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ONE BEAM OF LIGHT, HUNDREDS OF CREATIVE IDEAS

A global lighting initiative is on course to make waves amongst the professional lighting and design community. 'One Beam of Light' is an initiative set up by designers Light Collective, in collaboration with Havells-Sylvania's Concord brand, one of Europe's most respected architectural lighting brands.

The idea behind 'One Beam of Light' is to use participants' imagery to create a collection of stunning and inspirational photographs that start with a single source of light, stripped to its minimum, then shaped in such a way to create a truly unique picture.

Once assembled, the images will be curated by a guest panel of lighting designers and visionaries including: Keith Bradshaw of Spiers & Major, Gerd Pfarre of Lichtplanung, Matt Clark of UVA and Terence Woodgate of Studio Woodgate. The selected images will then be displayed in London followed by an international tour, which will take in key cities across the globe and feature the artists' work on a large scale.

Sharon Stammers and Martin Lupton of Light Collective comment "*The One Beam of Light project enables entrants to strip light to its barest essential and show their skills in manipulating the medium, and revealing its inherent beauty. We will then take the best images and use them to promote lighting design worldwide as a key creative industry. We are enthused to be collaborating with Concord on this fantastic initiative.*"

Kuleep Vali, SBU Director Concord at Havells-Sylvania adds "*Concord is always at the forefront of cutting-edge innovation and we are keen to support lighting designers create something truly imaginative with light. We are offering the recently launched, cutting-edge Beacon Muse LED Projector to invited participants, aiding them in the creation of their photograph. Some people will receive a projector with a gobo, some an iris and some a framing head; this variation will further add another element of creativity to the mix.*"

A wide selection of the images will also be used to create a beautiful commemorative book about light; which will be published after the first series of exhibitions and will be available for the lighting, design and architecture communities. The book will include the images and a brief description, and details of all contributors, allowing their work to be appropriately recognised.

Anyone can enter this exciting project, so if you feel you're up to the challenge then visit www.onebeamoflight.com where a full set of rules and further details are available.

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Editors Notes

About Light Collective

Light Collective operates on a simple set of rules:-

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| #1 Be evangelical about light | #7 Share knowledge |
| #2 Innovate | #8 Promote daylight |
| #3 Inspire | #9 Live it or leave it |
| #4 Engage | #10 Embrace darkness |
| #5 Educate | #11 Make a dent in the universe |
| #6 Encourage collectivism | #12 Challenge convention |

www.lightcollective.net

About Concord from Havells-Sylvania

The Concord brand is part of the Havells-Sylvania Group and is one of Europe's most respected Architectural lighting brands for Retail & Museum Lighting. With a strong manufacturing base in the UK, Concord is renowned for its strong design ethos, high technical performance and aesthetic form. Concord focuses on bringing lighting solutions to meet the needs of architects and lighting designers.

Concord's innovative portfolio is one of the most comprehensive on the market, encompassing track and spot, downlights, ambient lighting, recessed and linear solutions for a variety of application segments. The company provides segment specific lighting application advice; and the entire product range is underpinned by in-house technical expertise, from optical system design through to photometric measurement and testing.

Concord's best in class range of LED Spotlights have won prestigious design awards two years running. In 2010, Concord 'Stadium' won both the Red Dot Award and the Best Interior Luminaire at the Lighting Design Awards. In 2011 Concord's 'Beacon Muse' won the Best Interior Luminaire at the Lighting Design Awards, and Commercial Product of the Year Lighting Association Awards.

Formed in April 2007, Havells-Sylvania is owned by Havells India Ltd, a US\$ Billion plus company. With 94 branches and representative offices worldwide, and over 8000 employees working in more than 50 countries; Havells has grown rapidly since its humble beginnings in Delhi in 1958. Havells has eighteen manufacturing plants in India, Europe, Latin America and Africa; producing globally acclaimed products, including: switchgear, cables, wires, luminaires and lamps.

Havells-Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Havells-Sylvania supplies state-of-the art products and systems to the public, commercial and private sectors, worldwide. Havells-Sylvania strives to deliver the finest products, service and consulting possible. All over the world, people rely on group companies: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions to suit their individual lighting needs.

www.havells-sylvania.com
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