

Creative Influences in Design

LDI Entertainment Technology Show · Orlando, Florida

Sponsored by  **ROSE BRAND**

Presented by:



Martin Valentine MSc PLDA
Lighting Design Director
AECOM – London, UK



Herrick Goldman
HG Lighting Design, New York

Design is all about ideas. And all ideas have a moment of genesis. A starting point. That spark of inspiration that creates innovation. Rose Brand is proud to sponsor this fun, idea forward presentation on **Saturday, November 21, 2009 at 11:00 a.m.**

Sharing his film inspirations, architectural lighting designer Martin Valentine will take us on a visual journey of discovery. From lighting projects in Antarctica to the renovation of ancient places he will be exploring the magical uses of light and fabric to convey place, tension, excitement and story.

Herrick Goldman, a theatrical lighting designer, whose experiences in theatre and live events are drawn from inspirations in literature and the arts will discuss the creative spark and where the big idea begins.

Meet and talk with Martin Valentine and Herrick Goldman after the seminar at **Rose Brand's LDI Booth # 921 at 3:30 p.m. on Saturday, Nov. 21st.**



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Martin Valentine MSc, PLDA Director of Lighting Design, AECOM London

Mr. Valentine's experience includes both the conceptual and detailed design of lighting systems in a wide variety of sectors. He has particular experience in specialist fields including Heritage Buildings, Museums, Galleries, Exterior Lighting and Environmental Studies.

Martin Valentine joined AECOM in December of 2004 and is the Director of Lighting Design in London. Prior to this, He was the Associate Partner with Cannon-Brookes Lighting & Design and Lighting Principal with Troup Bywaters & Anders Consulting Engineers. As a professional member of the Professional Lighting Designers' Association (PLDA), his public role is involved in promoting lighting design and awareness internationally.

Currently he is working on a number of schemes including the new British Scientific Base in the Antarctic; Halley VI, St Pancras Chambers and The Savoy Hotel in London, London's Natural History Museum, projects in the Middle East and a number of high profile UK community projects including The Stephen Lawrence Centre and Bernie Grant Arts Centre.

His work on Halley VI in the Antarctic has lead to a specialization in extreme environment design and much applied research into the psychological and physical effects of lighting on health. Martin to be asked to join an academic consortia working for NASA on lighting environment studies for the proposed Lunar Base and manned Mars mission. The Antarctic is considered an 'analogue environment' for space habitation studies and the Halley VI model will help form a basis for the new research.

Mr. Valentine will be speaking about design and his inspirations from the movie industry at the Entertainment Technology Show, LDI at the Rose Brand sponsored seminar, Creative Influences in Design on Saturday, November 21st

(MSc - Built Environment: Light and Lighting - 2000–2002); (PLDA – Professional Lighting Designers' Association – professional member)

Herrick Goldman Lighting Design

Herrick Goldman designs lighting for theater, dance, concerts, museums, corporate meetings and themed attractions. Herrick's Off-Broadway credits include Rooms, Godspell, Latin Heat, Flamingo Court, All is Love, Shafrika, Serenade, The Fearless, & Streakin' Thru the 70's. Other productions include Crash Test Dummies, The Last Starfighter, Meet John Doe and The Antigravity Tour.

HGLD was recently awarded a 2009 Big Apple Award for best lighting design for an event. A former instructor for the MIT Theatre Arts Department, his work has been seen world wide as well as on and off Broadway. Clients include Ebay, The Director's Guild Awards, Louis Vuitton, Rolex and Madame Tussauds, NYC.

Herrick studied Design/Technology at SUNY Purchase receiving a Bachelor of Fine Arts in Lighting Design in May of 1991.

Herrick will illustrate the artful beginnings of his creative thinking while also showing the work that evolved from his inspirations for the worlds of Dance, Theatre, Music and Events at the Rose Brand sponsored seminar on **Creative Influences in Design** to be held at LDI, The Entertainment Technology Show, on Saturday, November 21st at 11:00 a.m. in Orlando Florida.

www.hglightingdesign.com