thousand shades. It is a unending dialogue, a theatrical magic box, bursting into the space.

© Laurent Fort

Laurent Fort / United States

Born in Nantes, Laurent Fort has always been interested in artistic expression in all its many applications: from audiovisual art to sound engineering; from antiques to modern design. The multifaceted experience and ranks in different scopes inspire him to create a personal style and distinctive, a skillful mix where the manual becomes demiurge instinct for contemporary creations of high narrative power: furnishing objects. His pieces had been part of art galleries and design exhibitions, Art and fashion magazines; AD Architectural Digest, Elle Decor, Marie Claire, Glamour, have published his designs. In 2005, he was awarded the «*Young Designer Award*» by AD magazine Europe. Based in NYC, he has collaborated with ETRO, Ferragamo and The Baglioni Hotel in London

Q&R with the creator

What is unique about your approach to creating light installations?

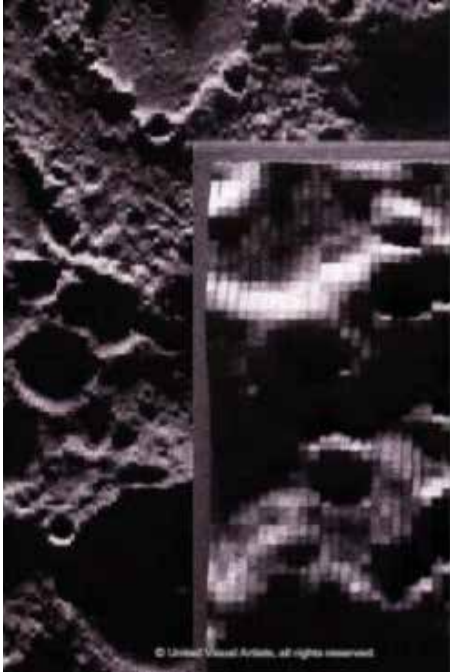
Leonardo da Vinci says "*simplicity is the ultimate sophistication*". I work with extreme simplicity, in this time as we are in full immersion in the technology we can create everything and lose the simplicity.

Will the visitor see something unusual or new from your piece?

Yes absolutely, nothing is more poetic than reflection of light that moves with the air. The viewers will feel a strange presence looking at this piece. Their vision is captured by this live cosmos. I love watching them each has its own perception and reaction.

United Visual Artists - UVA

Telescope



© United Visual Artists - all right reserved

UVA / England

United Visual Artists (UVA) is a London-based art practice founded in 2003. It combines a wide range of disciplines including sculpture, installation, live performance, and architecture. The studio has an open approach to collaboration, uniting diverse skills to continuously evolve new technologies and materials, which in turn suggest new artistic directions.

UVA's lines of enquiry include the tension between real and synthesized experiences – the questioning of our relationship with technology, and the creation of phenomena that transcend the purely physical. In all their work, they aim to distill complexity down to its essence.

NEW CREATION 2015

At *Lumières – The Play of Brilliants*, United Visual Artists present *Telescope*, from a new series of pieces inspired by the first images captured by the original Lunar Orbiter missions in 1966-1967, prior to the Moon Landings.

The original Lunar Orbiter launched against the backdrop of the intense activity around the political space race between the USA and Soviet Union that fuelled leaps in scientific and military research. Lunar Orbiter's images were at the absolute bleeding edge of technology at the time, yet their effect extremely visceral due to the depiction of this landscape that had always been beyond our reach. *Telescope* reconstructs the reality as captured in the original photographs of the lunar surface. Light reveals the shadows of the data; the unseen landscapes in the photographs, hidden by perspective. *Telescope* turns these historical photographs into relief, bringing the unreachable within reach, highlighting the invisible.

Q&R with the creators

What is unique about your approach to creating light installations?

Not sure we are! But whether unique or not, there are a few ideas we have about how to do things. When designing installations, we set ourselves a few goals, of which a reoccurring one is that of suspension of disbelief. Hardly special on its own, it simply means that you trick people into (albeit temporarily) believing in your illusion. In practice this means a powerful experience, and not at all easy to accomplish with the visually spoiled youth of today...

Some of our earliest works (*Monolith, Volume*) were also examples of another idea that permeates our work, digging deeper into what 'audience' represents. By peeling of the different layers of participation, we hope to expand the notion of an 'interactive experience', where we design work where spectators through engaging with the work become the actors on the stage for others.

HABERDASHERY

Oroshi



Oroshi is a configuration of hand-made ceramic leaves with 18 karat gold lustre surfaces to reflect light throughout their surroundings, inspired by a strong wind blowing down the slope of a mountain.

This site-specific artwork made in collaboration with UK ceramist Jasmin Rowlandson will be installed all around Éléphant Paname's main elevator/sculpture. It will invite the visitor to explore the relationship between the reflection of the light and the ceramic material.

Haberdashery with the ceramist Jasmin Rowlandson
© Haberdashery

Haberdashery / États-Unis

(see p. 7)

GNI Projects

Implied Candelabra



© GNI Projects

GNI Projects / Angleterre

GNI projects were formed by a collective of three designers from different backgrounds and disciplines, whom share the same passion for design and desire to create new and intriguing multi-disciplinary objects, installations and imagery.

London based Graham Rollins and Ingo Kalecinski are now focused to build on the studios previous style, with further exploration of laser, graphical lighting installations, new technologies, light sculpture and exposed mechanical components.

NEW CREATION 2015

This piece was conceived especially for the exhibition by Ingo Kalecinski and Graham Rollins to reflect the historic environment the gallery space provides.

In the third floor hallway, laser lines are contained within an invisible skin of a traditional chandelier. *Implied Candelabra* uses light vectors to sketch an imaginative, non-physical yet grand piece of traditional design into the space above the viewer head.

Q&R with the creators

Why is light an important part of your work?

Coming from a background where we use light to highlight architecture, we have been using light as a medium for many years. GNI projects works often use light more graphically, to draw shapes into space or render images. It is the artificial light that creates the shapes, and brings our work to life.

What is unique about your approach to creating light installations?

In many of our works we deliberately try to simplify each element as much as possible throughout the design process, stripping the physical design back to form follows function principals. Our works strive to create an element of interaction between a piece and the viewer, but our desire for interaction is more basic and physical than what may typically be viewed as interaction. We like to encourage the viewer to move around the sculpture, to view the piece from different perspectives, before they discover its true meaning.

How does your work reflect this theme?

For this exhibition we created something using only a few different and mainly small components to create something grand and glamorous, more importantly its non-physical yet tactile. The light is used to render an imaginary object in space, through reflections and refractions of a series of light beams.

Soo Sunny PARK

Unwoven light (section of)



Unwoven Light at Rice Gallery © Soo Sunny Park

Soo Sunny Park / United States

Born in Seoul, Korea, Soo Sunny Park moved to the U.S. at the age of ten. Park received her B.F.A. in painting and sculpture from Columbus College of Art and Design in Columbus, Ohio and a M.F.A. in sculpture from Cranbrook Academy of Art in Bloomfield Hills, Michigan. She lives and works in New Hampshire, and currently chairs the Studio Art Department at Dartmouth College.

She has exhibited work in the US, Canada, Hong-Kong, United Arab Emirates and in South Korea and has most recently participated in the Vancouver Biennale Residency.

In this installation, the woven form of a chain-link fence, fitted with iridescent plexiglas diamonds, unweaves the light that illuminates it. Now we can see it, the light, in purple shadows and yellow-green reflections that both mirror the shape of the fence and restructure the space they inhabit. Here, the artwork enfranchises light as a sculptural material that can work alongside these materials, functioning as one element among many. Light no longer merely reveals the sculpture's elements : it is one.

Q&R with the creator

How would you describe your studio?

I explore liminal states and spaces: those between light and shadow, sculpture and drawing, seeing and showing, artifice and nature. Individual pieces are hybrids of fine-art categories-installation, sculpture, drawing-and they are built out of boundary materials : wall studs, glass, fencing, sheet rock, and, more recently, light. By occupying and unpacking the spaces between our categories, my work interrogates the structure of our world.

What inspires you and your work?

Since I was young I have been struck by the way in which the way the world seems to me can be different from the way it seems to others. This feeling was reinforced for me when I left my native South Korea for the USA at 10 years old. I spoke no English, and spent a long time adjusting to the new world in which I found myself. The world felt distant, in a way. Something seemed to mediate my presence in it, but it was hard to see what that was. I was here, the world there, but I didn't get what stood in between. I think my interest in liminal spaces started here, and it has grown to encompass in-between spaces of all kinds.

Flynn Talbot

Primary



© Flynn Talbot

Flynn Talbot / Australie

Flynn Talbot operates a specialized lighting design studio which is currently based in Perth, Western Australia. Talbot designs innovative lighting fixtures for mass production and light installations for galleries and unique buildings.

Talbot's work explores the way light impacts human experience and transforms space. He aims to create unique and intimate light projects. Talbot's approach fuses memorable and bold aesthetics with very fine detailing, while maintaining the essential human element.

In 2010, Flynn was awarded Young Lighting Designer of the Year in Frankfurt. His interactive light installation *Horizon* was exhibited in Sydney, London and Frankfurt and he created his first solo exhibition with *X&Y* at the Helmrinderknecht Gallery in Berlin. *X&Y* has been widely exhibited in Europe and Australia. Talbot has since released *Amplifier* for Helmrinderknecht and *Latitude* for London brand *Innermost*.

Primary is a three sided wall installation which is illuminated by three LED light sources. This is a reference to the primary colours of light, red, green and blue (RGB). The cardboard structure is designed to fragment the light and show how coloured light is mixed. Light and object are intrinsically connected.

Light and shadow are working together and through a 10 minute programmed light show, a real feeling of movement is created. A sound scape completes the installation for a full immersive experience.

This installation is supported by Philips Selecon

Q&R with the creator

How did you come to work with light?

Using light, you can transform a space more than you can with anything else. Light is intangible, you can't touch it and in a way - you almost can't understand it. Nothing has captured me the way light does.

What inspires you and your work?

I'm inspired mostly by the way something makes me feel. It's not about materials or style. Like light, inspiration is kind of evasive, you can't pin point it.

What will a visitor remember or learn from your piece?

They'll remember visually strong saturated colour. But more importantly, a feeling of mystery and uncertainty.

VISUELS DISPONIBLES POUR LA PRESSE



DGT. / LIGHT in WATER

Project photo : Luce Tempo Luogo by DGT.,
2011 © Francesco Niki Takehiko

Installation credit :
LIGHT in WATER, 2015 © DGT.



Laura Bayliss / Lumière Chevauchement

Installation photo :
Lumière Chevauchement, 2015
© Laura Bayliss



Haberdashery / Disco Disco

Installation photo :
A collaboration between Haberdashery,
creative entrepreneur Alex Asseily and
Goodwin Hartshorn., Disco Disco
© Haberdashery



Moritz Waldemeyer / Ming

Photo of the installation:
Ming, sketch, by Moritz Waldemeyer
© Moritz Waldemeyer



WHITEvoid / Circular

Christopher Bauder for WHITEvoid / Circular
– a kinetic light installation –

Photo of the installation :
Circular – a kinetic installation -, sketch, by
Christopher Bauder ©WHITEvoid

Idea and concept : Christopher Bauder
Conception and production: WHITEvoid



Laurent FORT / Black Box Cosmos

Installation :
Black Box Cosmos par Laurent Fort
© Laurent Fort

LUMIÈRES

THE PLAY OF BRILLIANTS



Haberdashery / Oroshi

Installation :
Oroshi, Haberdashery and ceramist Jasmin Rowlandson © Haberdashery



GNI Projects / Implied Candelabra

Installation :
Implied Candelabra, project drawn
© GNI Projects

LUMIÈRES

THE PLAY OF BRILLIANTS



Soo Sunny Park / *Unwoven Light (section of)*

Installation :
Unwoven Light at Rice Gallery © Soo Sunny Park



Flynn Talbot / *Primary*

Installation :
Primary © Flynn Talbot

CURATORS



Light Collective is a creative consultancy based in the UK and consists of Martin Lupton and Sharon Stammers.

Light Collective offers architectural lighting design but is a different kind of consultancy, one that is fuelled by our passion for light and covers community light projects, guerrilla lighting interventions, light based events, art installations, mobile apps, festivals, exhibitions, trade shows and education initiatives all over the world.

Light Collective believes that light is a medium that can be used to engage and inspire people in so many different ways and their global project portfolio demonstrates this. The opportunity to curate an exhibition at Elephant Paname showing light based art works enables them to bring the beauty of light to a wider audience.

Coming from a background of architectural lighting design, Light Collective wanted to explore the theme that the 'play of brilliants' brings to mind.

For this occasion, Light Collective invited a group of various artists and designers from all over the world to make a common project come to life and pay tribute to light. This project is made in collaboration with Temeloy Light Architecture Studio, which took care of the scenography and project management.

More information on: www.lightcollective.net

PROJECT MANAGER

Temeloy advanced lighting design

Temeloy advanced lighting design is a creation agency founded by Tiphaine Treins in 2009 and specialized in lighting.

“To transform a space with light is not just about the quality of the light or the choice of the fitting, it is also the delicate, nuanced dance between tone, shadow, and brilliance. Through this difficult-to-achieve equilibrium it is possible to shape the emotional, even spiritual flow of a space. Today, the different color temperatures for white light is available at a level of precision that has never before been possible. When you find the light that will match a material, it imbues the material with a vibrational quality and finish that transcends the material itself and imparts a sense of something almost supernatural.

Light can infuse your spaces with a multidimensionality that is felt, but almost impossible to adequately describe. Your eyes are seeing more than your mind can grasp. Thinking stops; you become captivated. Even though you know you are in a finite space, there seems to be an incomprehensible vastness. The ordinary has become extraordinary.”

Tiphaine Treins

More information on: www.temeloy.com

2015 : UNESCO INTERNATIONAL YEAR OF LIGHT



The International Year of Light and Light-Based Technologies is a global initiative adopted by the United Nations to raise awareness of how optical technologies promote sustainable development and provide solutions to worldwide challenges in energy, education, agriculture, communications and health. The goal of IYL 2015 is to highlight to the citizens of the world the importance of light and optical technologies in their lives, for their futures and for the development of society.

On 20 December 2013, the UN General Assembly 68th Session proclaimed 2015 as the International Year of Light and Light-based Technologies (IYL 2015)

The IYL Global Secretariat is located at the International Centre of Theoretical Physics (ICTP), in collaboration with the UNESCO International Basic Sciences Program. This International Year will bring together many different stakeholders including scientific societies and unions, educational institutions, technology platforms, non-profit organizations and private sector partners.

In proclaiming an International Year focusing on the topic of light science and its applications, the UN has recognized the importance of raising global awareness about how light-based technologies promote sustainable development and provide solutions to global challenges in energy, education, agriculture and health. Light plays a vital role in our daily lives and is an imperative cross-cutting discipline of science in the 21st century. It has revolutionized medicine, opened up international communication via the Internet, and continues to be central to linking cultural, economic and political aspects of the global society.

More information on:

<http://www.light2015.org>

<http://www.l-ro.org>

PARTENAIRE OFFICIEL

Concord

Concord à Éléphant Paname

Year 2015 was declared « year of light » by UNESCO. As part of the Lumière- The Play of brilliants exhibition, organized by Éléphant Paname the company Havells-Sylvania, specialized in architectural lighting, has decided to sponsor the event by equipping the arts center with 70 luminaires from it CONCORD range to light its future exhibitions.

About Havells-Sylvania

Created in April 2007, the Havells-Sylvania company is part of the Havells India Ltd, with a turnover in excess of \$ 1.5 bn. With more than 94 subsidiaries and offices all over the world and 8000 employees in more than 50 countries, Havells has grown tremendously since its modest beginnings in Delhi in 1958: the company has eighteen production plants around the world (India, Europe, Latin America and Africa) and offers internationally renowned products. Its products range from industrial and residential equipment to electrical cable and wires, luminaires and energy saving lamps, covering all domestic, industrial and commercial needs.

Havells-Sylvania is a leading supplier of complete professional and architectural lighting solutions. With more than a century of expertise in the field of luminaires and lighting, Havells-Sylvania proposes state-of-the-art technology products and systems to the public, commercial, industrial and residential sectors throughout the world and has defined its mission as a provider of the best ranges of products, services and advice available. All over the world, the Group's clients rely on the know-how of the Concord, Lumiance and Sylvania brands, to find high-quality, energy-saving lighting solutions, adapted to their individual lighting needs.

More information on: www.havells-sylvania.com

Contacts presse CONCORD FRANCE : ComCorp

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Nadège Chapelin

01 58 18 32 45 – nchapelin@comcorp.fr



ÉLÉPHANT PANAME

Imagine a place completely open to life, emotion, beauty...

Imagine a center for the arts that is truly alive, that speaks, hears and sees...

Imagine a little planet of dreams...

Imagine a liberated, undomesticated animal in the heart of Paris...

Éléphant Paname is an art center that holds exhibitions, installations, performances, showrooms, conferences, concerts and more. It is also a restaurant.

The aim of Éléphant Paname is to take down the walls between any form of art, centuries and disciplines.

A couple feet away from the Paris Opera, Éléphant Paname is also a dance center with fully equipped studios for dance companies, classes, choreographers, actors, directors and musicians.

INFORMATIONS PRACTICAL INFORMATION

LUMIÈRES

THE PLAY OF BRILLIANTS

#experiencelumieres

Exhibition from Friday, March 6, 2015 to Sunday, May 31, 2015

ÉLÉPHANT PANAME

10 rue Volney - 75002 Paris T. +33 1 49 27 83 33

billetterie@elephantpaname.com

www.elephantpaname.com

Admission:

Full rate : 9€

Reduced rate: 7€ (students, visitors under 18 years old, unemployed, disabled ; with current ID)

Free admission: Children under 10 years old.

Hours :

Tuesday to Sunday from 11 am to 7 pm - last tickets sold at 6 pm

PRESS CONTACT

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